ESC CONGRESS LONDON 2015

29 August - 2 September



Where cardiology comes together

INDUSTRY PROSPECTUS



CONTACTS

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www.escardio.org

ESC TEAM

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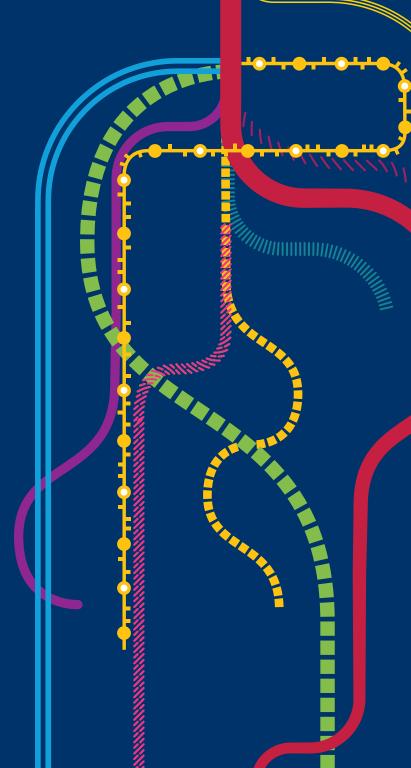
satellite@escardio.org

Sponsorship

sponsorship@escardio.org

VENUE

ExCeL London
One Western Gateway
Royal Victoria Dock
London EI6 IXL
United Kingdom



WELCOME LETTER

Dear Industry Partners,

Welcome to this exciting journey, destination ESC Congress 2015, when we will bring the fight against cardiovascular disease to the vibrant city of London.

Building the world's largest and most influential cardiovascular meeting is a fantastic challenge, which requires determination, drive and diligence, but above all, it requires a vision.

Our vision for ESC Congress 2015 is foremost towards the patient as we focus on how we can improve patient care by communicating the most timely and significant advances in prevention, diagnosis and treatment of cardiovascular disease.

We will focus on how to present, share, debate, conclude on the latest science and research in cardiology and how it can improve the lives of our patients.

The Congress Programme Committee will structure the best in science into more than 500 sessions and over 4 000 abstract presentations with a distinguished faculty from around the globe.

The scientific programme will be practice orientated and interactive, ensuring the 25 000 cardiology professionals from around the world, who converge in London in August 2015, can equate the presented science to their professional practice.

Technology at the service of cardiovascular medicine will have a key position as we deliver an efficient and vibrant meeting from a state of the art venue. London, a truly cosmopolitan city, offers us a perfect background for an exceptional meeting, reminding us of the importance of the past for lessons of the future.

We welcome you on this journey towards ESC Congress 2015, raising global standards in cardiovascular care and promoting healthy lifestyles in order to achieve our main goal of reducing the burden of cardiovascular disease.

Yours sincerely,



Prof Fausto Pinto, FESC

President 2014 - 2016

European Society of Cardiology



Prof Geneviève Derumeaux, FESC Chairperson 2014 - 2016 ESC Congress Programme Committee

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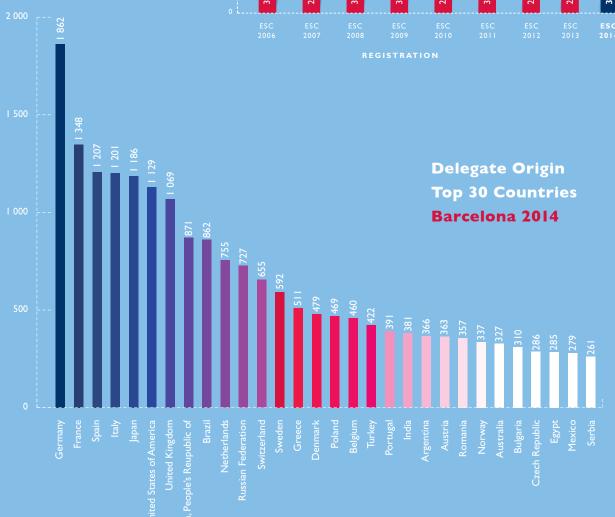
ESC Congress

Where cardiology comes together

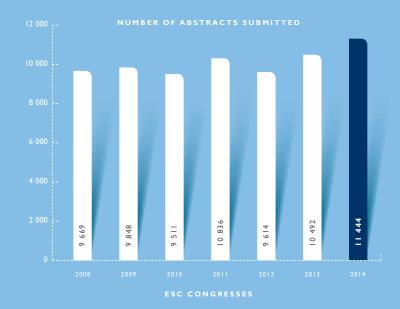
The premier conference for global cardiology professionals

Participation Healthcare Professionals 2006 – 2014





Abstract Submissions 2008 - 2014



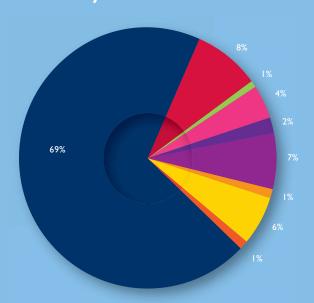
Delegate Place of Work

ESC CONGRESSES

Place of Work	2011	2012	2013	2014
In University Hospital	50%	51%	54%	55%
In Non-University Hospital	29%	28%	30%	28%
Private Practice	22%	20%	21%	20%
Research	13%	13%	14%	15%
Other	9%	10%	9%	9%
Average workplaces per person				

One or more categories for Place of Work can be selected. Hence the average workplace per person is greater than I (average 1.3).

Delegate Professional Activity Barcelona 2014



Cardiologist	69%
Cardiologist Trainee	8%
General Practitioner	1%
Industry/Agent	4%
Nurse	2%
Other	7%
Press/Medical Writer	1%
Scientist	
Surgeon	1%



SCHEDULE ESC CONGRESS 2015





M = Moderated Posters





CONGRESS SPOTLIGHT



This year's spotlight will highlight the many different kind of interactions between the environment and cardiovascular diseases.

Spotlight:
Environment
& the Heart

t ng abstract research
otlight of

Spotlight of the congress sessions will be found throughout the scientific programme, including abstract sessions featuring the best research submitted under the category "Spotlight of the Congress."

A VILLAGE DEDICATED TO EACH MAIN TOPIC

Arrhythmias

Basic Science

Cardiac Imaging / e-Technology

Heart Failure / Left Ventricular Dysfunction

Hypertension / Pharmacology and pharmacotherapy

Interventions / Peripheral Circulation / Stroke / Surgery

Ischaemia / Coronary Artery Disease / Acute Cardiac Care / Acute Coronary Syndromes

Prevention / Rehabilitation / Sports / Nursing / Ageing

Valvular Disease / Pulmonary Circulation / Myocardial-Pericardial Disease / Congenital Heart Disease and Paediatric Cardiology

KEY FEATURES

Hot Lines, Guidelines and Hot Topics and Highlight Session to be held in Central Village

Interactive sessions, Special Tracks, Meet the Guidelines Task Force, Meet the Trialists and Rapid Fire Sessions will be held in the Hub

Throughout the Villages – Main Sessions, Symposia, Debates & Controversies, Meet the Experts, Joint Sessions, Satellite Symposia and EBAC Accredited Educational Programmes

NEW!

A Journey to Stockholm – Presented on Saturday, with the participation of Nobel Prize Winner

NEW!

My NCS at ESC Congress – Selected National Cardiac Societies will present a programme dedicated to Guidelines and their implementation in daily practice.

NEW!

Science @ Breakfast – Practical and Interactive 45 minute sessions to start the day!

NEW!

Cases in review case-based symposium – A practical approach to topics through cases as encountered in daily practice

IMPORTANT DATES

December 2014 – Opening of Online Services

February 2015 – Scientific Programme available online

14 February 2015 – Abstract Submission Deadline

01 March 2015 – ESC Cardiologists of Tomorrow – Clinical case submission deadline

01 May 2015 – Hot Lines, Clinical Trial Updates, Registries and Basic & Translational Science Hot Line Submission Deadline

Early May 2015 – Abstract Results announcement

Mid June 2015 – Full programme available online

ESC CONGRESS 2014 PARTNERS

The ESC gratefully acknowledges the following companies and organisations who contributed to the success of ESC Congress 2014, we look forward to building on our collaboration in 2015:

Abbott

ABBOTT VASCULAR

Accriva Diagnostics, Representing ITC and Accumetrics

Acon Laboratories, Inc.
Actelion Pharmaceuticals Ltd
Aegerion Pharmaceuticals

Agfa HealthCare Aggredyne, Inc. Ai Mediq S.A.

AJILA

AMGEN (Europe) GmbH Armstrong Medical Ltd. Aspen Europe GmbH

AstraZeneca
AtCor Medical
AUM Cardiovascular
Barrington James
Bayer HealthCare
BePATIENT

Berlin Heals GmbH Biosense Webster Biospace Co., Ltd BIOTRONIK BioVentrix, Inc.

BMS / Pfizer Alliance Boehringer Ingelheim

Blueprint Genetics

BPLab

British Society of Echocardiography

CardiacAssist, Inc.
Cardiome AG

CellAegis Devices Inc.
Check Diagnostics

Circle Cardiovascular Imaging

Cleveland Clinic

CNSystems Medizintechnik AG

CPR (cardiopulmonary resuscitation) Workshops

custo Med GmbH
Cytori Therapeutics

Daiichi Sankyo Europe GmbH

DailyCare BioMedical

Defibtech

Diabetes & Cardiovascular Disease (D&CVD) EASD Study Group

diaDexus

Diagnostica Stago

Eccosur

Edan Instruments, Inc.
Edwards Lifesciences

EKOS Corporation, a BTG International group company

Elsevier Journals
Elsevier Science
enverdis GmbH
EPIC Alliance
ERCULES

Ergospect GmbH

ESAOTE Ferrer

Finapres Medical Systems
Fresenius Medical Care
FUKUDA DENSHI
GAMPT mbH
GE Healthcare

Genzyme
Health in Code

HEMO SAPIENS Inc.

Hitachi Medical Systems Europe Holding AG

i-cor

ITAMAR Medical Ltd

Labtech Ltd.

Lev El Diagnostics of Heart Disease

Littmann / 3M Health Care
MD Conference Express

MediMatic

Medis medical imaging systems by

Medispec Ltd.
Meditek Ltd.

Medscape / theheart.org

Medtronic

MENARINI GROUP

Microlife Mides GmbH

Mortara Instrument, Inc.

MSD

MyDiagnostick Medical

NEJM Group

Nihon Kohden Corporation

NORAV MEDICAL

NorthEast Monitoring, Inc. (NEMon)

Novartis Pharma AG
Oxford University Press
Personal MedSystems GmbH

Pharma Insight
Philips Healthcare
Philips Respironics

Physicians' Academy for Cardiovascular Education -

(PACE) Foundation
Pie Medical Imaging
Polyphenolia B.V
PRS Neoscan

Radcliffe Cardiology Randox Cardiology Recordati / Zambon RECORDATI S.p.A Regado Biosciences

RESMED

Roche Diagnostics International Ltd.

SAGE

Sanofi Regeneron

Sanofi Regeneron Patient Advocacy Connection

SCHILLER

Schwarzer Cardiotek

ScottCare Cardiovascular Solutions

SERVIER

Shenzhen Biocare Bio-Medical Equipment Co., Ltd.

Siemens AG Healthcare Sector

Singulex

SOMNOmedics GmbH

SonoScape Company Limited

St. Jude Medical

STORZ MEDICAL AG

Takeda Pharmaceuticals International

The JAMA Network

The Journal of Physiology

theheart.org | Medscape Cardiology
Thrombosis Research Institute, London

TomTec Imaging Systems GmbH

Toshiba Medical Systems

Trinity Biotech

United Therapeutics Europe Limited Vales&Hills BioMedical Tech.Ltd

Vasomedical Inc Vifor Pharma VISUS GmbH

Wiley

Wisepress Medical Bookshop Wolters Kluwer Health Worldwide Clinical Trials ZOLL Medical Corporation



WHY EXHIBIT AT ESC CONGRESS 2015?

ESC Congress 2015 will host an exhibition area at a prime location in the congress centre to foster necessary exchange between the cardiology professional and the industry.

If scientific exchange with the cardiology profession is a priority for your business, reserve your place in the ESC Congress exhibition.

HOW CAN I PARTICIPATE?

Exhibition Space for Commercial Exhibitors:

Early fee (applications by 31 March 2015): €420 / m²
Late fee (applications from 1 April 2015): €460 / m²
Cost is for floorspace only (no structure or amenities)
Minimum exhibition space is 9m²

Deadline for application for Top 10 point holders:

I November 2014

Deadline for application for Top 20 point holders:

I December 2014

Deadline for application with priority status:

12 January 2015

Exhibition Space for Publishers, Not for Profit Organisations:

Early fee (applications by 31 March 2015): €270 / m²
Late fee (applications from 1 April 2015): €300 / m²
Cost is for floorspace only (no structure or amenities)
Minimum exhibition space is 6m²

Deadline for application with priority status:

12 January 2015

Emerging Technologies Showcase Area:

The ESC has committed to an ETSA area within the exhibition, whereby start-up companies with a drug or technological product in development can showcase at the ESC Congress exhibition.

Cost for stand package: €2 500

Strict application criteria apply to avail of this special exhibition category. Please contact industry@escardio.org for further details.

Application Deadline: 20 February 2015

All prices are exclusive of VAT

Benefits for all exhibitors:

- Company listing in the Industry Programme
- Company listing on the ESC web site www.escardio.org
- Company listing in the Final Programme and Mobile App
- Allocation of Exhibitor and Scientific Exhibitor Badges

Your exhibition space can be maximised with:

- Adverts in ESC Congress 2015 publications
- Eblasts
- Onsite advertisement spaces in the congress centre
- Other opportunities as listed in Sponsorship chapter

EXHIBITION OPENING HOURS:

Saturday 29 August: <u>12:30</u> – 18:00 **NEW**

Sunday 30 August: 09:00 – 18:00

Monday 31 September: 09:00 – 18:00

Tuesday I September: 09:00 - 18:00

Booking conditions and next steps

- Applications can be submitted as of 29 October 2014
- Submit your Exhibition Application Form from our website www.escexhibition.org
- Signed order forms received before 12 January 2015 (I Nov 2014 and I Dec. 2014 for top 10 and top 20 points holders respectively) will benefit from priority assignment in line with the accrued points ranking
- Cancellation fees will apply upon signature of the Order Form



CME ACCREDITED PROGRAMMES

Satellite Symposia can be CME Accredited. The supporting company is free to choose their CME Provider and support the programme via an unrestricted educational grant.

Satellite Symposia can be accredited by EBAC, the European Board for Accreditation in Cardiology. EBAC accreditation confirms the scientific and educational quality of a programme, and allows the participants to receive CME credits for the time spent in the educational activity.

A Satellite Symposium with EBAC accreditation will be officially announced as "EBAC Accredited Educational Programme supported by an unrestricted grant from company X". The minimum duration of an EBAC Accredited Educational Programme is 60 minutes.

CME or EBAC Accredited programmes should be booked in the same time slots as Satellite Symposia as listed over. Satellite Symposia rates and rules apply except for specific EBAC promotional restrictions.

SATELLITE SYMPOSIA

45, 60 or 90 minutes Satellite Symposia allow for review or update of results from recent trials and ongoing studies. These sessions are organised by sponsoring companies within the congress centre in fully furnished and AV equipped ESC lecture rooms ranging in size from 200 to 3000 seats. The programme needs to be submitted and approved by the Congress Programme Committee before 30 March 2015.

HANDS-ON TUTORIALS

Hands-On Tutorials offer companies a means of associating with the educational requirements of delegates in a class room environment. These industry sponsored tutorials provide participants with an opportunity for hands-on and/or one-onone learning from clinical and/or technical experts on specific areas of expertise. Hands-On Tutorials are organised in dedicated rooms in the exhibition area for 50 pax per session maximum. One room is allocated per company for the duration of the congress. Hands-On Tutorials sessions can be organised from Saturday 29 August to Tuesday I September 2015, between 09:00 and 18:00, except Saturday 12:30 opening.

NEW: SATELLITE SYMPOSIA – EXPERTS ON THE SPOT

Experts on the Spot provides delegates attending or interested in a Satellite Symposia with a further opportunity to question and exchange with topic experts in a concise and interactive format. The Experts on the Spot session will last 30 minutes to take place during the coffee breaks available as follows:

 Sunday 30 August:
 10:15-10:45

 Sunday 30 August:
 15:45-16:15

 Monday 31 September:
 10:15-10:45

 Monday 31 September:
 15:45-16:15

 Tuesday 1 September:
 10:15-10:45

 Tuesday 1 September:
 15:45-16:15

These short "camp-fire" style sessions will be arranged in the new state of the art "Hubs" and are designed to ensure experts interact with delegates.

Experts on the Spot sessions are complimentary to Satellite Symposia programmes. The condition to hold these sessions is to already hold a Satellite Symposium during ESC Congress 2015 and the programme should be in line with what has been presented during the Satellite Symposium. The scientific programme of the Experts on the Spot session will be subject to the Congress Programme Committee approval. The session organiser is permitted to invite speakers different from those participating in their Satellite Symposium.

TIMESLOTS & COSTS FOR INDUSTRY SPONSORED SESSIONS Costs (excluding lecture room rental)

Satellite Symposia	Exhibitor	Non-Exhibitor
Saturday 29 August 2015		
15:30 – 16:15 (45 mins)	€24 000	€44 000
15:30 – 16:30 (60 mins)	€30 000	€50 000
15:30 – 17:00 (90 mins)	€36 000	€56 000
Sunday 30 August 2015		
13:00 – 13:45 (45 mins)	€24 000	€44 000
12:45 – 13:45 (60 mins)	€30 000	€50 000
18:30 – 19:15 (45 mins)	€24 000	€44 000
18:30 – 19:30 (60 mins)	€30 000	€50 000
18:30 – 20:00 (90 mins)	€36 000	€56 000
Monday 31 August 2015		
13:00 – 13:45 (45 mins)	€24 000	€44 000
12:45 – 13:45 (60 mins)	€30 000	€50 000
18:30 – 19:15 (45 mins)	€24 000	€44 000
18:30 – 19:30 (60 mins)	€30 000	€50 000
18:30 – 20:00 (90 mins)	€36 000	€56 000
Tuesday I September 2015		
13:00 – 13:45 (45 mins)	€24 000	€44 000
12:45 – 13:45 (60 mins)	€30 000	€50 000
18:15 – 19:00 (45 mins)	€24 000	€44 000
18:15 – 19:15 (60 mins)	€30 000	€50 000
18:15 – 19:45 (90 mins)	€36 000	€56 000
Hands-On Tutorials	€34 000	€50 000
(Room rental included)		
Experts on the Spot		
(Room rental included)	€15 000	€25 000

All prices are exclusive of VAT

The accrued points ranking will determine the assignment of time-slots and lecture rooms.

Benefits include:

- Basic lecture room set-up (customisation needs to ordered through our suppliers at extra cost)
- Dedicated listing in the Scientific Programme & Planner, Industry & Final Programme, Mobile App
- Slot to promote the session onsite in the Industry Display Racks
- Roll-up in front of the session room from one hour before the session starts
- Invitations distributed in front of the session room from 30 minutes before the session starts

Awareness of your sponsored session can be maximised with:

- Adverts in ESC Congress 2015 publications
- Eblasts
- Onsite advertisement spaces in the congress centre
- Weblinks from the ESC Scientific Programme &
 Planner
- Webcasts on the ESC Congress 365 web site for publication post-event
- Other opportunities as listed in Sponsorship Chapter

Booking conditions and next steps

- Applications can be submitted as of 29 October 2014
- Submit your Industry Sponsored Session Application Form from our website www.escexhibition.org
- Signed order forms received before 12
 January 2015 will benefit from priority
 assignment in line with the accrued
 points ranking
- Cancellation fees will apply upon signature of the Order Form
- Lecture room and timeslot assignment shall be confirmed as of 27 February 2015
- Scientific Programme Submissions must be received before 30 March 2015 for approval by the Congress Programme Committee

KEY DATES

12 January 2015: Deadline for applications with priority status

27 February 2015: Notification of assignments of time slots and rooms

30 March 2015: Deadline for receiving complete scientific programme submissions

IMPORTANT

The ESC has set aside and reserved the necessary rooms and timeslots for industry sponsored activities during the congress. It is strictly forbidden to organise a non-authorised sponsored session outside of the congress venue for the period between 23 August and 6 September 2015.

EXHIBITION STAND

For all exhibitors, the following minimum stand size is required to obtain permission to hold an Industry Sponsored Session:

45 minute Satellite Symposium: 9 m²
 60 minute Satellite Symposium: 30 m²
 90 minute Satellite Symposium: 50 m²
 Hands-On Tutorials: 30 m²

3 SPONSORSHIP

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Independent research shows those companies who integrate additional marketing strategies into their congress plans are far more successful in attracting attendees to their booth.

A wide range of services for congress attendees are available for sponsorship by our industry partners providing essential support for the congress and opportunity for novel communication to the healthcare profession.

Deadline for applications with priority status

I December 2014

Product Description **Price** Accrued ((excl. VAT) **Points Badge Lead Management System** €3 500 I point Does your company have its own lead tracking



solution for events? Are you looking for a way to use your company's own lead management system(s) in conjunction with ESC Congress registration protocol?

Access information from ESC Congress delegate badges in real time, enabling your exhibit or symposium staff to store, edit and amend delegate data using your own hardware and software.

€150 000

per sponsor

60 Points & 15 bonus points



Best of ESC Congress 2015 No Product Advertising - Multi-Sponsorship

An ESC panel of experts will present the scientific highlights of ESC Congress in a live interactive format post congress. Moderated by the CPC Chair, Best of ESC Congress 2015 will present the main science of the congress by topic and exchange on the science which will change professional practice. This very popular 60 minute programme is transmitted post event to a global audience and posted online on the ESC web site in multiple languages. A multi-sponsorship opportunity for maximum two sponsors.

20 points & 5 bonus points



Bookmark in Final Programme

Product Advertising permitted - Exclusive Sponsorship

The exclusive and highly visible Bookmark is included in the Final Programme as a practical tool for this reference document. This simple but popular delegate item provides significant visibility for the promoting company. Advertisement available on one side of bookmark. Reverse side promotes ESC Congress 2016.

Delegate Badge Holder

No Product Advertising – Exclusive Sponsorship Print your logo on this highly visible Badge Holder which contains the useful Programme at a Glance referred to by delegates throughout the Congress. Worn by all delegates throughout the event, this product offers extensive exposure. The exclusive sponsor can print their corporate logo and short congress message on the badge lace for guaranteed visibility. Price includes production.

€80 000

€50 000

32 points & 8 bonus points



Product Description Accrued (excl. VAT) **Points** I Eblast 5 points & Product Advertising permitted for exhibition only €12 000 I bonus point Reach out to ESC Congress 2015 pre-registered delegates prior the congress via an electronic invitation All 3 Eblasts 12 points & to your exhibition space or Industry Sponsored Sessions. €30 000 3 bonus points The eBlast is an ideal way to highlight your congress activities and your association with ESC Congress. A customised mailing will be mailed to all consenting, pre-registered delegates on 7 August, 21 August and 29 August. Due to the limited number of eblast slots per mailing, be sure to reserve early.



ESC Congress in Review -Official Highlight Report

Product Advertising permitted - Exclusive Sponsorship

An independent peer-review publication of the ESC Congress scientific highlights reviewed and signed by the ESC Congress Programme Chair. The publication in English will be mailed to cardiologists throughout Europe and posted online via the ESC web site. This exclusive sponsorship offers the sponsor a highly select advertisement space and two page advertorial within the publication.

€I75 000

70 points & 17 bonus points



ESC Congress News 2015 -**Advertisements Spaces** No Product Advertising

Printed daily and delivered to the congress centre and key delegate hotels in time for breakfast. The highly popular Congress News is a daily publication providing delegates with an update on the congress news and events. Seize the opportunity to post your key congress message in this popular publication in one of the following formats:

5 Day Package – Back page:	€42 000	17 points & 4 bonus points
5 Day Package – Page 7:	€37 000	15 points & 1 bonus point
I Advert – choice of Sat/Sun/Mon/Tues: p3 or 5	€10 000	4 points
I Advert – Wednesday edition: p3 or 5	€5 000	2 points



ESC Congress Mobile App Exclusive Sponsorship

Previous years have demonstrated the success of the App with over 18,000 individual users at each congress. The App offers the exclusive sponsor a dedicated sponsor button where they can promote their own congress activities. Co-promotion of the App is offered to the sponsor as well as sponsor acknowledgement on the opening page of the App. Furthermore, delegates without the necessary equipment will be able to consult the App on ipads through an ESC Congress digital station. Available to delegates as of July 2015.

Note: Product Advertisement in Sponsor Button only

€180 000 72 points & 18 bonus points

ESC TV No Product Advertising - Exclusive Sponsorship Tune into the latest science - ESC TV broadcasts hot news from ESC Congress every day with a 5 minute summary of the main highlights. It also broadcasts interviews with programme coordinators, global key opinion leaders and ESC leaders offering not to miss science and opinions on a per topic basis essential for cardiology practice. ESC TV is available for exclusive

€230 000 92 23

Price

(excl. VAT)

92 points & 23 bonus points

Accrued

Points



Final Programme Back Cover & Inside Advertisements

Product Advertising permitted

the broadcast studio on-site.

Delegates have clearly demonstrated their need for both digital and print media when it comes to the Final Programme; the ESC will provide 25,000 print copies of the Final Programme for delegates to consult during the congress with many of them taking it home for future reference. You can reach the full delegation by placing an advertisement in this printed programme. Final Programmes will be distributed to each delegate with the congress bag.

sponsorship, offering the sponsor visibility in the opening credits of each ESC TV broadcast – transmitted in each of the lecture rooms during the congress, on the ESC web site during the congress and importantly throughout the upcoming year. Further sponsor exposure is offered with the sponsor logo on

Back Cover: 24 points & €60 000 6 bonus points

Inside Back Cover: €35 000

14 points &3 bonus points

Inside Page: €25 000

10 points & 2 bonus points



Industry Programme Inside Front & Back Cover Advertisements

Product Advertising permitted - Exclusive Sponsorship

The Industry Programme provides delegates with a full overview of the contribution industry partners have made to the congress. The Programme is a comprehensive series of invitations to exhibition stands and Industry Sponsored Sessions. One copy will be provided to each delegate in the congress bag. The exclusive sponsor will benefit from visibility via advertisements on both the back cover and inside front page and on 2 tabs within the programme.

€30 000 I2 points &

3 bonus points



Industry Programme Invitation AdvertProduct Advertising permitted for exhibition only

The Industry Programme advert is an invitation in the Industry Programme detailing your exhibition activities, EBAC Accredited Educational Programmes or Industry Sponsored Sessions. The Industry Programme will be distributed to each delegate with the congress bag.

€6 500 3 points



Industry Welcome Desk

Exhibiting companies are invited to rent Industry Welcome Desks located next to the registration. These desks will enable you to distribute your company's delegate registrations directly to recipients, manage your clients on their arrival in the congress centre and provide an important information point for guests during the congress. Limited spaces available.

€5 000 2 points

Product

Description

Price (excl. VAT)

Accrued Points





Information Screens

Product Advertising permitted for exhibition only

Broadcast your take-home messages to delegates throughout the congress centre. Information Screens are used in several strategic locations in the congress centre to display messages on the congress programme and events. Giant screen(s) as well as information screens in front of each lecture room are the perfect media to carry your advertisement.

€15 000

6 points & I bonus point



Info Screen for Industry Sponsored Sessions

No Product Advertising

Distinguish your educational sessions by broadcasting an advertisement on the large information screen located by the Display Racks promoting the full offer of Industry Sponsored Sessions at ESC Congress 2015. This information screen, located near the Industry Sponsored Session racks will attract immediate delegate attention and ensure additional visibility for your session in this area dedicated to the promotion of Industry Sponsored Sessions. Limited spaces available.

€4 500

2 points



Poster Area - per topic

No Product Advertising

The ESC Poster Area is dedicated to research in the cardiovascular field and notably the transmission of the posters submitted and accepted for the congress. Presented in a state of the art setting with moderated posters for discussion and debate during the breaks, the Poster Area is organised by the nine main topics of the congress. Each topic area is available for exclusive industry sponsorship. Sponsors will be acknowledged with their logo within the topic area and will have the opportunity to place an onscreen advertisement exposing the sponsor's congress activities (industry sponsored sessions, stand). The advertisement will run outside of the moderated poster session timeslots.

€65 000 per topic area 26 points &6 bonus points



Programme at a Glance Back Cover Advertisement

Product Advertising permitted - Exclusive Sponsorship

Place your message on this popular quick guide to the scientific sessions. The ESC Congress 2015 Programme at a Glance is a practical pocket guide to the congress providing delegates with a quick day-to-day view of the programme. The Programme at a Glance is designed in a practical pocket format and placed in the official congress badge holder distributed to each delegate onsite.

€50 000

20 points & 5 bonus points

Product Price Description Accrued (excl. VAT) **Points** €10 000



The ESC has a unique platform which offers all cardiology professionals access to the ESC Congress content for free. ESC Congress 365 is promoted to cardiology professionals across the global offering congress science for free all year long. You can extend the reach of Sponsored Sessions and EBAC Accredited Educational Programme by posting the webcast of your session on ESC Congress 365. The webcast will capture your speaker and panel discussion in a

standard format. Sessions will be uploaded within 48 hours maximum. You are obliged to use the Speaker Service Centre to avail of this price. Exceptions are subject to ESC approval with an increase in the

4 points & I bonus point



Live Broadcasting

price offer.

The ESC offers our industry partners the possibility to optimise their investment and extend the reach of their Satellite Symposia and EBAC Accredited Educational Programmes organised during ESC Congress 2015, by giving them the possibility to reach out to a live audience with a live stream of their session from the congress centre.

€10 000 4 points & I bonus point



Web Link

No Product Advertising

Create a weblink to invite delegates to your Industry Sponsored Sessions from the ESC Congress 2015 Scientific Programme Planner (SPP). This invitation will communicate your congress message to delegates online.

€3 500 I point



Onsite Advertising

Onsite advertising will help your company to stamp your presence at ESC Congress 2015 and state your commitment in the cardiovascular arena. Your company will have the possibility to communicate on your therapeutic areas of research & innovations, promoting your Industry Sponsored Sessions and encouraging delegates to visit your stand activities. Offer available as of December 2014, contact industry@escardio.org for further details.

We kindly remind you that no product names, brand names, trademarks or misleading names which may be perceived as product or brand names, are allowed on the onsite advertising.

Please remember to refer to the complete product details in the Industry Guidelines and on our dedicated industry website www.escexhibition.org at a later stage.

Assignment of items will be made based upon the accrued points ranking and in respect of the accrued points deadline. Deadline for applications with priority status: I December 2014.





ROOMS AT ESC

The ESC has created three product categories to allow exhibiting companies to organise different meeting formats within the congress centre during the congress hours.

IMPORTANT

Industry meetings with any formal presentations for ESC Congress 2015 delegates are strictly forbidden outside of the official industry sponsored sessions. Companies are requested to respect the following Guidelines throughout the period between 23 August and 6 September 2015.

What is a Function Space?

The ESC will make meeting rooms which exist within the congress centre available to our industry partners for your diverse meeting requirements. These meeting rooms are designed for closed internal meetings and not for announcing scientific results or product demonstrations which should be open to all delegates in the format of industry sponsored sessions. Function Spaces are rented for the full duration of the congress. They are located above the exhibition, hub and poster areas and are available in two sizes: 71m² and 97m². First come, first served.

What is a Closed Industry Meeting?

The ESC allows industries to organise staff meetings, briefings, investigator or other type of closed meetings within the congress centre with the following requirements:

- Meeting "is closed" and on invitation only
- Maximum attendance is 150 guests
- Meeting is not promoted in the convention centre or in any ESC Congress 2015 publication
- Closed industry meetings are permitted in and around the congress centre for 150 pax, any requirements for meetings exceeding this number should be addressed to the ESC for review and approval
- Press should not be invited and are not permitted to attend the meeting

What is a Hospitality Lounge?

The ESC allows companies to reserve available spaces or unused restaurants within the congress centre for private hospitality for their guests.

Where are they located?

- Function Spaces are located on the South Gallery, level I in the vicinity of the Exhibition Area, Posters and Hubs.
- Closed Industry Meeting will be held in full furnished and AV equipped 200 seats lecture rooms.
- Hospitality lounges will be located in available spaces or unused restaurants.

When do they take place?

- Function Spaces: Unless otherwise agreed, function spaces are rented for a minimum of 5,5 days, from Friday 28 August to Wednesday 2 September 2015.
- Closed Industry Meetings: the ESC deals with requests on an individual basis.
- Hospitality Lounges: the ESC deals with requests on an individual basis.

What is the cost?

- Function Spaces: €15,000 (71m² and 97m²)*
- Closed Industry Meetings: €5,000 per 60-minute meeting with an additional €2,500 charged thereafter per increment of 30 minutes.
- · Hospitality Lounges: prices available upon request.
- * Set-up included in price (theatre, boardroom)

BOOKING PROCEDURE

Terms for application

For supporting companies a stand is required to obtain permission to rent a function space, closed industry meeting or hospitality lounge.

Cancelling a stand at a later stage will mean cancelling the supporting companies' function space, closed industry meeting or hospitality lounge.

Application forms

Please submit the completed e-application form available on our website: www.escexhibition.org/ESCCongress2015

Application deadline

Deadline for application is 29 May 2015.

Contact: industry@escardio.org

Please note space is limited and orders are confirmed on a first-come, first served basis



	Company Name				BARCELONA 2014						
Ranking 2014		Company Name	Paris 2011 Total	Munich 2012 Total	Amsterdam 2013 Total	Participation	Exhibition	Satellite	Sponsorship / Advertising	Group Reg.	Total
48	3M HEALTHCARE	9	9	9	5	3				8	35
153	3W INFORMED	6									6
153	Abaxis Europe GmbH		6								6
13	ABBOTT	66	79	119	5	7	26	35	19	92	356
43	Accriva Diagnostics - ACCUMETRICS	13	15	7	5	l				6	41
120	ACON Laboratories Inc		6		5	l				6	12
12	ACTELION PHARMACEUTICALS	65	78	98	5	24	25	66	3	123	364
153	Adelphi Real World	6									6
87	Aegerion Pharmaceuticals				5	l	12		2	20	20
91	AGFA HEALTHCARE NV.	9	9								18
91	Aggredyne Inc		6	6	5	I				6	18
106	Ai Mediq SA		5	5	5	l				6	16
41	ALERE	15	19	10							44
21	AMGEN		31	61	5	13	17	92	3	130	222
153	Armstrong Medical Ltd				5	 				6	6
153	Asahi Intecc Co., Ltd			6							6
106	Aspen Pharma				5	5			6	16	16
2	AstraZeneca	347	216	502	5	65	52	201	64	387	1452
120	AtCor Medical	6			5					6	12
153	ATEROVAX	6									6
120	ATHERA BIOTECHNOLOGIES AB	6	6								12
153	AUM Cardiovascular	ŭ	Ĭ		5	I				6	6
120	BAMBINI CARDIOPATICI NEL				3	<u>'</u>				0	
120	MONDO - AICI ONLUS	6	6								12
153	Barrington James Ltd				5					6	6
6	BAYER HEALTHCARE	224	274	401	5	46	55	86	112	304	1203
153	Beijing Choice Electronic Technology	221	2/1	101	3	10	33	00	112	301	1203
133	Co., Ltd (choicemmed)	6									6
4	Benecol Division of Raisio Group	9									9
132	BePATIENT			5	5			! !		6	ı z
153	Berlin Heals			J	5			 		6	6
91	BG MEDICINE, INC.	6	12		,	'				O	18
153	Biocardia Inc	6	12								6
153	BIODEVICES SA	6									6
153	BIOMED CENTRAL	6									6
90		0					12	7		10	
	Biosense BIOSPACE Co., Ltd.				С	ı	12	7		19 2	19
153	·	37	22	20	5		2	0	10	6	6
29	BIOTRONIK Biographic las	3/	22	30	5	 	2	8	18	44	133
83	Bioventrix, Inc.			14	5	2				7	21
120	Blueprint Genetics Oy	272	2/5	6	5		F.7	00	115	6	12
5	BOEHRINGER INGELHEIM	272	265	343	5	53	57	99	115	329	1209
106	BOSTON SCIENTIFIC INTERNATIONAL	,	16	,	-					,	16
66	BPLab (PETR TELEGIN LTD)	6	6	6	5	l				6	24
153	Brainware/DM Software	6	15	0.5							6
31	BRISTOL-MYERS SQUIBB		15	85							100
153	CAE HEALTHCARE	6									6
136	Capical GmbH		5	5	_						10
147	CardiacAssist				5	2				7	7
235	Cardio Alex			5							5
235	CardioBridge GmbH			5							5
18	Cardiome AG/ Correvio	142	29	26	5	5	25	4		39	236
81	CardioMEMS	22									22



	Company Name			2013	BARCELONA 2014						
Ranking 2014		Paris 2011 Total	Munich 2012 Total		Participation	Exhibition	Satellite	Sponsorship / Advertising	Group Reg.	Total	2011 2012 2013 2014
81	CellAegis Devices Inc		8	7	5	2				7	22
153	Chek Diagnostics				5	I				6	6
153	China Qingdao Bright Medical										
	Manufacturing Co., LTD	6									6
105	CIRCLE CARDIOVASCULAR										
	IMAGING INC	5		6	5	I				6	17
36	Cleveland Clinic Foundation			20			26	13		39	59
91	CNSYSTEMS MEDIZINTECHNIK GmbH	6	6		5	I				6	18
153	Comed BV			6							6
153	Compumedics	6									6
153	CONTEC MEDICAL SYSTEMS CO LTD	6									6
41	cordis, johnson & johnson										
	COMPANY	26	18								44
153	crossEffect Inc		6		-						6
53	CUSTO MED GMBH	7	7	7	5	2				7	28
46	CVRx	26	Ш								37
115	Cytokinectics			13	-					,	13
91	Cytori Therapeutics Inc	252	6	6	5	(0		107		6	18
3	DAIICHI SANKYO EUROPE GmbH	352	439	273	5	60	66	107	47	285	1349
91	DAILYCARE BIOMEDICAL		6	6	5					6	18
66	DEFIBTECH, LLC	6	6	6	5					6	24
49	DIADEXUS	12	8	6	5					6	32
153	DiaSys - Diagnostic Systems GmbH		6							,	6
153	Eccosur			,	5					6	6
61	EDAN INSTRUMENTS, INC	8	6	6	5					6	26
25	EDWARDS LIFESCIENCES	54	57	17	5	3	10		l	20	148
153	EKOS Corporation, a BTG Interantional				-					,	,
17	group company			F2	5		ļ,			6	6
16	Eli Lilly and Company	101	96	53		12	6			18	268
45	ELSEVIER SCIENCE	8	16	7	5	3				8	39
153	ENDOCOR GmbH		6	/	-					,	6
49	ENVERDIS GMBH	13	7	6	5					6	32
153	Epsilon Imaging Inc		6								6
83	ERCULES COMMUNICAZIONI	6	5	5	5					5	21
106	Ergospect GmbH	1.4	5	5	5	0				6	16
37	ESAOTE	14	13	13	5	8				13	53
87	Evolva SA		20								20
153 115	EXPERIMETRIA FBCOMMUNICATION	6 6	7								6
				,						,	13
66 153	FINAPRES MEDICAL SYSTEMS BV Foundation "Cardioprogress"	6	6	6	5					6	24 6
	FRESENIUS MEDICAL CARE			0							0
66	PRESENIUS MEDICAL CARE DEUTSCHLAND GMBH	6	6	6	5					6	24
46	FUKUDA DENSHI EUROPE	0	7	7	5	2	12	4		23	2 4 37
46 153	GAMPT mbH		/	/	5		12	4		23 6	3/ 6
22	GAMPT MDH GE HEALTHCARE	64	39	65	5	1 13	14			33	201
147	GE HEALTHCARE GILEAD SCIENCES	04	37	0.0	5	13	14			7	7
	GLOBAL CVCT FORUM			4	3	Z				/	
120		6 7		6							12 7
147	Groupe Consensus Grüner Laser Products GmbH & Co KG	/	4								7
153 44	<u> </u>		6		5	1/	12	4	2	40	6
83	Grupo Ferrer GSK	21)	16	13	4	Z	40	40 21
		/									/ / /



					BARCELONA 2014						
Ranking 2014	Company Name	Paris 2011 Total	Munich 2012 Total	Amsterdam 2013 Total	Participation	Exhibition	Satellite	Sponsorship / Advertising	Group Reg.	Total	2011 2012 2013 2014
120	HEALTHINCODE	6			5	I				6	12
141	healthstats international	9									9
153	Heartbeat International Foundation Inc		6								6
153	HEARTWORKS BY INVENTIVE										
	MEDICAL LTD	6									6
145	HEXACATH / NOVACOR	8									8
52	HITACHI MEDICAL SYSTEMS EUROPE										
	HOLDING AG	12	9		5	3				8	29
66	HRA HEALTHCARE RESEARCH &										
	ANALYTICS	6	6	6	5	l				6	24
91	HUNTLEIGH HEALTHCARE LTD	6	6	6							18
235	Icardea (FORTH-Institute of Computer Science/										
	Hospital Clinic I Provincial de Barcelona-Spain)		5								5
153	i-cor (Novalung)				5	I				6	6
91	IEM GMBH	6	6	6							18
49	IMPULSE DYNAMICS GERMANY GMBH	12	14	6							32
153	Infopia Co. Ltd	6									6
91	INFORMA HEALTHCARE-TAYLOR &										
	Francis	6	6	6							18
153	Infraredx inc			6							6
235	Integrated Healthcare Solutions BV			5							5
153	IPSOS Healthcare		6								6
61	ITAMAR	7	7	6	5	I				6	26
66	JAMA & Archives journals	6	6	6	5	I				6	24
136	Jaypee Brothers Medical Publishers (P) Ltd		5	5							10
57	John Wiley & Sons Ltd / WILEY-BLACKWELL	7	7	6	5	2				7	27
147	KONTRON MEDICAL SAS	7									7
91	LABTECH Ltd		6	6	5	l				6	18
114	LA LETTRE DU CARDIOLOGUE	7	7								14
153	Labsystems Diagnostics Group			6							6
153	Laerdal			6							6
91	LE CARDIOLOGUE	6	6	6							18
153	Lev El Diagnostics of Heart Disease				5	l				6	6
66	LOI Medical - HEMO SAPIENS INC	6	6	6	5	l				6	24
153	Mani, Inc	6									6
153	MAQUET CARDIOPULMONARY AG	6									6
40	Mayo Clinic	20	25								45
153	MDT		6								6
153	Mediana		6								6
53	MEDIMATIC	7	7	7	5	2				7	28
66	MEDIS MEDICAL IMAGING SYSTEMS	6	6	6	5	I				6	24
61	MEDISPEC LTD	7	7	6	5	l				6	26
64	Meditek Ltd	9	8		5	3				8	25
153	MEDITERRANEAN CARDIOLOGY		6								6
153	Medix Publisher BV			6							6
153	MEDSET MEDIZINTECHNIK GMBH	6									6
II	MEDTRONIC	90	114	122	5	П	24	21	50	111	437
8	MENARINI	199	138	188	5	47	15		90	157	682
153	Mennen Medical & MTRE LTD		6								6
26	Merck Serono Division of Merck KGaA	53	48	45							146
235	MiCardia Corporation		5								5
153	Microlife AG Switzerland				5	l				6	6
	MIDES	6	6	6	5					6	24



Ranking 2014	Company Name				BARCELONA 2014						
		Company Name	Company Name	Paris 2011 Total	Munich 2012 Total	Amsterdam 2013 Total	Participation	Exhibition	Satellite	Sponsorship / Advertising	Group Reg.
87	MILTENYI BIOTEC GMBH	20									20
39	MORTARA RANGONI EUROPE SRL	13	12	12	5	7				12	49
9	MSD (MERCK SHARP & DOHME)	190	154	145	5	33	32	24	27	121	610
153	MULTIPLATE	6									6
153	MyDiagnostick Medical				5	l l				6	6
91	NayaMed		18								18
53	NEW ENGLAND JOURNAL MED	7	7	7	5	2				7	28
147	Nihon Kohden Corporation				5	2				7	7
57	NORAV MEDICAL LTD	7	7	6	5	2				7	27
66	NORTHEAST MONITORING	6	6	6	5	l				6	24
7	NOVARTIS PHARMA AG.	197	114	258	5	33	33	46	102	219	788
	Oscor			200	5	I	33			6	6
83	OXFORD UNIVERSITY PRESS		7	7	5	2				7	21
147	Panasonic Healthcare Co., Ltd.	7		,	,					· · · · ·	7
153	Parsys Télémédecine	<i>'</i>									6
106	Personal MedSystems GmbH	0	5	5	5					6	16
4	Personal Medsystems GmbH PFIZER	252	296	223		/O	33	1/0	100	4	
	}	352	296		5	60	33	160	109	367	1238
153	PHA Europe			6						ļ	6
120	pharma-insight GmbH			6	5					6	12
15	PHILIPS HEALTHCARE	58	48	96	5	26	36	l		68	270
37	Physicians' Academy for Cardiovascular Education (PACE)				5	3	37	8		53	53
120	Pie Medical imaging			6	5	I				6	12
153	Pivotal Therapeutics		6	0							6
132	Polyphenolia BV			5	5	I				6	Ш
136	Premier Heart International	5	5								10
120	PRS Neoscan			6	5	ı				6	12
153	Radcliffe Cardiology				5					6	6
53	RANDOX LABORATORIES LTD	7	7	7	5	2				7	28
23	RECORDATI	47	62	25	5	21	12			38	172
33	RESMED	14	16	20	5	3	12	3		23	73
14	ROCHE	59	153	64	5	4	12	3		19	295
			100	04	2	4	10			19	
132	Rottapharm Madaus	Ш		,							
153	Russian New university		,	6						ļ	6
153	S. Karger AG Medical and Scientific Publishers		6								6
91	SAGE		7	6	5					5	18
141	Samsung Electronics			9							9
10	SANOFI	163	111	156	5	20	25	24	77	151	581
153	Schenzhen Biocare Bio-Medical Equipment										
	Co., Ltd.				5	Ι				6	6
34	SCHILLER AG	16	16	16	5	П				16	64
79	Schwarzer Cardiotek GmbH		8	8	5	2				7	23
66	SCOTTCARE	6	6	6	5	I				6	24
153	Seb SAS - Atlantic sante		6								6
120	Seleon GmbH		6	6							12
153	Serono Symposia International Foundation (SSIF)		6								6
	SERVIER	574	658	825	5	102	52	459	114	732	2789
17	<u> </u>								114		
17	SIEMENS AG HEALTHCARE SOLUTIONS	66	72	61	5	15	28	7		55	254
153	Singulex	,			5					6	6
120	Sistemas Genomicos	6	6								12
153	SMART SOLUTIONS TECHNOLOGIES, S.L. (NUUBO)				5	I				6	6



	Company Name			Amsterdam 2013 Total	BARCELONA 2014						
Ranking 2014		Paris 2011 Total	Munich 2012 Total		Participation	Exhibition	Satellite	Sponsorship / Advertising	Group Reg.	Total	2011 2012 2013 2014
153	SMT Medical GmbH & Co	6									6
153	SOMNOmedics				5	l				6	6
115	SonoScape Company Limited			6	5	2				7	13
153	Sopachem BV			6							6
136	Spartan	5	5								10
19	ST JUDE MEDICAL	33	85	59	5	8	24	6	14	57	234
106	Stago						12	3		15	15
132	Stealth Peptides			П							Ш
66	STORZ MEDICAL AG	6	6	6	5	I				6	24
153	Sunshine Heart		1	6							6
27	TAKEDA	52		32			12	25	13	50	134
153	Techmedic Interantional				5	l				6	6
20	THE HEART.ORG	44	37	78	5	8	26	27		66	225
153	The Journal of Physiology				5	l				6	6
106	THE MEDICINES COMPANY			15							15
106	THERMO FISCHER SCIENTIFIC	8	8								16
32	Thrombosis Research institute		28	29	5	2	14	9		30	87
153	Time Research			6							6
66	TOMTEC IMAGING SYSTEMS GMBH	6	6	6	5					6	24
24	TOSHIBA MEDICAL SYSTEMS	30	43	35	5	II	26			42	150
153	TOUCH BRIEFINGS	6									6
153	Transonic			6							6
145	Trinity Biotech				5	3				8	8
30	UNITED THERAPEUTICS EUROPE LTD	13	37	34	5	13		6		24	108
153	UP TO DATE INC	6									6
91	V&H Medical (Vales and hills)		6	6	5	l				6	18
57	VASOMEDICAL Inc	6	7	7	5	2				7	27
136	Ventripoint	5	5								10
141	Verathon Medical	9									9
153	Vessix Vascular Inc		6								6
27	VIFOR INTERNATIONAL	15	39	38	5	12	17	7	1	42	134
153	VISUALSONICS	6									6
153	VISUS Technology Transfer GmbH				5	l				6	6
115	VITAPHONE	6	7								13
115	VOLCANO	7	6								13
153	Wall Street Investments			6							6
57	WISEPRESS BOOKSHOP	6	7	7	5	2				7	27
65	Wolters Kluwer Health (LIPPINCOTT										
-	WILLIAMS & WILKINS)	6	7	6	5	I				6	25
153	Worldwide Clinical Trials				5	i I				6	6
153	XClinical GmbH		6								6
153	Ziehm Imaging		†	6							6
153	ZIOSOFT INC	6									6
35	ZOLL MEDICAL CORP.	7	19	17	5	3	10			18	61
79	ZS Pharma			''			12	II		23	23
							. 2			23	25

