ESC Asia
with APSC & AFC

8 - 10 November
Singapore 2019
www.escardio.org
Contacts

ORGANISER

European Society of Cardiology
2035 Route des Colles
CS 80179
06903 Sophia Antipolis Cedex
France
www.escardio.org

ESC TEAM

Industry Relations
Mr. Malek Lebsir
Email: industry@escardio.org

Industry Services
Mr. Fabrice Calabrese
Email: industry_services@escardio.org

Exhibition, Industry Sponsored Sessions, Sponsorship & Partner Services
Mrs. Abir Ghorab
Email: escasiaservices@escardio.org

Event Management
Mrs. Eva Satgé
Email: escasia@escardio.org

VENUE

Raffles City Convention Centre
80 Bras Basah Road
Singapore 189560
Email: conventions.singapore@fairmont.com
Dear Industry Partners,

Welcome to an exciting new initiative that builds on the European Society of Cardiology’s (ESC) commitment to fighting heart disease around the world: ESC Asia with APSC & AFC.

At the invitation of the Asian Pacific Society of Cardiology (APSC) and the Asean Federation of Cardiology (AFC), the ESC will hold this pioneering, three-day event in Singapore, from 8 - 10 November 2019. It builds on ESC’s reputation in the region as a renowned and trusted learned society. Tens of thousands of healthcare professionals in Asia already turn to the ESC to stay up to date on the latest cardiovascular science. They register in our database and subscribe to our journals. They also reciprocate by contributing to the success of ESC Congress each year with the many abstracts they submit and delegates they send. Now, the ESC is taking this synergy to a whole new level.

ESC Asia with APSC & AFC will feature some of the key presentations from ESC Congress 2019 held just two months earlier in Paris. It will identify essential best practices and other recommendations and put them in an Asian Pacific clinical context. Sessions will feature key opinion leaders from Europe and the Asia Pacific region as speakers and chairpersons. The goal is to deliver science that improves clinical practice for those Asian cardiologists unable to attend ESC Congress. No other organisation is better equipped to mount such an effort. The ESC is the only global society that covers the full spectrum of cardiology through its many subspecialty communities in Asia. Asian attendees to this new event will be able to exchange ideas with their European colleagues during highlight sessions on prevention, imaging, arrhythmias, heart failure, intervention and much more.

There will also be special sessions reviewing the four new ESC Clinical Practice Guidelines - CVD in Diabetes; Dyslipidaemias; Myocardial Revascularization; and Arterial Hypertension - with the focus on translating these guidelines into an Asia Pacific context. There will be a special emphasis on helping junior cardiologists or cardiologists in training by providing a clinical case competition, hands-on sessions for computed tomography and echocardiography, and a session on how to write a good scientific paper or abstract.

The exhibition area will allow delegates to exchange with key industry experts on critical areas of development and research in cardiovascular products and therapies. There will also be opportunities for delegates to get hands-on and/or one-on-one learning from clinical and technical experts.

The fight against cardiovascular disease is a shared mission in which you are our valued partners. We welcome you to join us in this effort to raise global standards in the prevention, diagnosis, and treatment of cardiovascular disease. ESC Asia with APSC & AFC promises to be a pivotal event in this pursuit.

Professor Michel Komajda
Chairman of the Organising Committee
ESC Asia with APSC & AFC
Regional Rationale

• ESC is a renowned and trusted learned Society in Asia, with 30,000 members from the region
• ESC benefits from long-standing collaborative relationships in place with regional partners - APSC, AFC & ESC Affiliated Cardiac Societies
• ESC is the only global society that covers the broad spectrum of cardiology through its subspecialty communities in Asia
• There is a strong demand for ESC Science from the region:
  ESC Congress is recognised as the global cardiology event - by both presenters and delegates
  o Japan is the #1 country for submission of abstracts to ESC Congress
  o Japan and China alone provide 2,000 of the delegates attending ESC Congress
• ESC Clinical Practice Guidelines and Journals are highly valued:
  Widely used reference for best practice discussions & learning

ESC Asia is an unmissable opportunity to deliver ESC science and best practice to a large, active cardiology community locally

Scientific Rationale

The Scientific Programme will offer a general update and discussions on the main topics in cardiology tailored to clinical practice realities in the region. In addition, it will provide an opportunity to discuss the impact of the largest Clinical Trials presented at ESC Congress 2019 and featured in the Highlights sessions.

- Imaging  •  Prevention  •  ACS / CAD  •  Arrhythmias and EP
- Intervention  •  Heart Failure  •  Hypertension

ESC Clinical Practice Guidelines
• CVD in Diabetes
• Dyslipidaemias
• Myocardial Revascularization
• Arterial Hypertension

Content Relevance
• An opportunity to present content from ESC Congress (excellence in Science & Practical Recommendation) tailored to clinical practice in this region
• Identify best practices and provide expert guidance on how to achieve these
Congress Committees

SCIENTIFIC PROGRAMME COMMITTEE

Professor Michel Komajda, FESC - France, Co-Chairman
Doctor Khung Keong Yeo, FESC - Singapore, Co-Chairman
Professor Takashi Akasaka, FESC - Japan
Professor Jeroen Bax, FESC - Netherlands
Assistant Professor Ching Chi Keong - Singapore
Professor Stephan Gielen, FESC - Germany
Doctor Julia Grapsa, FESC - United Kingdom
Professor Borja Ibanez, FESC - Spain
Doctor Sofian Johar - Brunei
Professor Rungoo Krittayaphong, FESC - Thailand
Professor Carolyn Lam, FESC - Singapore
Professor Christophe Leclercq, FESC - France
Doctor Jae K Oh - South Korea

ORGANISING COMMITTEE

Professor Michel Komajda, FESC - France, Chairman
Doctor Wael Almahmeed, FESC - United Arab Emirates
Professor Jeroen Bax, FESC - Netherlands
Professor Barbara Casadei, FESC - United Kingdom
Professor Rick Grobbbee - Netherlands
Doctor Richard Ng - Singapore
Professor Fausto Pinto, FESC - Portugal
Doctor Anwar Santosa, Malaysia
Doctor Kenny Sin Yoong Kong, FESC - Singapore
Assistant Professor Jack Tan Wei Xhieh, FESC - Singapore
Professor Pepe Zamorano, FESC - Spain
### Friday 8 November

<table>
<thead>
<tr>
<th>Start Time</th>
<th>End Time</th>
<th>Room 1</th>
<th>Room 2</th>
<th>Lobby/Exhibition/Networking Area /Practical Tutorials</th>
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<tbody>
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<td>Opening session, including lecture by Michel Komajda: Heart Failure and Diabetes Mellitus</td>
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<td>Highlights of ESC Congress 2019 - I: Valve - Arrhythmias - Imaging</td>
<td>Controversies in 2019</td>
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<td>16:05</td>
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<td>Moderated Posters</td>
<td>Coronary CTA Primer</td>
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<td>Highlights of ESC Congress 2019 - II: Heart Failure - Intervention - Prevention</td>
<td>Hot Issues in Valvular Heart Disease</td>
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<td>Satellite Symposium 1</td>
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### Saturday 9 November

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<tr>
<th>Start Time</th>
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<th>Room 1</th>
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<th>Lobby/Exhibition/Networking Area /Practical Tutorials</th>
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<td></td>
<td></td>
<td>ESC Guidelines 2019 - Clinical Cases Put into Perspective I: Myocardial Revascularisation and Dyslipidemia</td>
<td>Regional Registries &amp; Trials</td>
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<td>10:15</td>
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<td>ESC Guidelines 2019 - Clinical Cases Put into Perspective II: Arterial Hypertension and CVD in Diabetes</td>
<td>Young Cardiologists Clinical Case Competition</td>
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<td>Satellite Symposium 3</td>
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<td>Echocardiography in 2019</td>
<td>How to Deal with Multivessel Disease in ACS Patients</td>
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<td>16:45</td>
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<td>Moderated Posters/Networking Activities</td>
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<td>Challenges in Cardiovascular Risk Factor Control</td>
<td>All I Should Know about Heart Failure with Preserved Ejection Fraction</td>
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<td>ECG Quiz</td>
<td>Tips and Tricks: how to make your research more visible</td>
<td>Primer - Echocardiography</td>
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</tbody>
</table>

### Sunday 10 November

<table>
<thead>
<tr>
<th>Start Time</th>
<th>End Time</th>
<th>Room 1</th>
<th>Room 2</th>
<th>Lobby/Exhibition/Networking Area /Practical Tutorials</th>
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<tbody>
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<td>09:00</td>
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<tr>
<td></td>
<td></td>
<td>Novelties in Cardiac Implantable Electronic Devices</td>
<td>How to Assess Cardiovascular Risk in Clinical Practice</td>
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<td>10:00</td>
<td>10:45</td>
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<td>Moderated Posters / Networking Activities</td>
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<td>What is the Place of Telecardiology in the Modern World</td>
<td>Multimodality Imaging in Clinical Cardiology</td>
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<td>11:50</td>
<td>12:30</td>
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<td>Closing Session, including Lecture by KK Yeo: the Hope and Promise of Artificial Intelligence in Cardiology</td>
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Industry Offer
Exhibition

The exhibition provides delegates with the opportunity to exchange with key industry experts on critical areas of development and research in cardiovascular products and therapies.

Exhibition Time Table:

**Thursday 7 November 2019:**
10:00 - 18:00 Exhibition Build up for custom stands only

**Friday 8 November 2019:**
10:00 - 12:30 Exhibit Decoration and set-up
12:30 - 13:30 Stands should be ready for ESC inspection - Staff briefings can be held on the stands
13:30 - 18:00 Exhibition OPEN
18:45 - 19:15 Networking Event

**Saturday 9 November 2019:**
09:00 - 18:00 Exhibition OPEN

**Sunday 10 November 2019:**
09:00 - 12:30 Exhibition OPEN
13:00 - 18:00 Exhibition dismantling

The venue will open from 08:00 and Scientific Sessions will start from 09:00. Delegates will pass through the exhibition to access the lecture rooms; therefore, each exhibitor should take the necessary precaution to secure their stand before the opening of the exhibition.

The following items are included in the package:

- **Structure:** walls, fascia board with exhibitor name & stand number, assembly charges and daily basic stand cleaning
- **Lighting:** general lighting by spots, 1 switchboard for general lighting, electrical consumption and 1 socket
- **Furniture package:** counter with stool, brochure holder, table and chairs

Benefits for all exhibitors:

- Company listing on the ESC website [www.escardio.org](http://www.escardio.org)
- Company listing in ESC Asia with APSC & AFC 2019 publications and Mobile App
- Allocation of General Exhibitor and Scientific Exhibitor Badges

**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.

**Exhibition Package:**
- 4 General exhibitor badges
- 4 Scientific exhibitor badges

**Stand Space from 9 to 49m²:**
- 4 General exhibitor badges
- 4 Scientific exhibitor badges

**Stand Space 49m²+:**
- 8 General exhibitor badges
- 8 Scientific exhibitor badges

General exhibitor badges do not give access to ESC Asia with APSC & AFC 2019 scientific sessions. Scientific exhibitor badges do give access to the scientific sessions of ESC Asia with APSC & AFC 2019.

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

**Application deadline:** 5 July 2019

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**Stand Space only:** €400* per m²
**Exhibition Package 9m²:** €8,000

* Cost is for floorspace only (no structure or amenities) Minimum exhibition space is 9m²

All prices are exclusive of VAT
Industry Sponsored Sessions

Industry Sponsored Sessions allow for the review and discussion of recent trials and ongoing studies with the objective of providing the latest information on new therapies and techniques in cardiovascular medicine.

Satellite Symposia
Companies are invited to organise Satellite Symposia that take place during the congress scientific programme. These sessions should offer pertinent data on the latest scientific information and developments from industry.

Satellite Symposia will be held within the congress centre in lecture rooms of various capacities. A limited number of time-slots have been made available for Satellite Symposia. Satellite Symposia organisers may coordinate receptions or distribute lunch boxes before or after the session.

Satellite Symposia Time-slots:

**Friday 8 November 2019:**

<table>
<thead>
<tr>
<th>Time</th>
<th>Exhibitor Price</th>
<th>Non-Exhibitor Price</th>
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</thead>
<tbody>
<tr>
<td>17:15 - 18:15</td>
<td>€25,000</td>
<td>€30,000</td>
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</table>

**Saturday 9 November 2019:**

<table>
<thead>
<tr>
<th>Time</th>
<th>Exhibitor Price</th>
<th>Non-Exhibitor Price</th>
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<tbody>
<tr>
<td>12:30 - 13:30</td>
<td>€25,000</td>
<td>€30,000</td>
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<tr>
<td>12:30 - 13:45</td>
<td>€30,000</td>
<td>€35,000</td>
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</table>

Companies organising a non-exhibitor Satellite Symposia will be provided with an allocation of 4 General exhibitor badges and 4 Scientific exhibitor badges.

The following items are included in the price of a Satellite Symposium:

- Room rental
- 1 advert
- 1 room hostess
- Access and use of the audiovisual equipment in lecture room

*All prices are exclusive of VAT*
Practical Tutorials
Provide participants with an opportunity for hands-on and/or one-on-one learning from clinical and/or technical experts on specific areas of expertise.

One room is allocated per company for the duration of the congress.

Sessions can be organised as follows:
Friday 8 November 13:30 - 18:00
Saturday 9 November 09:00 - 18:00
Sunday 10 November 09:00 - 12:30

The following items are included in the price of Practical Tutorials:
• Room rental
• 1 advert
• Organisers are responsible for Practical Tutorials furniture, AV equipment and catering arrangements.
• Room specifications will be communicated upon assignment.

Practical Tutorials €12,500

Note
The full list of equipment will be communicated upon room assignment. Cost of additional equipment, furniture, food and beverage will be at the expense of the sponsor.
• Industry Sponsored Sessions Programmes will be published in the ESC Asia with APSC & AFC 2019 publications, Scientific Programme & Planner (SPP) and on the Mobile App.
• All Industry Sponsored Sessions Programmes are subject to ESC Asia with APSC & AFC 2019 Programme Committee approval.

Industry Sponsored Sessions will be assigned on a first come, first served basis.
Application deadline: 5 July 2019

All prices are exclusive of VAT
Sponsorship, Promotion and Advertising Opportunities

A wide range of services for Congress attendees are available for sponsorship by our Industry Partners. These provide essential support for the Congress and opportunities to engage with healthcare professionals from the region.

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price (excl. VAT)</th>
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</thead>
<tbody>
<tr>
<td>Delegate Badge Laces</td>
<td>No product advertising permitted - exclusive sponsorship</td>
<td>€8,000</td>
</tr>
<tr>
<td></td>
<td>Display your corporate name and logo on this highly visible marketing tool, which will be worn by all delegates.</td>
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<tr>
<td>eBlast</td>
<td>Product advertising permitted for exhibition adverts only</td>
<td>€4,500</td>
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<tr>
<td></td>
<td>Promote your exhibition space or sponsored sessions to all pre-registered delegates a few days prior to the event to increase awareness surrounding your activities with the pre-event eBlast. The delegate will be able to open a PDF enlarged version of each sponsor advert by clicking on the advert visual or the session title.</td>
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<td>Our post-event eBlast is the ideal way to remain in the spotlight once the event is over by promoting your activities and association with the event to a broad audience.</td>
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<td>Three emailing dates, eBlast #1: 07/11/2019 (before the event), eBlast #2: 08/11/2019 (opening day of the event), eBlast #3: 15/11/2019 (after the event)</td>
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<tr>
<td>ESC Asia with APSC and AFC 2019 E-daily news</td>
<td>No product advertising permitted</td>
<td>€5,000</td>
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<td>Emailed to delegates every day during the congress, with the most up-to-date scientific information regarding the ESC Asia with APSC &amp; AFC 2019 event.</td>
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<td>This E-daily news is a must-have and is consulted by a large number of delegates over their morning cup of tea, so do take the opportunity to extend your visibility to delegates with an advert here.</td>
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<td>Lifespan: Congress, Emailed to all congress delegates.</td>
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<tr>
<td>ESC Asia with APSC and AFC 2019 Congress News -</td>
<td>No product advertising permitted - Exclusive sponsorship</td>
<td>€5,000</td>
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<tr>
<td>Printed Version</td>
<td>The official newspaper distributed onsite on the first day of the event to the attendees will contain the latest news, highlights, key opinion leader articles and presents an exceptional opportunity for an exclusive sponsor to advertise on the back cover.</td>
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<td>Lifespan: Event permanent archive/reference material, Quantity: 1,000 copies in total (subject to change)</td>
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### Mobile App Splash Adverts & 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.

**Available slots:**
- Friday 8 November
- Saturday 9 November

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**Mobile App Sponsorship**

**Product advertising permitted in sponsor button only - Exclusive sponsorship**

Provide delegates with this indispensable tool and showcase your company’s involvement via your 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
- Stand positioning
- Your activities on site
- Contact details

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**Webcast**

Extend the reach of your Satellite Symposium by posting the webcast of your session on ESC 365. Webcasts are uploaded within 24 hours of the session maximum. The ESC will provide webcast sponsors with the video files after the congress.

**Reach & audience:** delegates and non-attendees, via the ESC 365 platform  
**Lifespan:** post-event

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**NOTE**

- The use of product names identifying product logos, misleading names that could be perceived as product names or registered trademarks is strictly limited and is only permitted for products and services where product promotion is clearly stated.
- For a given product where it is mentioned “ESC permits product advertising”, local regulatory approval is incumbent on the company selecting the product and is not a valid clause for refund of services.
- Sponsorship, Promotion and Advertising opportunities will be assigned on a first come, first served basis.
- Application deadline: 5 July 2019

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*All prices are exclusive of VAT*
Packages

Discover our integrated Event packages!

Our comprehensive offers have been tailored to suit your needs for a holistic, seamless approach to your event strategy.

From exhibiting to organising your own Satellite Symposium as well as promoting these activities prior to the event, our packages are the perfect opportunity to reach your objectives and leave a lasting impression on attendees.
**Meeting Rooms**
Depending on availability, the ESC allows exhibiting companies to host a limited number of guests and organise small and informal meetings in a range of rooms available within the congress centre. Hands-on and training of products/therapies are not permitted in Meeting Rooms. Companies are responsible for furniture, AV equipment and catering arrangements with the official venue suppliers within these rooms.

Price available upon request.

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

- Meeting is “closed” and by invitation only.
- Maximum attendance is 200 guests.
- Meeting shall not be promoted in the congress centre or in any ESC Asia with APSC & AFC 2019 publications.

Permitted meeting types: Company staff meeting, congress briefing, investigators meeting, clinical trial updates.

Strictly forbidden: meeting with any formal presentations for delegates.

Price available upon request.

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

**Application deadline:** 5 July 2019
### Key Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Exhibition, Industry Sponsored Sessions,</td>
<td>5 July 2019</td>
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<tr>
<td>Sponsorship and Partner Services deadline</td>
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<tr>
<td>Early registration deadline</td>
<td>9 August 2019</td>
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<tr>
<td>Late registration deadline</td>
<td>16 September 2019</td>
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<tr>
<td>ESC Asia with APSC &amp; AFC</td>
<td>8-10 November 2019</td>
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### Application & Guidelines for Industry Participation at ESC Asia with APSC & AFC

All exhibition, satellite and sponsorship forms should be completed, signed and returned as soon as possible, as items will be assigned on a first come, first served basis.

Returning a signed ‘Order Form’ implies a tacit agreement of the “ESC Guidelines for Industry @ Congresses” and the complementary “ESC Guidelines for Industry @ ESC Asia with APSC & AFC 2019”.

The “ESC Guidelines for Industry @ Congresses” is available on [www.escexhibition.org](http://www.escexhibition.org).

The “ESC Guidelines for Industry @ ESC Asia with APSC & AFC” will be communicated to the participating companies in due course to help with the organisation of the event.

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

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