

# ESC Asia

with APSC & AFC

**8 - 10 November**

**Singapore 2019**

[www.escardio.org](http://www.escardio.org)

INDUSTRY  
PROSPECTUS



**ESC**

European Society  
of Cardiology

# Contacts

## ORGANISER

European Society of Cardiology  
2035 Route des Colles  
CS 80179  
06903 Sophia Antipolis Cedex  
France  
[www.escardio.org](http://www.escardio.org)

## ESC TEAM

**Industry Relations**  
Mr. Malek Lebsir  
Email: [industry@escardio.org](mailto:industry@escardio.org)

**Industry Services**  
Mr. Fabrice Calabrese  
Email: [industry\\_services@escardio.org](mailto:industry_services@escardio.org)

**Exhibition, Industry Sponsored Sessions,  
Sponsorship & Partner Services**  
Mrs. Abir Ghorab  
Email: [escasiaservices@escardio.org](mailto:escasiaservices@escardio.org)

**Event Management**  
Mrs. Eva Satgé  
Email: [escasia@escardio.org](mailto:escasia@escardio.org)



## VENUE

Raffles City Convention Centre  
80 Bras Basah Road  
Singapore 189560  
Email: [conventions.singapore@fairmont.com](mailto:conventions.singapore@fairmont.com)

# Welcome Letter

## 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 - and with the enthusiastic support from - 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
  - Japan is the #1 country for submission of abstracts to ESC Congress
  - 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 Rungoj Kittayaphong, 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 Grobbee - 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

# Preliminary Schedule

Friday 8 November				
Start Time	End Time	Room 1	Room 2	Lobby/Exhibition/Networking Area /Practical Tutorials
13:30	14:15	Opening session, including lecture by Michel Komajda: Heart Failure and Diabetes Mellitus		
14:15	14:20			
14:20	15:20	Highlights of ESC Congress 2019 - I Valve - Arrhythmias - Imaging	Controversies in 2019	
15:20	16:05	Moderated Posters		Coronary CTA Primer
16:05	17:05	Highlights of ESC Congress 2019 - II Heart Failure - Intervention - Prevention	Hot Issues in Valvular Heart Disease	
17:15	18:15	Satellite Symposium 1	Satellite Symposium 2	
18:15	19:15	Networking event		

Saturday 9 November				
Start Time	End Time	Room 1	Room 2	Lobby/Exhibition/Networking Area /Practical Tutorials
09:00	10:15	ESC Guidelines 2019 - Clinical Cases Put into Perspective I Myocardial Revascularisation and Dyslipidemia	Regional Registries & Trials	
10:15	11:00		Moderated Posters	
11:00	12:15	ESC Guidelines 2019 - Clinical Cases Put into Perspective II Arterial Hypertension and CVD in Diabetes	Young Cardiologists Clinical Case Competition	
12:15	12:30			
12:30	13:45	Satellite Symposium 3	Satellite Symposium 4	
13:45	14:00			
14:00	15:00	Echocardiography in 2019	How to Deal with Multivessel Disease in ACS Patients	
15:00	15:45	Moderated Posters/Networking Activities		
15:45	16:45	Challenges in Cardiovascular Risk Factor Control	All I Should Know about Heart Failure with Preserved Ejection Fraction	
16:45	17:00			
17:00	17:45	ECG Quiz	Tips and Tricks: how to make your research more visible	Primer - Echocardiography

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



# 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.

**Stand Space only:** €400\* per m<sup>2</sup>  
**Exhibition Package 9m<sup>2</sup>:** €8,000

\* Cost is for floorspace only (no structure or amenities)  
Minimum exhibition space is 9m<sup>2</sup>

All prices are exclusive of VAT

## 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 49m<sup>2</sup>:** 4 General exhibitor badges  
4 Scientific exhibitor badges

**Stand Space 49m<sup>2</sup>+:** 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**



## 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.

*All prices are exclusive of VAT*

### Satellite Symposia Time-slots:

#### Friday 8 November 2019:

	Exhibitor Price	Non-Exhibitor Price
17:15 - 18:15 (60min)	€25,000	€30,000

#### Saturday 9 November 2019:

12:30 - 13:30 (60min)	€25,000	€30,000
12:30 - 13:45 (75min)	€30,000	€35,000

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



Non-contractual picture

## 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.



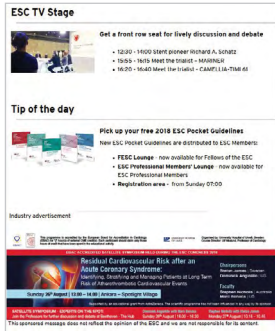

**Application deadline: 5 July 2019**

*All prices are exclusive of VAT*

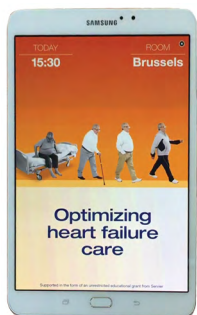


# Sponsorship, Promotion and Advertising Opportunities

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.

Product	Description	Price (excl. VAT)
	<b>Delegate Badge Laces</b> <i>No product advertising permitted - exclusive sponsorship</i> Display your corporate name and logo on this highly visible marketing tool, which will be worn by all delegates.	€8,000
	<b>eBlast</b> <i>No product advertising permitted</i> 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.  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.  <b>Three emailing dates</b> 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)	€4,500
	<b>ESC Asia with APSC and AFC 2019 E-daily news</b> <i>No product advertising permitted</i> Emailed to delegates every day during the congress, with the most up-to-date scientific information regarding the ESC Asia with APSC & AFC 2019 event.  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.  <b>Lifespan: Congress</b> Emailed to all congress delegates.	€5,000
	<b>ESC Asia with APSC and AFC 2019 Congress News - Printed Version</b> <i>No product advertising permitted - Exclusive sponsorship</i> 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.  <b>Lifespan: Event permanent archive/reference material</b> <b>Quantity: 1,000 copies in total (subject to change)</b>	€5,000



**Product****Description****Price  
(excl. VAT)****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

**€4,500****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

**€12,500****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*

**€10,000** **ESC 365****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**

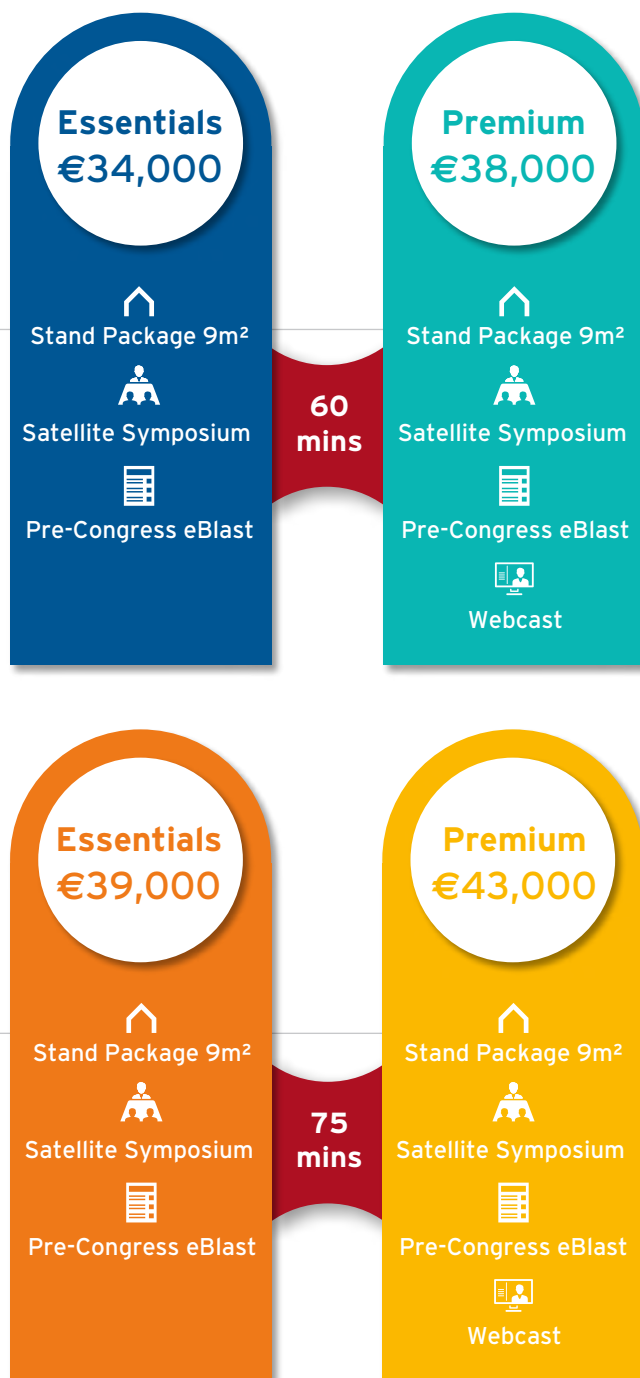
*All prices are exclusive of VAT*

# 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.





# Partner Services

## 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

**Exhibition, Industry Sponsored Sessions,  
Sponsorship and Partner Services deadline**

**5 July 2019**

**Early registration deadline**

**9 August 2019**

**Late registration deadline**

**16 September 2019**

**ESC Asia with APSC & AFC**

**8-10 November 2019**

## 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](mailto:industry@escardio.org).