Contacts

Organiser
European Society of Cardiology
2035 Route des Colles
Les Templiers – BP 179
06903 Sophia Antipolis
France
www.escardio.org

Venue
Amsterdam RAI
Europaplein
NL 1078 GZ
Amsterdam
www.rai.nl/en

Industry Services

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Registrations, Housing & Events
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Dear Industry Partners,

The ESC Congress, the world’s premier conference on the science, management and prevention of cardiovascular disease, will reach new heights in the study of cardiovascular science and research in the alluring city of Amsterdam from 31 August – 4 September 2013. We invite you to join us in the preparations of this unique event for all cardiologists around the world.

The chosen spotlight of the congress is ‘The Heart interacting with Systemic Organs’. Only through concerted efforts can we continue to bring further improvements to patient care. By choosing the interaction between the heart and other organs as its 2013 congress spotlight, the ESC will encourage critical discussion of new research and techniques with other organ experts and their transfer into clinical medicine.

As always, the scientific programme will highlight the most relevant issues in the diagnosis, management and treatment of cardiovascular disease, ranging from basic to clinical and population research. More than ever, the ESC Congress is the forum at which researchers aspire to present their work. With over 9,600 abstracts submitted in 2012, the ESC Congress is a true representation of scientific developments in the field. Research from investigators around the world will be presented throughout the programme and in the form of special lectures and interactive education sessions.

The Congress Programme Committee, the ESC Working Groups, Associations and National Societies are already working with colleagues from across the globe on the programme. A special track on the first day for general practitioners, primary care physicians and nurses, will be maintained on popular demand. The young investigator project, known as ‘Cardiologists of Tomorrow’ continues to grow from strength to strength and many other interesting topics, programmes and new session formats are set to emerge for this congress edition in Amsterdam.

We encourage you to plan your experience at the ESC Congress 2013 as we do, in the finest detail, starting now. The ESC Congress is largely attractive to the cardiovascular profession because of its broad scope and representation. The science and research from our industry partners are essential to the validity of the event and we are looking forward to working with you in the coming months on building once again a must-attend meeting for global cardiologists.

Yours sincerely,

Prof. Panos Vardas
President
European Society of Cardiology

Prof. Keith A A Fox
Chairperson
Congress Programme Committee
The premier conference for global cardiology professionals

Participation Healthcare Professionals 2006 – 2011

Delegate Origin Top 30 Countries
Delegate Professional Activity 2011

Abstract Submission 2008 - 2012

Press Attendance 2006 - 2011

Delegate Professional Activity 2011

Abstract Submission 2008 - 2012

Press Attendance 2006 - 2011
Scientific Programme ESC Congress 2013 – What to Expect?

Congress Spotlight

“The Heart interacting with SYSTEMIC ORGANS”

Highlighting the interactions between the heart and other organs. The heart may initiate or potentiate “cardiovascular disease” by interacting with systemic organs such as:

• Heart and the brain
• Heart and the kidney
• Heart and the gut
• Heart and the lungs
• Heart and reproduction

Through this spotlight, the ESC Congress will encourage collaboration with other organ experts to foster innovation in clinical and translational science.

9 Main Topics arranged in Themed Villages:

• Basic Science
• Hypertension
• Prevention & Rehabilitation
• Ischaemia & Coronary Artery Disease
• Arrhythmias & Pacing
• Interventional Cardiology & Surgery
• Adult & Pediatric Perimyocardial & Valvular Disease
• Cardiac Imaging

Special Features

• FOCUS Sessions
• Clinical Case Sessions
• Meet the Experts
• Meet the Trialist
• Hotlines, Clinical Trial and Registry Updates
• Joint Sessions with Global Affiliated Cardiac Societies
• ESC for General Practice Physicians
• ESC Cardiologists of Tomorrow
• ESC Association Track
Industry Partners - ESC Congress 2012

3W Informed BV Medical Books
ABAXIS Europe GmbH
Abbott
Accumetrics Inc
ACON Laboratories Inc
Actelion Pharmaceuticals Ltd
AEPC
Agfa HealthCare
Aggredyne Inc
Al Mediq SA
Albanian Society of Cardiology
ALERE
Algerian Society of Cardiology
American College of Cardiology
American Heart Association
American Society of Echocardiography
Amgen (Europe) GmbH
Argentine Society of Cardiology
Armenian Cardiologists Association
Asian Pacific Society of Cardiology
Association of Cardiologists of Bosnia and Herzegovina
AstraZeneca
Athera Biotechnologies AB
Austrian Society of Cardiology
Azerbaijan Society of Cardiology
Bambini Cardiopatici nel Mondo - A I C I Onlus
Bayer HealthCare
Belorussian Scientific Society of Cardiologists
BG Medicine Inc
BIOTRONIK
Boehringer Ingelheim
BPLab
Brazilian Society of Cardiology
Bristol-Myers Squibb/Pfizer
British Cardiovascular Society
Bulgarian Society of Cardiology
Capical GmbH
Cardiovascular Society of India
Cardiology Society of Serbia
Cardiovascular Research Foundation
Cardiowise:: seloeon gmbh
CellAegis Devices Inc
CNSystems Medizintechnik AG
Croatian Cardiac Society
crossEffect Inc
CSC/GW-ICC
custo med GmbH
CVRx Inc
Cyprus Society of Cardiology
Cytori Therapeutics Inc
Czech Society of Cardiology
Daiichi Sankyo Europe
Daiichi Sankyo Europe/Eli Lilly and Company
DailyCare Biomedical
Danish Society of Cardiology
Defibtech
diaDexus
DiaSys Diagnostic Systems GmbH
Edan Instruments Inc
Edwards Lifesciences
Egyptian Society of Cardiology
Elsevier Health
enverdis GmbH
Epsilon Imaging Inc
Ercules Comunicazioni
Ergospect GmbH
Esaote
ESH-European Society of Hypertension
Estonian Society of Cardiology
European Association for the Study of Diabetes
European Atherosclerosis Society
European Heart for Children
Evolva
FBCommunication
Finapres Medical Systems
Finnish Cardiac Society
FORTH & HCB on behalf of iCARDEA
French Society of Cardiology
Fresenius Medical Care
GE Healthcare
Georgian Society of Cardiology
German Cardiac Society
Gruener Laser Products
Hellenic Cardiological Society
HEMO SAPIENS Inc
Hitachi Medical Systems Holding
Europe AG
Holland Heart House
Hungarian Society of Cardiology
Huntleigh
Icelandic Society of Cardiology
IEM GmbH
Impulse Dynamics Germany GmbH
Informa Healthcare
Interamerican Society of Cardiology
Iroko Cardio International
ISCP
Israel Heart Society
Italian Federation of Cardiology
itamar medical
JAMA Network
Japanese Circulation Society
Jaypee Brothers Medical Publishers (P) Ltd
Karger Publishers
Kosovo Society of Cardiology
Labtech Ltd
La Lettre du Cardiologue
Latvian Society of Cardiology
Le Cardiologue
Lebanese Society of Cardiology
Libyan Cardiac Society
Lithuanian Society of Cardiology
Litmann / 3M Deutschland GmbH - Health Care Business
Luxembourg Society of Cardiology
Maltese Cardiac Society
Mayo Clinic
Mediana Co Ltd
MediMatic
Medispec
Meditek Ltd
Mediterranean Cardiology Meeting 2013
Medtronic
Menarini International Operations
Luxembourg
Mennen Medical & MTRE Ltd
Merck Serono, Division of Merck KGaA
Mexican Society of Cardiology
Mides GmbH
Morrocan Society of Cardiology
Mortara Instrument
MSD
New England Journal of Medicine
NORAV Medical
NorthEast (NEMon)
Norwegian Society of Cardiology
Novartis Pharma AG
Oxford University Press
PCR
Pfizer Ltd
Hands-On Tutorials

Sessions will be run by the following companies:

- Cordis Cardiac and Vascular Institute
- GE Healthcare
- Siemens AG Healthcare Sector
- United Therapeutics Europe Limited

Sponsorship

- Actelion Pharmaceuticals Ltd
- American College of Cardiology
- AstraZeneca
- Bayer HealthCare
- BIOTRONIK
- Boehringer Ingelheim
- Bristol-Myers Squibb/AstraZeneca
- Cleveland Clinic
- Daiichi Sankyo Europe
- Daiichi Sankyo Europe/Eli Lilly and Company
- Edwards Lifesciences
- Eli Lilly and Company
- Elsevier ClinicalKey
- enverdis GmbH
- EPIC Alliance
- Evolva
- Genzyme
- GSK
- Impulse Dynamics Germany GmbH
- Iroko Cardio International
- Janssen
- Kowa
- Mayo Clinic
- Medtronic
- Merck Serono SA, Division of Merck KGaA
- MSD
- Pfizer Ltd
- Philips Healthcare
- Recordati SpA

ResMed Europe
- Roche
- Roche Diagnostics
- SANOFI
- SCAI Women in Innovations
- SERVIER
- Siemens AG Healthcare Sector
- ST Jude Medical
- The Menarini Group
- Thrombosis Research Institute London
- Toshiba Medical Systems
- Zoll CMS GmbH

PHS EUROPE
- Pivotal Therapeutics
- Philips Healthcare
- Polish Cardiac Society
- Portuguese Society of Cardiology
- Premier Heart International
- Randox Cardiology
- RECORDATI SpA
- ResMed Europe
- Roche
- Romanian Society of Cardiology
- Russian Cardiology Society
- SAGE
- San Marino Society of Cardiology
- SANOFI
- Saudi Heart Association
- SCHILLER AG
- Schwarzer GmbH
- ScottCare Cardiovascular Solutions
- Serono Symposia International Foundation
- SERVIER
- Siemens AG Healthcare Sector
- Slovak Society of Cardiology
- Slovenian Society of Cardiology
- Society for Cardiovascular Angiography and Interventions
- Spanish Society of Cardiology
- Spartan Bioscience
- ST Jude Medical
- STORZ MEDICAL AG
- Swedish Society of Cardiology
- Swiss Society of Cardiology
- Syrian Cardiovascular Association
- TEFAL Groupe SEB
- theheart.org
- Thermo Fisher Scientific
- TomTec Imaging Systems GmbH
- Toshiba Medical Systems
- Touch Briefings
- Tunisian Society of Cardiology and Cardio-Vascular Surgery
- Turkish Society of Cardiology
- UEMS Cardiology Section
- Ukrainian Association of Cardiology
- United Therapeutics Europe Limited
- University Clinic of Cardiology
- Vales & Hills Biomedical Tech Ltd
- Vasomedical
- VENICE ARRHYTHMIAS 2013

Satellite Symposia

- Abbott EPD
- Abbott Vascular
- Accumetrics Inc
- Actelion Pharmaceuticals Ltd
- ALERE
- AstraZeneca and Bristol-Myers Squibb
- Bayer HealthCare Pharmaceuticals
- Boehringer Ingelheim
- Boston Scientific
- Bristol-Myers Squibb/Pfizer
- Centre for Rare Cardiovascular Diseases in John Paul II Hospital
- Krakow Poland
- Charité University Medicine Berlin
- Cleveland Clinic
- Daiichi Sankyo Europe GmbH
- Diabetes Research Group Munich
- Edwards Lifesciences
- Eli Lilly and Company
- Elsevier ClinicalKey
- enverdis GmbH
- EPIC Alliance
- Evolva
- Genzyme
- GSK
- Impulse Dynamics Germany GmbH
- Iroko Cardio International
- Janssen
- Kowa
- Mayo Clinic
- Medtronic
- Merck Serono SA, Division of Merck KGaA
- MSD
- Pfizer Ltd
- Philips Healthcare
- Recordati SpA
The ESC Congress 2013 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.

### Why exhibit at ESC Congress 2013?

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: €2,000

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

Application Deadline: 24 February 2013

All prices are exclusive of VAT
Benefits include:

- Company listing in the Industry Guide
- Company listing on the ESC web site www.escardio.org
- Company listing on Interactive Information Terminals onsite
- Company listing in the Final Programme and Mobile Application

Your exhibition space can be maximised with:

- Adverts in ESC Congress 2013 publications
- Onsite advertisement spaces in the congress centre
- Other opportunities as listed in Sponsorship chapter

Exhibition Opening Hours:

Saturday 31 August:  15.00 – 20.00
Sunday 1 September:  09.00 – 18.00
Monday 2 September:  09.00 – 18.00
Tuesday 3 September:  09.00 – 18.00

Booking conditions and next steps

- Applications can be submitted as of 1 October 2012
- Download the Exhibition Application Form from our website www.escexhibition.org
- Submit the completed and signed form to the ESC Exhibitions Team at exhibition@escardio.org
- Signed applications before 13 January 2013 (or 1 December 2012 for top 20 points holders) will benefit from priority assignment in line with the accrued points ranking
- Cancellation fees will apply upon signature of the Order Form
2 Scientific Activities

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 a EBAC Accredited Educational Programme is 60 minutes.

CME or EBAC Accredited programmes should be booked in the same time slots as industry sponsored sessions as listed below. 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 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 120 to 3000 seats.

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 to one learning from clinical and/or technical experts on specific areas of expertise. Hands-On Tutorials are organised in dedicated rooms 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 31 to Tuesday 3 September 2013, between 09:00 and 18:00.
Timeslots & Costs for Sponsored Sessions

Costs (without lecture room rental)

<table>
<thead>
<tr>
<th></th>
<th>Exhibitor</th>
<th>Non-Exhibitor</th>
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<tbody>
<tr>
<td><strong>Saturday 31 August 2013</strong></td>
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<tr>
<td>13:00 – 13:45 (45 mins)</td>
<td>€24 000</td>
<td>€44 000</td>
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<td>13:00 – 14:00 (60 mins)</td>
<td>€30 000</td>
<td>€50 000</td>
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<tr>
<td>13:00 – 14:30 (90 mins)</td>
<td>€36 000</td>
<td>€56 000</td>
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<tr>
<td>14:45 – 15:30 (45 mins)</td>
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<td>14:45 – 15:45 (60 mins)</td>
<td>€30 000</td>
<td>€50 000</td>
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<tr>
<td>14:45 – 16:15 (90 mins)</td>
<td>€36 000</td>
<td>€56 000</td>
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<tr>
<td><strong>Sunday 1 September 2013</strong></td>
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<tr>
<td>13:00 – 13:45 (45 mins)</td>
<td>€24 000</td>
<td>€44 000</td>
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<td>12:45 – 13:45 (60 mins)</td>
<td>€30 000</td>
<td>€50 000</td>
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<tr>
<td>18:30 – 19:15 (45 mins)</td>
<td>€22 000</td>
<td>€42 000</td>
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<td>18:30 – 19:30 (60 mins)</td>
<td>€28 000</td>
<td>€48 000</td>
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<tr>
<td>18:30 – 20:00 (90 mins)</td>
<td>€34 000</td>
<td>€54 000</td>
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<tr>
<td><strong>Monday 2 September 2013</strong></td>
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<td>13:00 – 13:45 (45 mins)</td>
<td>€24 000</td>
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<td>12:45 – 13:45 (60 mins)</td>
<td>€30 000</td>
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<tr>
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<td>€56 000</td>
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<tr>
<td><strong>Tuesday 3 September 2013</strong></td>
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<td>13:00 – 13:45 (45 mins)</td>
<td>€24 000</td>
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<td>€28 000</td>
<td>€48 000</td>
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<tr>
<td>Hands-On Tutorials</td>
<td>€30 000</td>
<td>€50 000</td>
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<td>(Room rental included)</td>
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Lecture Room rental

- 120 seats: €700
- 200 seats: €1 000
- 500 seats: €2 000
- 1 000 seats: €4 000
- 3 000 seats: €10 000

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 Online, Advance & Final Programme, Mobile Application
- Slot to promote the session onsite in the Industry Display Racks
- Promotion in front of the session room from one hour before the sponsored sessions starts
- Invitations distributed in front of the session room from 30 minutes before the sponsored session starts

Awareness of your sponsored session can be maximised with:

- Adverts in ESC Congress 2013 publications
- Onsite advertisement spaces in the congress centre
- Weblinks from the ESC Scientific Programme Online
- Webcasts from the ESC web site for publication post-event
- Other opportunities as listed in Sponsorship Chapter

Booking conditions and next steps

- Applications can be submitted as of 1 October 2012
- Download the Industry Sponsored Session Application Form from our website www.escexhibition.org
- Submit the completed and signed form to the ESC Industry Sessions Team at satellite@escardio.org
- Signed applications before 16 November 2012 will benefit from priority assignment in line with the accrued points ranking

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

KEY DATES

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>16 November 2012:</td>
<td>Application deadline with priority status.</td>
</tr>
<tr>
<td>31 January 2013:</td>
<td>Notification of assignments of time slots and rooms.</td>
</tr>
<tr>
<td>30 March 2013:</td>
<td>Deadline for receiving the complete scientific programmes</td>
</tr>
</tbody>
</table>

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 25 August and 8 September 2013.
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 professional.

### Exclusive Sponsorship

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price (excl. VAT)</th>
<th>Accrued Points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online Abstracts Library</strong></td>
<td>This online library is available for free from the ESC website and provides users with practical and simple access to all accepted abstracts of the Congress. Sponsorship offers an exclusive partnership acknowledgement on the product online. This product guarantees maximum traffic to the sponsor stand where delegates will use the sponsor voucher to receive information for content access. Price does not include production &amp; shipment of the voucher.</td>
<td>€150,000</td>
<td>Accrued points 60 points &amp; Bonus 15 points</td>
</tr>
<tr>
<td><strong>Congress Bags</strong></td>
<td>This exclusive item will offer the sponsor extensive visibility throughout the congress centre via the Official Congress Bag which is distributed to participants and contains the essential items of the congress.</td>
<td>€230,000</td>
<td>92 points &amp; Bonus 23 points</td>
</tr>
<tr>
<td><strong>Delegate Badge Holder</strong></td>
<td>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.</td>
<td>€70,000</td>
<td>28 points &amp; Bonus 7 points</td>
</tr>
</tbody>
</table>
## Exclusive Sponsorship

<table>
<thead>
<tr>
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<th>Price (excl. VAT)</th>
<th>Accrued Points</th>
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<tbody>
<tr>
<td>Delegate Lounge</td>
<td>This popular, fully-equipped, state-of-the-art business-style lounge allows delegates to access the internet, work online with printing facilities, access the scientific programme online or just relax in a lounge environment. Centrally located, it offers exclusive association and unique visibility for the sponsor throughout the lounge, in the Final Programme and a link to the sponsor website on the workstations.</td>
<td>€250,000</td>
<td>100 points &amp; Bonus 25 points</td>
</tr>
<tr>
<td>Poster Area</td>
<td>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. This unique educational initiative and the surrounding area are available to an industry partner for exclusive exposure and association with the scientific content of the congress (acknowledgement on the Final Programme &amp; online, sponsor logo displayed throughout the Poster Area and on the welcome page of computer screens)</td>
<td>€150,000</td>
<td>60 points &amp; 15 bonus points</td>
</tr>
<tr>
<td>ESC Congress TV</td>
<td>ESC TV highlights the main scientific advances presented during the ESC Congress providing the viewer with an overview of the congress highlights. ESC TV is presented in two different formats, notably ESC TV by day which is a 6 minute news broadcast produced every day of the congress and ESC TV by topic which provides a summary of the main themes of the congress via 6 reports by topic &amp; broadcast via:www.escardio.org post-congress. The sponsor is acknowledged in the credits and web pages.</td>
<td>€150,000</td>
<td>60 points + 15 bonus points</td>
</tr>
<tr>
<td>ESC Congress Mobile Application</td>
<td>An innovative way for a Sponsor to reach delegates by offering a mobile version of the Final Programme to enhance their onsite experience. This environmentally-friendly initiative is for smart phones &amp; iPads. Excellent visibility for the sponsor with a dedicated desk to assist delegates in downloading the application. Includes a specific sponsor advert.</td>
<td>€150,000</td>
<td>60 points &amp; 15 bonus points</td>
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### Exclusive Sponsorship

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<th>Accrued Points</th>
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<tr>
<td><strong>Interactive Information Terminals</strong></td>
<td>New touch-screen terminals help delegates to locate where they are in the congress centre, search for lecture rooms, congress facilities and companies in the exhibition. Sponsor is visible on the terminals, as well as the welcome screen, logos to show the sponsor’s support at all times.</td>
<td>€30,000</td>
<td>12 &amp; 3 bonus points</td>
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### Advertisement Opportunities

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price (excl. VAT)</th>
<th>Accrued Points</th>
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</thead>
</table>
| **Final Programme Back Cover & Inside Advertisements**  | Product Advertisement Opportunity  
Boost your visibility and reinforce your congress take home messages by placing an advertisement in this essential congress document. The Final Programme for ESC Congress 2013 is available to delegates and provides participants with the full scientific agenda, exhibition and satellite information. Three possibilities are available: | Back Cover: €120,000 | 48 points & Bonus 12 points |
|                                                   | Inside Back Cover: €70,000                                                                                                                                                                                |                   | 28 points & Bonus 7 Points |
|                                                   | Inside Page : €50,000                                                                                                                                                                                      |                   | 20 points & Bonus 5 Points |
| **MD Conference Express – Official Highlight Report ESC Congress 2013**  | A peer-review publication with a special edition reviewed by the ESC Congress Programme Chair will be mailed to over 25,000 cardiologists and posted online via the ESC web site. This exclusive sponsorship opportunity provides a highly select advertisement space and abstract to extend the reach and impact of your congress activities beyond the live congress to the entire ESC membership. | €175,000          | 70 points & Bonus 17 Points |
| **Information Screens**                         | 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 screens as well as information screens in front of each lecture room are the perfect media to carry your advertisement. | €25,000           | 10 points & Bonus 3 Points |
Advertisement Opportunities

Programme at a Glance Exclusive Back Cover Advertisement
Product Advertisement Opportunity
Place your message on this popular guide to the scientific sessions - The ESC Congress 2013 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.

ESC Congress News 2013 Advertisements Spaces
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. Advertisors are not allowed. Seize the opportunity to post your key congress message in this popular publication in one of the possible/following formats:

Bookmark in Final Programme
Product Advertisement Opportunity
The exclusive Bookmark is included in the Final Programme as a practical tool for this reference document. This simple but popular delegate item provides fresh visibility for the promoting company.

Promotional Opportunities

Note Pads & Pens Exclusive Sponsorship
Product Advertisement Opportunity
This sponsorship will entitle the sponsor to the exclusive right to place a promotional pen and notepad with their corporate logo inside the congress bag. Sponsor is responsible for the production & shipment.
## Promotional Opportunities

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price (excl. VAT)</th>
<th>Accrued Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amsterdam City Maps</td>
<td>Our industry partners can exclusively advertise their congress activities on this support and be associated with this very useful delegate item. Distributed in the congress bag. Price includes production.</td>
<td>€40,000</td>
<td>16 points &amp; Bonus 4 Points</td>
</tr>
<tr>
<td>Pre-Congress Mailing Insert</td>
<td>Reach out to confirmed delegates 4 weeks prior the congress via an invitation to your exhibition space, Satellite Symposia or Hands-On Tutorials. A customised envelope created exclusively will be mailed to approximately 25,000 delegates on 1 August 2013. Price does not include cost of production.</td>
<td>€11,000</td>
<td>4 points</td>
</tr>
<tr>
<td>Delegate Bag Insert</td>
<td>The Delegate Bag Insert is an invitation in the form of an advertisement for your company exhibition stand, or Industry Educational Sessions onsite. Distributed in the official ESC Congress 2013 bags this opportunity allows you to reach the hands of a wide audience. Due to the limited number of Delegate Bag Inserts, be sure to reserve early. Production not included.</td>
<td>€6,500</td>
<td>2 points</td>
</tr>
<tr>
<td>Web Link</td>
<td>Create a weblink to invite delegates to your Industry Sponsored Sessions from the ESC Congress 2013 Scientific Programme Online (SPO). This invitation will communicate your congress message to delegates in two locations online.</td>
<td>€3,500</td>
<td>1 point</td>
</tr>
<tr>
<td>Info Screen for Industry Sponsored Sessions</td>
<td>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 the ESC Congress 2013. This information screen will attract immediate delegate attention and ensure additional visibility for your session in this area dedicated to the promotion of industry supported educational sessions. The number of advertisements allocated will be limited and assigned on a first-come, first-served basis</td>
<td>€4,500</td>
<td>1 point</td>
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**Promotional Opportunities**

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<td><strong>Gift in ESC Congress Bags</strong></td>
<td>Companies are invited to provide objects that will enhance the delegates’ congress experience. The items included in the official congress bag could be mints, post-it notes, calculator, etc and can be used to direct delegates to your stand. The retail value of each item must not exceed €10, all objects are subjected to approval by the ESC Congress 2013 organisers</td>
<td>€20,000</td>
<td>8 points</td>
</tr>
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</table>

**Onsite Advertisements**

Make an impact onsite - there will be numerous opportunities for our industry partners to promote their congress and corporate message to delegates via wall banners, flags, poster boards etc at RAI Convention Centre – a separate advertisement offer will be available shortly, please contact sponsorship@escardio.org for further details.

**Focus Sponsor Group**

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<td><strong>FOCUS sponsor group</strong></td>
<td>Becoming a member of the FOCUS Sponsor Group, will create wide-spread visibility of your association pre-congress and onsite in Paris and receive important contact detail of the FOCUS session attendees. Membership of the FOCUS Sponsor Group offers the following benefits:</td>
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<td></td>
<td>• Onsite Sponsor Group acknowledgement throughout the FOCUS area (display signs, plasma screens)</td>
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<td></td>
<td>• Delegate contact details from attendees of the FOCUS Cardiology Practice or FOCUS Imaging Intervention session sponsored</td>
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<td></td>
<td>• Onsite Sponsor Group acknowledgement in the specially made film dedicated to the FOCUS Sessions to be played before and after each session</td>
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<tr>
<td></td>
<td>• Onsite privileged access to FOCUS session Technical Lounge for backstage experience of the session production</td>
<td>€20,000</td>
<td>8 points</td>
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</tbody>
</table>
4 Partner Services

FUNCTION SPACES / EXHIBITION LOUNGES

A limited number of function spaces and exhibition lounges are located within the Congress Centre and can be used by our industry partners as Hospitality Suites or Meeting Rooms during the event:

• Hospitality Suites are room(s) reserved for the congress duration.
• Meeting rooms are room(s) reserved for occasional meetings during the congress.

Permitted: small and informal meetings (approx 20 people).
Strictly forbidden: meetings with any formal presentations for delegates.

Rental period

• Exhibition Lounges are rented for the congress duration. From Saturday 31 August to Tuesday 3 September; each day from 09.00 to 18.00.

Cost

To be defined – please contact us at industry_services@escardio.org for further details

Closed Industry Meetings

During available time slots, full furnished and AV equipped ESC lecture rooms can be used to organise closed industry meetings which are on invitation only. The following rules apply to this meeting category:

• meeting is “closed” and on invitation only
• maximum attendance is 150 guests
• meeting is not promoted in the congress centre or in any ESC Congress 2013 publications

Permitted meeting types: company staff meeting, congress briefing, investigators meeting, clinical trial updates
Strictly forbidden: meetings with any formal presentations for delegates.

Cost

€3000 - for one 60-minute meeting; additional cost per increment of 30-minute is €1500.
Delegate Registration

Companies can register delegates for attendance at the ESC Congress 2013 via the ESC web site (www.escardio.org) as of mid-December 2012 for Group Registrations (minimum 10 people).

For all queries on delegate registration, contact registration@escardio.org

Hotel Accommodation

A large number of hotel rooms have been reserved for the ESC in various hotels in Amsterdam. The ESC works with our industry partners to assist them in securing hotel rooms where circumstances permit. Please send your requirements to hotels@escardio.org. Available rooms are allocated to industry partners in line with the company’s position in the Accrued Points Ranking.

Industry Press Activity

The ESC allows industry to hold industry-related press conferences, oversee press interviews and disseminate press materials at the ESC Congress. Industry is strongly encouraged to make use of the dedicated ESC on-site facilities rather than holding off-site press briefings.

The facilities available for industry press at the congress are as follows:

Industry Press Display Room
€1300 for full five day period

Industry Press Conference Room
€2000 per hour (€1500 each incremental hour thereafter)

Industry Press Interview Room
For full day booking: €1500

All prices are exclusive of VAT

All bookings and queries should be sent to press-services@escardio.org

DO NOT MISS

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<tr>
<td>14 February 2013: Abstract Submission Deadline</td>
</tr>
<tr>
<td>1 May 2013: Hotline, Clinical Trial Update, Clinical Registry Highlight Submission Deadline</td>
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<tr>
<td>15 May 2013: Science Hotline Submission Deadline</td>
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</table>
The Accrued Point System was established to recognise long term investment in the ESC Congress. Points are accumulated over a 4 year period and products are assigned on a priority basis in line with the ranking. The Accrued Point Ranking applicable for ESC Congress 2013 will be published online on **17 September 2012** via the industry web site: www.esccexhibition.org

We invite all new companies looking to participate in the ESC Congress for the first time to contact us for a discussion on objectives and opportunities, industry_services@escardio.org

Our sincere thanks to all our industry partners who continue to bring the best of science to the ESC Congress through the exhibition, sponsored sessions and sponsorship activities. We look forward to shining the light on cardiovascular disease together with you in Amsterdam.