



# EUROECHO 2008



The twelfth Annual Meeting of the European Association of Echocardiography, a Registered Branch of the ESC,  
in cooperation with the Working Group on Echocardiography of the French Society of Cardiology

10-13 December 2008

France

Lyon



**INDUSTRY PROSPECTUS**

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

## EUROECHO 2008 Opportunities for Industries

EUROECHO is the biggest echocardiography meeting in the world gathering together healthcare professionals specialised in the application of cardiac ultrasound and other non-invasive techniques.

Industry Partners will reach an international delegate audience using this unique opportunity to showcase their products and services to specialists in their respective fields.

Participating companies and their products will be associated with, and contribute to, the high quality scientific and clinical content of the congress.

### **IMPORTANT NOTICE**

The accrued points system has been slightly modified.

### **Spending points**

The Accrued Points priority system will only apply to requests received before the official application deadline.

After the official application deadline has passed, stands and satellite timeslots will be assigned on a first come, first served basis.

### **How to Accrue Points**

Exhibition: 1 point per 9m<sup>2</sup> stand space taken; + 5 points for participation

Satellite Symposium: 10 points

User Group Session: 5 points

Advertisement and Sponsorship: 1 point per €2,000 spent

### **NEW!!**

#### **Imaging campus**

For the first time this year, the European Association of Echocardiography is introducing the **Imaging Campus**.

The Imaging Campus is located between the Registration Area and the Exhibition Hall and is dedicated exclusively to training of delegates on specific devices or techniques.

See Page 7 for more details.

### **Table of content**

Exhibition Space	Page 3
Satellite Symposia	Page 4
Sponsorship, Promotion and Advertising Opportunities	Page 4
Information for Exhibitors & Industry partners	Page 8
Contacts	Page 10
EUROECHO Figures	Page 11
Industry Partners past attendance	Page 12

*All prices are in Euros and exclusive of VAT*

*Photos are for illustrative purposes only*

## Exhibition Space

---

The exhibition will be held in "Forum 4" on Level -2.



- Stands will be assigned according to the Accrued Point System. After the official stand application deadline has passed, stands will be assigned on a "first come, first served" basis.
- Exhibition Guidelines will be available in July
- Minimum exhibit space rental is 9m<sup>2</sup>

Price for space only: € 400/m<sup>2</sup>

Price for Publishers: € 280/m<sup>2</sup>

Deadline for Stand Space Application: 31 May 2008

Accrued Points awarded: 1 point / 9m<sup>2</sup> + 5 points for participation

**Exhibitor Badges:** Exhibitors are entitled to a number of free exhibition badges:

9 to 49m<sup>2</sup> 8 free badges

50 to 99m<sup>2</sup> 16 free badges

> 100m<sup>2</sup> 24 free badges

Price for additional Badges: € 35/badge

## Satellite Symposia

---

A limited number of time slots are available for industry sponsored Satellite Symposia. Time-slots and rooms will be assigned according to the Accrued Point System. After the official satellite application deadline has passed, all timeslots will be assigned on a "first come, first served" basis.

Satellite Symposia programmes will be published in the EUROECHO Final Programme, the EUROECHO Scientific Programme Online and on the EUROECHO Web Site: [www.euroecho.org](http://www.euroecho.org)

The cost of a Satellite Symposium includes one hostess as well as access to and use of the audiovisual equipment in the room. The list of equipment will be communicated upon room assignment.

**Satellite Symposium** € 22,000 + room rental  
(10% discount on 2<sup>nd</sup> symposium)

- Accrued Points awarded: 11
- Sessions have duration of 60 or 90 minutes depending on the timeslot and subject to EAE approval.
- Room capacity: 300 to 800 pax
- A minimum stand space of 9m<sup>2</sup> is required

Available timeslots:

- Wednesday 10 December 2008 12.45 – 13.45
- Thursday 11 December 2008 12.45 – 13.45
- Thursday 11 December 2008 18.15 – 19.45
- Friday 12 December 2008 18.15 – 19.45

Deadline for application: 31 May 2008

Cost of additional equipment, furniture, food and beverages will be charged directly to the Company sponsoring the Session.

## **NEW!! Satellite Package**

Benefit from more than 10% discount with the "satellite package". It is a unique way to make your satellite symposium visible and includes a **Web Link and a delegate bag insert**.

Satellite package € 25,000 (12 points)

Deadline for application: 31 May 2008

## **User Group Sessions**

The EAE invites companies active in the field of cardiovascular ultrasound and echocardiography to organise special, hands on training sessions and/or interactive technological demonstrations as part of the annual EUROECHO congress.

Only companies with a confirmed satellite symposium or first-time EUROECHO will be considered.

**User Group Session** € 10,000

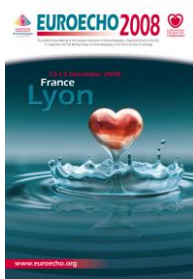
- Accrued Points awarded: 5
- Sessions have a duration of 60 or 90 minutes
- Room capacity: 200 pax

Deadline for application: 31 May 2008

Cost of additional equipment, furniture, food and beverages will be charged directly to the Company sponsoring the Session.

## **Sponsorship, Promotion and Advertising Opportunities <sup>(1)</sup>**

### **Advance Programme**



Containing the detailed Scientific Programme of EUROECHO 2008; more than 15,000 cardiologists will receive a copy of the Advance Programme either as hard copy or email delivery. This is the only Congress Programme available from April 2008 until the congress opens in December.

Exclusive Back Cover Advertisement: € 15,000

Accrued Points awarded: 7 points

Deadline for Application: 15 March, 2008

### **Final Programme**



Detailed Programme for EUROECHO 2008 in printed version, with full Scientific agenda, Exhibition and Symposia information together with Congress References. Copies are provided to all delegates on-site within the congress bags (3,000).

Back Cover Advertisement: € 8,000 (4 points)

Inside Cover Page Advertisement: € 5,000 (2 points)

Inside Page Advertisement: € 3,500 (1 point)

Deadline for application: 30 September, 2008

**Advance & Final Programme Exclusive Sponsorship:** € 25,000 (12 points)

Deadline for Application: 15 March, 2008

**Bookmark** in the Final Programme

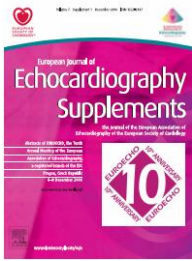
Price upon request

**Belly Band** around the Final Programme

Price upon request

## Abstract Book <sup>(1)</sup> <sup>(2)</sup>

---



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

Inside Page:	€ 5,000 (2 points)
Inside Front Cover:	€ 7,500 (3 points)
Back Cover:	€ 10,000 (5 points)
Exclusive sponsor package, price upon request	
Deadline for Application:	1 August, 2008

## Abstract CD-Rom <sup>(1)</sup>

---



Exclusive Sponsorship of the Official EUROECHO 2008 Congress Abstract CD-Rom. Contains all accepted Abstracts at EUROECHO 2008 and will be **available on site** during the congress. Redemption vouchers within delegate bags guide delegates to the Sponsor's booth (sole collection point).

Exclusive Sponsorship:	€ 40,000 (20 points)
Deadline for Application:	1 August, 2008

## Congress Bags

---



Add your company name to the EUROECHO 2008 congress bag distributed to each registered delegate as its exclusive sponsor!

**NEW!!** Recycled and recyclable material with embossed branding.

Units supplied: 3,000.

Exclusive sponsorship: (Incl. production cost)	€ 20,000 (10 points)
---	----------------------

Deadline for Application:	1 August, 2008
---------------------------	----------------

## Badge Laces/Lanyards

---

Exclusive sponsorship of the official Congress Badge Lanyards featuring your company name and Logo. Units supplied: 3,000.

Exclusive sponsorship: (Including production cost)	€ 15,000 (7 points)
---	---------------------

Deadline for Application:	1 August, 2008
---------------------------	----------------

## Writing Pads & Pens <sup>(1)</sup>

---

The Official Congress Notepads and Pens, within Congress Bags, ensuring your Corporate Logo and name receive daily attention.

Units supplied: 3,000.

Exclusive sponsorship: (Including production cost)	€ 12,000 (6 points)
---	---------------------

Deadline for Application:	1 August, 2007
---------------------------	----------------

## Industry Welcome Desk

---

Welcome your clients and staff at a dedicated desk in the Registration Area.

Price upon request

## Delegate Bag Insert <sup>(1)</sup>

---

Advertise your Exhibit, Symposium or User Group meeting within the congress bag using your company's own communication style.

Price for 1 page insert:	€ 5,000 (2 points)
Deadline for Application:	1 August, 2007

## Web Link

---

Active Link between the EUROECHO 2008 Web Site and a web page created by your company. The "Promotional Material Web Link" is ideal to promote your company's exhibit and / or symposium. May be used only to inform participants about activities during the upcoming EUROECHO 2008 Congress.

Price for 1 Web Link:	€ 1,000
-----------------------	---------

## Meeting Rooms

---



Meeting Rooms are available in the Lyon Congress Centre for companies wishing to meet their guests during the conference. **No training, exhibiting or demonstrations of products/therapies may take place in the meeting rooms.** Planned activities must be submitted in writing to the organisers for approval. Companies are responsible for equipment and catering arrangements.

Various Congress Packages are available, options and fees upon request.

## Social Sponsorship

---

**Faculty Dinner** Exclusive sponsorship: € 25,000 (12 points)

**President's Dinner** for National Societies of Echocardiography.  
Exclusive sponsorship: € 15,000 (7 points)

**Cyber Café/Web Space** Exclusive sponsorship: Price upon request

**Coffee Breaks** – Free coffee is offered in the Poster Area during the breaks, sponsorship is possible:

One day:	€ 1,500
Entire congress (x5):	€ 5,000 (2 points)

### <sup>(1)</sup> Advertising Rules

Advertisements may not include product name, product logo or misleading names that could be perceived as product names or registered trademarks. Only corporate names and logos will be allowed. All content and artwork must gain prior approval from the ESC.

### <sup>(2)</sup> Subject to availability

## **NEW!! Imaging Campus**

---

The Imaging Campus is a joint collaboration between EUROECHO and our Industry Partners to create educational and demonstrative learning opportunities. This initiative will provide supporting companies with a unique means of associating these companies and products with the educational requirements of delegates in an exclusive and intimate environment. The Campus will be located in between the Registration Area and the Exhibition.

The campus will offer delegates a unique one-on-one, hands-on learning experience with specific objectives.

The number of participants at each session is restricted to 15-20 per room and participants must register in advance. Each session will run four times per day on the same topic offering this enriching learning experience to a maximum number of delegates. The length of each session will be approximately one hour. During the sessions the attendees will have close contact with the teachers who will demonstrate the different techniques, workstations or how to approach a patient i.e. contrast echo, stress echo or 3D.

There will also be a focus on interaction with other imaging modalities like CT or MRI (including the use of MRI or CT workstations).

Industry partners are invited to support a learning session in the following manner:

- Provision & set-up of equipment for hands-on learning session
- Proposal of teachers for the session to be validated by the committee
- Four learning sessions per day at fixed time slots
- Respect of learning objectives fixed for the session

There will be no official sponsorship recognition of the supporting industry during the learning session. The workstation or equipment used in each room will be exclusively from the supporting company and, if needed, a technician from the company may be present at each session.

Companies will be acknowledged as sponsors on the EUROECHO pages of the ESC Web Site and in the Final Programme.

Imaging Campus: €10,000 per day

Accrued points awarded: 5

## **Educational Grant Support**

---

Industry Partners are invited to "associate" with the Scientific Programme of EUROECHO 2008, or a specific session within it, on the following strict guidelines:

An Unrestricted Educational Grant demonstrates a company's support and association with an aspect of the Scientific Programme. This does not offer the opportunity to influence the session planning (e.g. speaker suggestion, topic proposal or other such involvement). The support of a scientific session in the form of an Unrestricted Educational Grant implies the acceptance of the EAE to permit the company to associate in name with a session already defined as part of the EUROECHO scientific programme.

The Supporting Industry may not advertise or promote their grant association.

Unrestricted Educational Grant: € 10,000 per session

Accrued Points awarded: 5

For further information or consultation on how to support EUROECHO 2008 with the Imaging Campus or an Educational Grant, please contact [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)  
Tel.: +33 (0)4 92 94 86 68 or fax +33 (0) 4 92 94 76 26.

# EUROECHO 2008– Information for Exhibitors & Industry Partners

## EUROECHO 2008 OPENING HOURS

### Registration and Hotel desks

Tuesday 9 December 2008	10:00 – 18:30 (Group badge pick-up)
Wednesday 10 December 2008	07:30 – 18:30
Thursday 11 December 2008	07:30 – 18:30
Friday 12 December 2008	07:30 – 18:30
Saturday 13 December 2008	07:30 – 13:00

### Exhibition

Tuesday 9 December 2008	Closed
Wednesday 10 December 2008	10:00 – 19:30
Thursday 11 December 2008	09:30 – 18:00
Friday 12 December 2008	09:30 – 18:00
Saturday 13 December 2008	Closed

### Scientific Sessions

Tuesday 9 December 2008	Closed
Wednesday 10 December 2008	09:00-10:30 / 11:00-12:30 / 14:00-15:30
Thursday 11 December 2008	08:30-10:00 / 11:00-12:30 / 14:00-15:30 / 16:30-18:30
Friday 12 December 2008	08:30-10:00 / 11:00-12:30 / 14:00-15:30 / 16:30-18:30
Saturday 13 December 2008	08:30-10:00 / 11:00-12:30

TIME	Tuesday 9 December	Wednesday 10 December	Thursday 11 December	Friday 12 December	Saturday 13 December	TIME
07.00						07.00
07.30						07.30
08.00						08.00
08.30						08.30
09.00						09.00
09.30						09.30
10.00						10.00
10.30						10.30
11.00						11.00
11.30						11.30
12.00						12.00
12.30						12.30
13.00						13.00
13.30						13.30
14.00						14.00
14.30						14.30
15.00						15.00
15.30						15.30
16.00						16.00
16.30						16.30
17.00						17.00
17.30						17.30
18.00						18.00
18.30						18.30
19.00						19.00
19.30						19.30
20.00						20.00
20.30						20.30
21.00						21.00

## ACKNOWLEDGEMENTS

All Exhibitors and Industry Partners of the EUROECHO 2008 congress will be acknowledged in the EUROECHO 2008 Final Programme and on the EUROECHO 2008 Web Site.

## PRODUCT DESCRIPTION

All Exhibitors and Industry Partners will appear in a company listing and have a Product Description in the EUROECHO 2008 Final Programme (maximum 100 words). Companies must send their product description before 30 September 2008 to appear into the Final Programme.



## **FORTHCOMING EUROECHO GUIDELINES FOR INDUSTRY PARTICIPATION**

The EUROECHO 2008 Industry Guidelines will be released to Industry over the coming weeks. Therein you will find listed:

- Exhibition Guidelines and Procedures
- Satellite Symposia Guidelines and Procedures
- User Group Sessions Guidelines and Procedures
- Imaging Campus Information
- Educational Grant Information
- Registration and Accommodation references and contacts
- Related Terms and Conditions

## **INDUSTRY TERMS & CONDITIONS**

All Terms and Conditions will be detailed in the forthcoming Guidelines for Industry participation for EUROECHO 2008.

## **APPLICATION FORMS FOR STAND SPACE, SATELLITE SYMPOSIA & SPONSORSHIP**

All Exhibition, Satellite and Sponsorship forms should be completed, signed and returned no later than the given deadlines.

Should you require any further information regarding the application process, please contact us at [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org).

## EUROECHO 2008 – Contacts

**Conference Venue:**

**Centre de Congrès de Lyon**

Cité Internationale  
50, quai Charles de Gaulle  
69463 Lyon, France  
Web Site: [www.ccc-lyon.com](http://www.ccc-lyon.com)

**EUROECHO 2008 Secretariat:**

European Society of Cardiology –ESC  
The European Heart House  
2035 Route des Colles  
Les Templiers – BP 179  
06903 Sophia Antipolis, France  
Tel.: +33 (0)4 92 94 76 00  
Fax: +33 (0)4 92 94 76 01  
E-mail: [euroecho@escardio.org](mailto:euroecho@escardio.org)  
Web Site: [www.euroecho.org](http://www.euroecho.org)

**Exhibition:**

Tel.: +33 (0)4 92 94 77 55  
Fax.: +33 (0)4 92 94 76 26  
E-mail: [EEexhibition@escardio.org](mailto:EEexhibition@escardio.org)

**Sponsorship:**

Tel.: +33 (0)4 92 94 86 78  
Fax: +33 (0)4 92 94 76 26  
E-mail: [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)

**Satellite Symposia & User Groups:**

Tel.: +33 (0)4 92 94 18 25  
Fax: +33 (0)4 92 94 76 26  
E-mail: [Satellite@escardio.org](mailto:Satellite@escardio.org)

***Deadline for abstract submission: 12 May 2008.***

**Registration Department:**

Tel.: +33 (0)4 92 94 76 12  
Fax: +33 (0)4 92 94 76 16  
E-mail: [EEregistration@escardio.org](mailto:EEregistration@escardio.org)

**Hotel Department:**

Tel.: +33 (0)4 92 94 76 43  
Fax: +33 (0)4 92 94 76 16  
E-mail: [EEhotel@escardio.org](mailto:EEhotel@escardio.org)

**Web Site**

[www.euroecho.org](http://www.euroecho.org)  
<http://www.escardio.org/congresses/EE/EE07/>

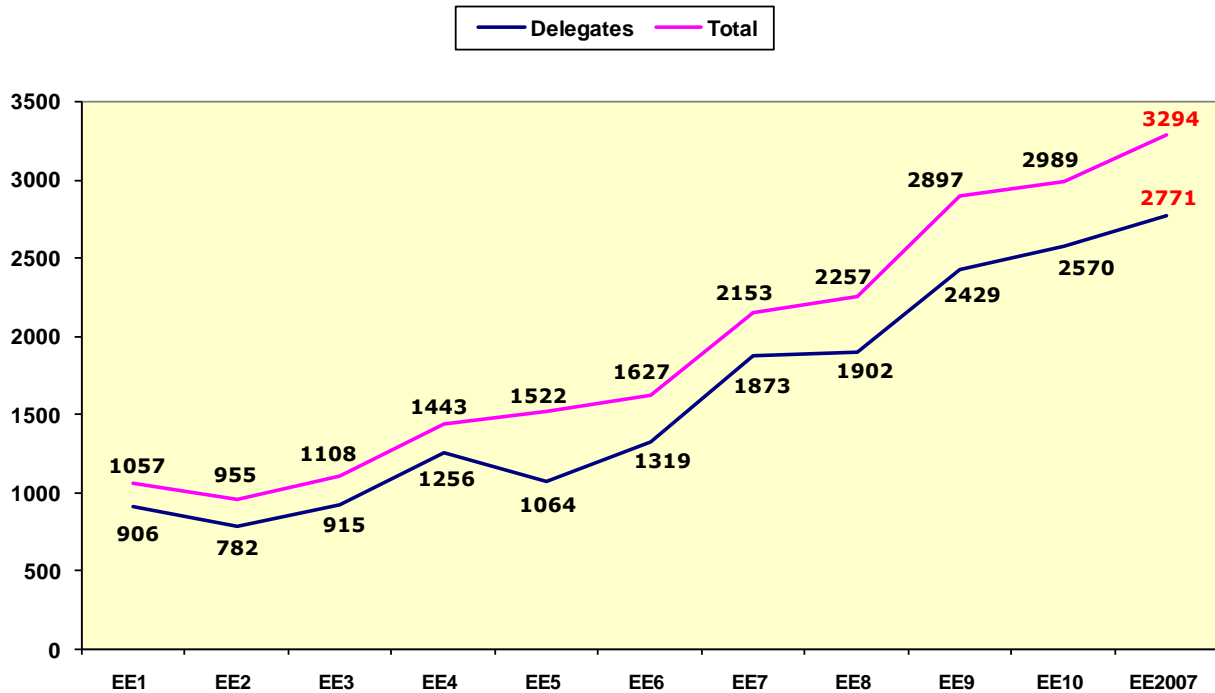
**Congress Dates:**

Start Date: 10/12/2008  
End Date: 13/12/2008

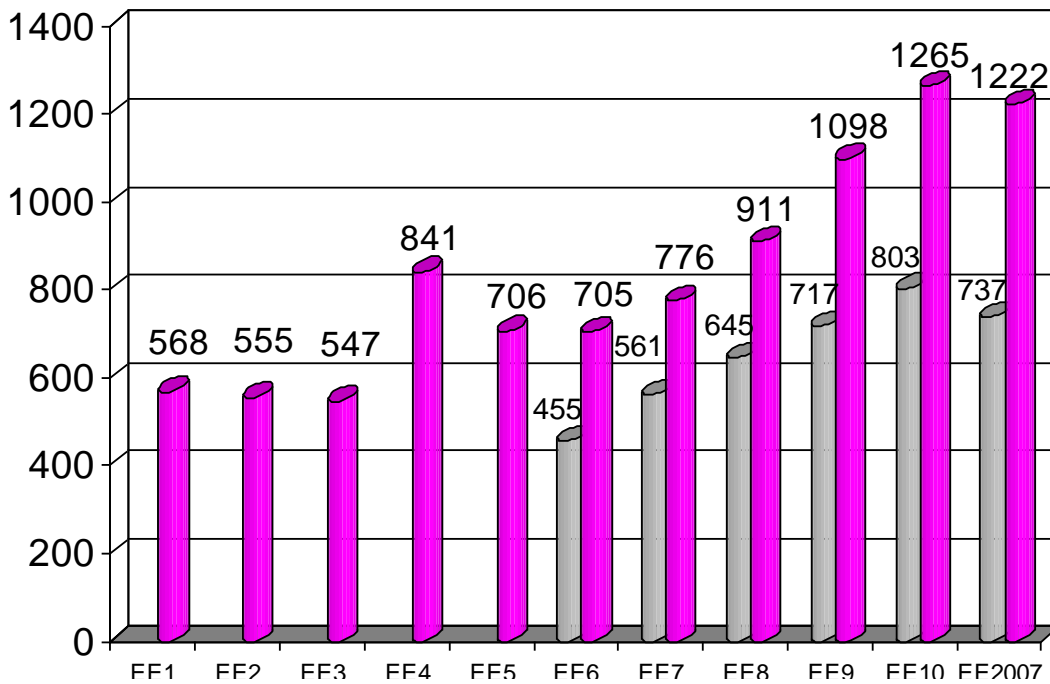
## EUROECHO Figures

### EUROECHO Past Attendance

#### EUROECHO Attendance



### EUROECHO Scientific Abstracts



## EUROECHO History – Industry Partners 2002-2007

INDUSTRIES	EE 6	EE 7	EE 8	EE 9	EE 10	EE2007
	2002 Munich	2003 Barcelona	2004 Athens	2005 Florence	2006 Prague	2007 Lisbon
Actelion					X	
AGFA Geveart NV		X	X	X	X	X
Aloka Holding Group Europe AG	X	X	X	X	X	X
American Society of Echocardiography		X	X	X		X
Blackwell Futura Ltd	X	X	X	X	X	X
Bracco Imaging S.p.A	X	X	X	X	X	X
Bristol-Myers Squibb Medical Imaging					X	X
BSWK Scientific Publishing and Consulting						X
EBAC / EBSC				X		X
Edwards Lifesciences SA						X
Elsevier Science	X	X	X	X		
Esaote S.p.A	X			X		X
European Society of Cardiology	X	X	X	X		X
Fabry					X	
Fukuda Denshi Europe	X	X		X		
G. Christofilopoulos SA			X			
GE	X	X	X	X	X	X
Guidant Europe	X	X				
Hellenic Cardiological Society						X
Hitachi Medical Systems Europe Holding AG	X	X	X	X	X	
Intelligence In Medical Technologies						X
Medcon Ltd	X					
MediAVentures						
Medex Research				X		
Medimatic-CompACS	X	X	X	X	X	X
Medison Co, Ltd				X		X
Medispec					X	X
Medrad					X	X
Medtronic		X	X	X	X	
Menarini				X		
Merck/Schering-Plough						X
Oxford University Press						X
Philips Medical Systems	X	X	X	X	X	X
Schering AG						
Siemens AG Medical Solutions	X	X	X	X	X	X
Sonosite Ltd.		X		X	X	X
Springer				X		
Taylor & Francis				X		
Technomedics Assets S.A.			X			
TKT Europe 5S AB				X		
TomTec Imaging Systems GmbH	X	X	X	X	X	X
Toshiba Medical Systems BV	X	X	X	X	X	X
Visualsonics		X				X
Wisepress	X	X	X	X	X	X