



EUROECHO 2009



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

9-12 DECEMBER 2009
MADRID
SPAIN

www.euroecho.org

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President's Welcome Address

Imaging and ultrasound techniques have become one of the first options for cardiologists when assessing cardiovascular risks and diseases. This is possible largely thanks to the engagement of our members and colleagues who meet every year at the EUROECHO congress. Join us to discuss the latest improvements in these techniques and to promote research and development in this core area of cardiology.

The scientific programme committee is working on the programme of our thirteenth annual meeting which will highlight the importance of the latest advances in Cardiac Imaging and multimodality Imaging. We will also put together a complete review of clinical cases and teaching sessions.

As in previous years, collaboration with other ESC Working Groups and Associations will be actively sought in order to guarantee a scientific programme of the highest possible quality.

The vibrant metropolis city of Madrid awaits you with its unique combination of arts, modernity and historical charm. We all look forward to meeting you next year at our EUROECHO 2009 Congress.

Professor JL Zamorano
President EAE 2008-2010

EUROECHO General Congress Information

- **What is EUROECHO?**

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.

- **About EUROECHO 2009**

EUROECHO 2009 is the thirteenth Annual Meeting of the European Association of Echocardiography, a Registered Branch of the ESC, organised in cooperation with the Working Group on Echocardiography of the Spanish Society of Cardiology. EUROECHO 2009 will have a focus on two main themes: **3D Echo** and **Cardiomyopathies**

- **EUROECHO 2009 Organising Committee**

Dr L. Badano – Chair

Dr R. Aguilar – Local Host

Dr J.J. Gomez de Diegon - Scientific Programme Chair

Prof T. Buck, FESC Germany

Prof B. Bijnens, FESC Spain

Dr P.M. Elliott, FESC United Kingdom

Assoc Prof A. Neskovic, FESC Serbia

Prof N. Ozner Turkey

Dr B.A. Popescu Romania

Dr F. Rigo, FESC Italy

Dr R. Sicari, FESC Italy

Dr S. Wieggers USA

Prof J.L. Zamorano, FESC Spain

- **Why should I participate?**

Supporting companies will reach an international delegate audience using this unique opportunity to showcase their latest imaging products, services and techniques to specialists in their respective fields. Sponsors and their products will be associated with, and contribute to, the high quality scientific and clinical content of the congress.

- **3,000** participants in the same location
- **Over 130 scientific sessions** selected by the scientific committee
- **Imaging Campus** offering interactive learning opportunity in several languages
- **Over 1,200 abstracts submitted**
- 7 lecture rooms running in parallel
- A variety of novel **industry sponsored sessions**
- **600 m²** net of commercial exhibition

- **Venue & Dates**

EUROECHO 2009 will be taking place in Madrid, Spain from the 09-12 December at the IFEMA – Feria de Madrid Centro de Convenciones Norte.

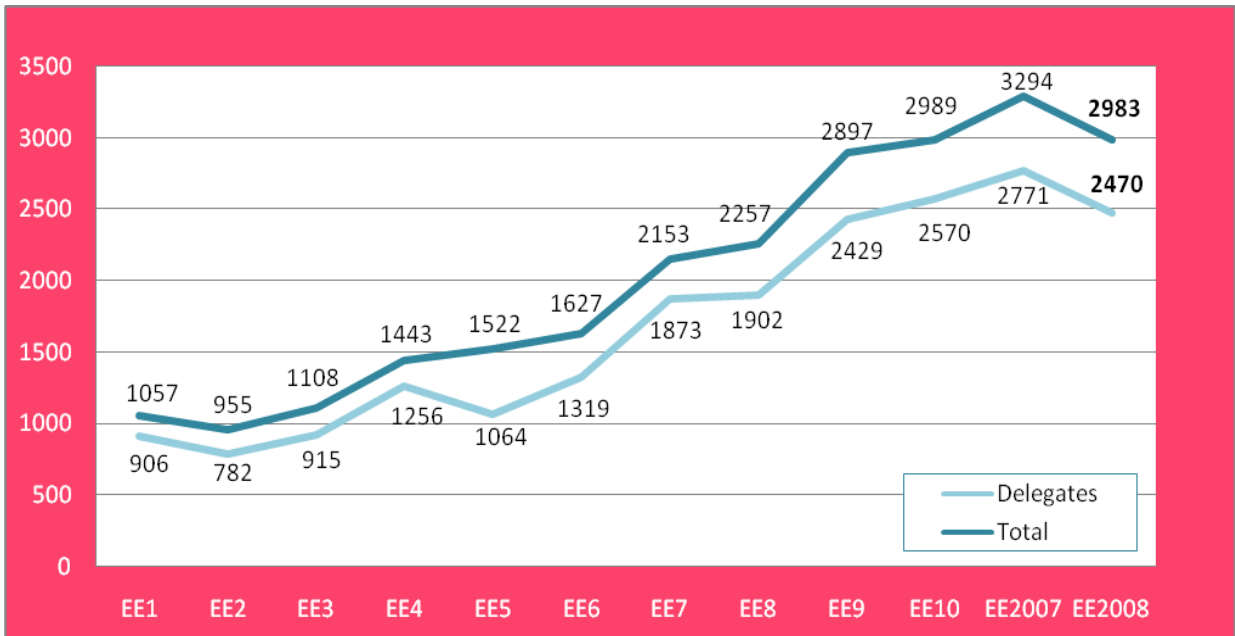
- **Congress dates and opening hours:**

Monday	07-Dec-09	08:00 – 20:00	Exhibition build-up
Tuesday	08-Dec-09	08:00 – 20:00	Exhibition build-up
Wednesday	09-Dec-09	10:00 – 19:00	Exhibition OPEN
		16:00 – 17:30	Opening Ceremony followed by General Assembly
		17:30 – 19:00	Opening Reception in the exhibition area
Thursday	10-Dec-09	09:30 – 18:00	Exhibition OPEN
Friday	11-Dec-09	09:30 – 18:00	Exhibition OPEN
Saturday	12-Dec-09	09:30 – 13:00	Exhibition CLOSED (but Sessions still running)
		13:00 – 24:00	Dismantling

- **Language**

The official language during the Congress is English. No translation is available.

- **Previous EUROECHO Attendance:**



- **Breakdown of active participants – TOP 10 countries:**

	Country	EE 2006	EE 2007	EE 2008
1	GREECE	216	283	267
2	FRANCE	303	248	256
3	UNITED KINGDOM	239	244	190
4	ITALY	125	187	150
5	ROMANIA	82	99	123
6	SPAIN	115	139	111
7	SERBIA	86	128	110
8	POLAND	155	132	89
9	GERMANY	74	81	77
10	NETHERLANDS	74	61	73

EUROECHO 2009 Scientific Programme

The Scientific Programme has been put together by the EUROECHO 2009 Programme Committee in close collaboration with the ESC Working Groups and Associations. This year, the two main themes are **3D Echo** and **Cardiomyopathies**.

The scientific programme committee has for one of its aims, to provide a comprehensive programme that extends from research sessions to hands-on practical courses. Basic science will be included in the programme and most recent clinical trials will be presented and commented.

During the congress delegates can enjoy a comprehensive programme covering an extensive curriculum in a variety of session formats such as:

- Main sessions
- DICE sessions
- Posters and Moderated Posters
- Oral Abstract sessions
- Imaging Campus Workshops
- Industry Satellite Symposia

EUROECHO 2008 INDUSTRY PARTNERS PARTICIPATION

The following is the list of Industry Partners who have participated in the previous edition of the EUROECHO Congress:

3W - Informed

Agfa Healthcare N.V.

ALOKA Holding Europe AG

American Society of Echocardiography

BRACCO

BSWK Scientific Publishing and Consulting

Edwards Lifesciences

GE Healthcare

GERMITEC

Intelligence in Medical Technologies

LES LABORATOIRES SERVIER

MediMatic

Medison Europe BV

Medispec Ltd.

MEDRAD Europe B.V.

MIDES GmbH Austria

Oxford University Press

Philips Healthcare

Siemens AG Healthcare Sector

SonoSite Ltd.

Tomtec Imaging Systems GmbH

Toshiba Medical Systems

VisualSonics

Wisepress Online Bookshop Ltd.

Industry activities at EUROECHO 2009

EUROECHO 2009 offers four days of unprecedented scientific, promotional and networking opportunities for companies active in the field of echocardiography. Ensure your company is considered as a key player in the field by your presence in the following areas:

Exhibition: Present your product, services and delegates to over 2500 delegates by showcasing your company in the exhibition hall.

Satellite Symposia: Present your latest scientific data and ensure your contribution to the scientific programme by organising a satellite symposia open to all delegates.

Official Sponsorship: Present your company as an official sponsor of EUROECHO 2009 for distinguished association with the congress and its scientific programme.

Important:

All requests for exhibition space, satellite symposia or sponsorship opportunities will be allocated in line with the accrued points ranking. All prices listed within this document are exclusive of VAT unless otherwise indicated; payment is in Euro (€) only

Sponsors recognition: In addition to the manner of recognition shown below, sponsors will be acknowledged in all EUROECHO printed material and on the EUROECHO Web Site.

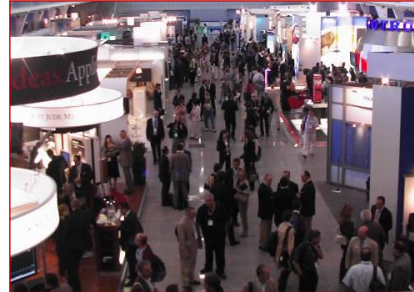
1. Exhibition: Showcase your products, services and activities to around 3,000 delegates from 100 different countries

• **Exhibition Space**

The Exhibition will be held in the Main Lobby and Central Lobby on level 1; all participants will walk through this Exhibition area to go to the lecture rooms and poster sessions.

The stands will be assigned according to the EE points ranking.

Application Deadline: 31/05/2009



Price for space only: **€400 per m²**

Price for Publishers **€280 per m²**

Accrued Points: 5 points for participation & 1 point per 9m²

The minimum exhibition space is 9 m²
(6 m² for publishers and booksellers)

• **Exhibitors 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.

Stand size between:	Number of Free Badges:
9 and 49m²	8
50 and 99m²	16
100m² +	24

Price for additional badges: €40.00 incl. VAT

Exhibitor badges will give access to the scientific sessions when space is available only. To be sure of having a seat, full registration is recommended.

2. Ensure your contribution to the outstanding EUROECHO scientific programme

• **Satellite or Mini Satellite Symposia**



Participating companies may organise scientific sessions at dedicated time slots, known as Satellite or Mini-Satellite Symposia. These industry organised sessions are the perfect forum through which you may reach your target audience with the latest scientific information and developments.

Satellite organisers may organise receptions before or after the Satellite or Mini-Satellite Symposia. Lunch boxes may also be distributed before or after the symposia.

In order to hold a Satellite or Mini Satellite Symposium, an Exhibition Stand of 9 m² minimum (or grant equivalent) is required.

Satellite Symposia, will be held within the Congress centre in lecture rooms ranging in capacity from 300 to 600 seats.

Mini-Satellite Symposia will be held within the Congress centre in lecture rooms for a maximum of 100 people.

Symposia Programmes will be published in EUROECHO Final Programme and on the EURECHO Web Site. All Satellite Symposia programmes are subject to EAE approval.

Price of a Satellite Symposium 60/90 minute session: €26,000 per session (10% discount on 2nd symposium)

Accrued Points awarded: 13

Price of a Mini-Satellite Symposium 45 minute session: €12,000 per session

Accrued Points awarded: 6

The following items are included in the price of a Satellite or Mini-Satellite Symposia:

- Room rental
- 1 Delegate Bag Insert
- 1 Weblink
- 1 Hostess
- Access and use of audiovisual equipment in lecture room

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.

A limited number of time slots have been made available for Satellite and Mini-Satellite Symposia:

Satellite Symposia	
DATE	TIME-SLOT
Wednesday 09 December 2009	12.45 – 13.45
Thursday 10 December 2009	12.45 – 13.45
Thursday 10 December 2009	18.15 – 19.45
Friday 11 December 2009	12.45 – 13.45
Friday 11 December 2009	18.15 – 19.45

Mini - Satellite Symposia	
DATE	TIME-SLOT
Wednesday 09 December 2009	13.00 – 13.45
Thursday 10 December 2009	13.00 – 13.45
Thursday 10 December 2009	18.30 – 19.15
Friday 11 December 2009	13.00 – 13.45
Friday 11 December 2009	18.30 – 19.15

Deadline for application: 31/05/2009

Imaging Campus



The Imaging Campus is a joint collaboration between EUROECHO and our Industry Partners to create educational and demonstrative learning opportunities.

The Imaging Campus was organised for the first time at EUROECHO 2008 and saw:

- 5 rooms with sessions running 4 times a day
- All sessions fully booked with overflow
- Excellent delegate feedback

Based on this immense success, we are happy to announce that the initiative will be repeated and extended this year to 8 rooms;

The Campus provides supporting companies with a unique means of associating these companies and products with the educational requirements of delegates in an exclusive and intimate environment.

It also offers delegates a unique one-on-one, hands-on learning experience with specific objectives.

Participants: 15-20 per room

No. of rooms: 8

No of sessions: Each session will run four times per day on same topic

Registration: Delegates must pay to register for a session

Length of each session: **90 minutes***

*Imaging Campus sessions have been extended from 60 minutes to 90 minutes following the feedback of our industry partners and delegates participating in the campus at EUROECHO 2009; these extended sessions will allow for greater interactivity and value.

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

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. There will be no official sponsorship recognition of the supporting industry during the learning session.

Included in price:

- Room set-up and rental
- Room furnishings (tables & chairs)
- Screen & Projector
- Customised electric supply

Price of Imaging Campus: €10,000 per day

Accrued points awarded: 5

Sponsorship, Promotion and Advertising Opportunities

- **Abstracts CD-ROM Exclusive Sponsorship**



Exclusive Sponsorship of the Official EUROECHO 2009 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).

Life-span: Congress permanent archive/reference material.
Price including production: €25,000
Accrued points awarded: 12

- **Web Space Exclusive Sponsorship**

The business style Internet Corner offers delegates internet access along with the scientific programme online, PC workstations and printers throughout the congress. The corporate name and logo of the sponsor displayed on all the screensavers of the Internet Corner offer excellent exposure. The sponsor will also be acknowledged on the page dedicated to the Web Space printed in the Final Programme.

Life-span: Congress
Price: €20,000
Accrued points awarded: 10

- **Note Pads & Pens Exclusive Sponsorship**



Exclusive sponsorship of the official EUROECHO 2009 note pads and pens inserted in the all the delegate bags. The sponsor's logo and the EUROECHO logo will be printed on the pads and on the pens. The sponsor may also provide its own note pads (with corporate adverts on the cover page & pens (price upon request).

Life-span: Congress & permanent archive
Price including production: €12,000
Accrued Points awarded: 6

- **Delegate Bags Exclusive Sponsorship**



Add your company name to the EUROECHO 2009 congress bag distributed to each registered delegate as its exclusive sponsor! Recycled and recyclable material with embossed branding. Units supplied: 3,000.

Life-span: Congress permanent archive/reference material.
Price including production: €20,000
Accrued Points awarded: 10

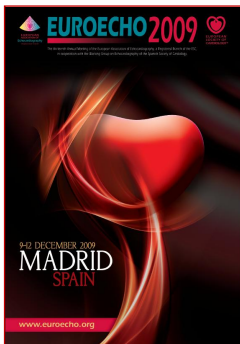
- **Delegate Badge Laces Exclusive Sponsorship**



The popular and highly visible official EUROECHO 2009 badge laces are available for exclusive sponsorship. The sponsor's name and logo will be printed on the badge laces, distributed to all participants.

Life-span: Congress permanent archive/reference material.
Price including production: €15,000
Accrued Points awarded: 7

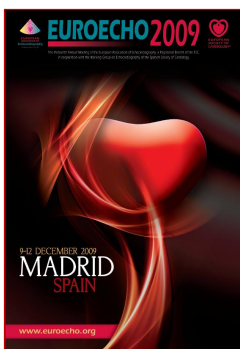
- **Advance Programme Advertisement**



The advance programme is the congress related publication containing detailed programme information prior to the start of EUROECHO 2009. More than 15,000 copies will be mailed to EUROECHO delegates and target cardiologists around the world.

Life-span: Pre-congress permanent archive/reference material.
Exclusive Back Cover Advertisement: €8,000
Accrued Points awarded: 4

- **Final Programme Advertisements**



The EUROECHO final programme hard copy contains full scientific programme details, exhibition and satellite information and congress references outlines. Hard copies will be placed in each delegate bag distributed at the congress, offering maximum exposure and recognition to the sponsor.

Life-span: Congress permanent archive/reference material.
Back Cover Advertisement: €10,000 (5 points)
Inside Back Cover Advertisement: €5,000 (2 points)
Inside Page Advertisement: €3,500 (1 point)

- **Final Programme Belly Band or Bookmark**

The belly band or the bookmark displays Exclusive Advertisement and is wrapped around/or inserted in the Final Programme into each delegate's Congress Bag as per the sponsor's preference.

Lifespan: Event & after-event reference/archive

Price including production: €10,000

Accrued Points awarded: 5

- **Delegate Bags Inserts**



A highly popular insert and/or goodie created by Industry highlighting your EUROECHO 2009 participation with your Exhibition or Satellite Symposium invitation (format A4, 2 pages maximum). When the delegates collect their delegate bag, the promotional inserts/invitations will go directly into the hands of thousands of delegates.

Lifespan: Event & after-event reference/archive

Price of one insert (excl. production costs): €5,000

Accrued Points awarded: 2

- **Web Link**



Industry-created web page on the official EUROECHO Web Site highlighting your congress satellite and/or exhibition stand activities. Use these pages to benefit from the important traffic on the EUROECHO web site to maximise attendance at your satellite and on your stand. Life-span: Pre-event and event promotion.

Lifespan: Event & after-event reference/archive

Price for 1 Web Link: €2,000

Accrued Points awarded: 1

- **Social / Function Sponsorship**

Please contact us for means of supporting the social functions at EUROECHO 2009 which will include the Faculty Dinner and the President's Dinner for National Societies of Echocardiography. These are important opportunities for members of the echocardiography to meet and network.

- **On-site Promotion/Advertisements**

Various opportunities for on-site promotion/ advertisements in the form of panels, banners, towers and others may be available. Please contact us for further details at sponsorship@escardio.org

- **Unrestricted Educational Grants**

Industry Partners are invited to "associate" with the Scientific Programme of EUROECHO 2009, or a specific session through an Unrestricted Educational Grant which demonstrates a company's support and association with an aspect of the Scientific Programme. 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

3. Organise private meetings at EUROECHO 2009

- **Function Spaces**



A limited number of Function Space have been made available in the congress centre for companies wishing to meet their guests in a quiet and intimate environment during the conference.

Planned activities must be submitted to the organisers for approval. No training or showcasing of products/therapies may take place in the Function Spaces.

Companies are responsible for equipment and catering arrangements.

Various Congress Packages are available, options and fees upon request. Please contact **sponsorship@escardio.org**

KEY DATES

MyESC Services open for Abstract Submission, Registration and Hotel Accommodation:	MONTH/YEAR
Abstract Submission deadline:	31 May 09
Early Fee Registration:	30 September 2009
Late Fee Registration:	31 October 2009
EUROECHO Congress:	09-12 December 2009

Applications & Guidelines for Industry Participation at EUROECHO 2009

All Exhibition, Satellite and Sponsorship forms should be completed, signed and returned as soon as possible, items will be assigned based on the accrued points ranking.

Returning a signed application form implies a tacit agreement of the EUROECHO 2009 Guidelines for Industry Participation.

The EUROECHO 2009 Guidelines for Industry Participation will be communicated to companies participating at EUROECHO 2009 in due course to help with your organisation of the event.

All Terms and Conditions regarding your participation will be detailed in these Guidelines for Industry Participation.

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

Contacts

The ESC Sales & Liaison Officer is dedicated to working with our industry partners on optimising the value of your participation in line with your individual corporate objectives, please contact sponsorship@escardio.org (Tel: +33 (0)4 92 94 86 78) to discuss your company requirements at EUROECHO 2009.

- **EUROECHO** Secretariat

EUROECHO is organised by the **ESC Congress Division:**

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Tel.: +33 (0)4 92 94 76 00
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Email: euroecho@escardio.org
Web Site: www.escardio.org/EUROECHO

- **Exhibition:**

Tel.: +33 (0)4 92 94 76 17
Fax: +33 (0)4 92 94 76 26
Email: EEexhibition@escardio.org

- **Satellite Symposia:**

Tel: +33 (0)4 89 87 20 03
Fax: +33 (0)4 92 94 76 26
Email: satellite@escardio.org

- **Sponsorship:**

Tel: +33 (0)4 89 87 20 09
Fax: +33 (0)4 92 94 76 26
Email: sponsorship@escardio.org

- **Venue:**



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