

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

Join us in...

DENMARK
COPENHAGEN
8-11 December
2010

www.euroecho.org

INDUSTRY PROSPECTUS

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President's Welcome Address

Dear Friends and Colleagues,

We encourage you to join us this December in Copenhagen for EUROECHO 2010. EUROECHO is not only the annual meeting of the European Association of Echocardiography (EAE), a registered branch of the European Society of Cardiology, but it has also become one of the greatest educational and scientific meetings on non-invasive cardiovascular diagnosis worldwide.

The main themes this year are non-invasive diagnosis of aorta and vascular diseases, including preclinical diagnosis and risk assessment of atherosclerosis (with a particular focus on multimodality imaging and molecular genetics), and echocardiography for selecting patients and monitoring procedures in the cath lab, including congenital, valve and coronary artery diseases. There will also be joint sessions with the association of European Pediatric Cardiologists (AEPC) and the ESC Working Group on Grown-up Congenital Heart Disease, the European Association Cardio-Thoracic Anesthesiologists (EACTA), the American Society of Echocardiography (ASE) and the ECOSIAC. In addition, we have further strengthened our successful links with the ESC working groups on Cardiovascular Magnetic Resonance, Nuclear Cardiology and Computers in Cardiology with the aim of providing a wider spectrum of multimodality non-invasive assessment of the various cardiovascular conditions.

On Wednesday, there will be 7 advanced teaching courses organised for you: aortic stenosis, 3D echocardiography, congenital heart diseases, transesophageal echocardiography, cardiac mechanics and deformation imaging, contrast echocardiography, left ventricular diastolic function. The more general education course on echocardiography and the DICE clinical case sessions, organised by National Societies, continue throughout the meeting from Thursday to Saturday.

The symposia, DICE and abstract sessions will be organised into educational tracks (identified by colours in the final programme) in order to make it easier for delegates to follow topics of particular interest. Special sessions will be organised with our sister societies and there will also be sessions to present the latest recommendations documents developed by EAE. However, the core of EUROECHO is the presentation of original research and therefore we encourage you and your fellows to submit the results of your scientific studies to be selected for oral abstract sessions, poster sessions or to compete in the Young Investigators Award. In addition, we will continue the successful Imaging Campus, where you can become aware of and have a direct, hands-on trial of the latest software and hardware developments in cardiovascular imaging.

EUROECHO is not only science, but it is also a unique opportunity to meet the greatest experts on cardiovascular diagnosis in the world, to exchange ideas with colleagues with the same professional interest coming from all over the world, and to visit one of the largest exhibitions on cardiovascular imaging and related products. Finally, at EUROECHO you will have the unique chance to meet the newly elected EAE board members, to know more about EAE and to join one of the EAE committees to contribute to development of non-invasive cardiovascular diagnosis in Europe.

You will be visiting Copenhagen at a festive time of year, when the famous Christmas markets are in full swing. This is a great opportunity to soak up Danish hospitality, learn about local traditions, shop and enjoy delicious seasonal food, while taking in the city's many famous sights and attractions.

Professor J.L. Zamorano

President EAE 2008-2010



EUROECHO General Congress Information

- **What is EUROECHO?**

EUROECHO has become one of the greatest educational and scientific meetings on non-invasive cardiovascular diagnosis worldwide bringing together global healthcare professionals specialised in the application of cardiac ultrasound and other non-invasive techniques.

- **About EUROECHO 2010**

EUROECHO 2010 is the fourteenth Annual Meeting of the European Association of Echocardiography, a Registered Branch of the ESC. EUROECHO 2010 will have a focus on two main themes:

- non invasive diagnosis of aorta and vascular diseases, including preclinical diagnosis and risk assessment of atherosclerosis
- echocardiography for selecting patients and monitoring procedures in the cath lab, including congenital, valve and coronary artery diseases

- **EUROECHO 2010 Programme Committee**

Dr. Luigi Badano - Chairperson

Dr. Jose Juan Gomez de Diego - Scientific Programme Director

Dr. Fausto Rigo - Scientific Programme Director

Dr. Peter Sogaard- Local Host

T Buck

B Bijmens

J D'Hooge

P Elliot

H Frank

P Lancellotti

A Neskovic

N Ozer

P Perrone Filardi

BA Popescu

R Sicari

S Wiegers, ASE Representative

JL Zamorano

- **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** healthcare professionals specialised in non-invasive cardiovascular diagnosis
- **Over 130 scientific sessions** selected by the scientific committee
- **Imaging Campus** offering interactive learning opportunity
- Over **1,200 abstracts submitted** representing the latest research in the field
- 7 lecture rooms running in parallel
- A variety of novel **industry sponsored sessions**
- **600 m²** net of commercial exhibition

EUROECHO Congress Venue, Dates & Opening Hours

- **Venue & Dates**

EUROECHO 2010 will be taking place in Copenhagen, Denmark **from 08-11 December** at the **Bella Center Copenhagen**.

Bella Center Copenhagen
Center Boulevard 5
DK-2300 Copenhagen S, Denmark
Web Site: <http://www.bellacenter.dk/>
Tel: +45 3252 8811

- **Congress dates and opening hours:**

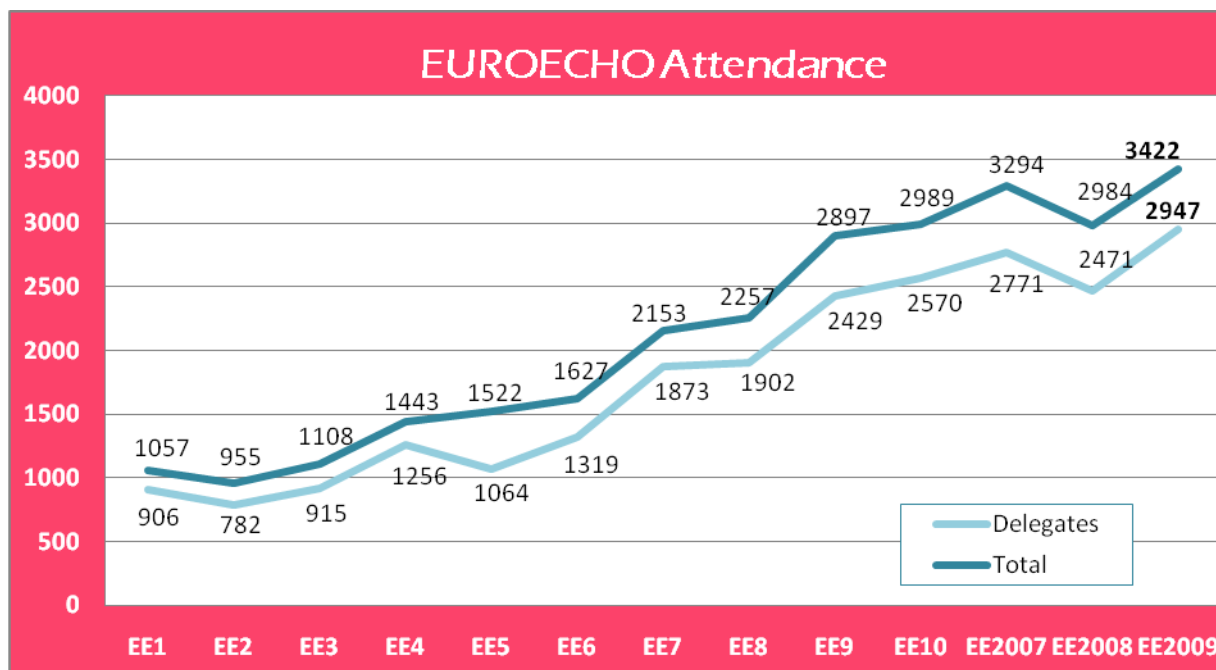
Monday	06-Dec-10	08:00 – 20:00	Exhibition build-up
Tuesday	07-Dec-10	08:00 – 20:00	Exhibition build-up
Wednesday	08-Dec-10	10:00 – 18:30	Exhibition OPEN
		16:15 – 17:30	Opening Ceremony
		17:30 – 18:30	Opening Reception in the exhibition area
Thursday	09-Dec-10	09:30 – 18:00	Exhibition OPEN
Friday	10-Dec-10	09:30 – 18:00	Exhibition OPEN
Saturday	11-Dec-10	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.

EUROECHO Facts & Figures

- Previous EUROECHO Attendance:



- Breakdown of active participants – TOP 10 countries:

EUROECHO 2009 - Madrid

Country	Delegates	% of Total
Greece	337	11%
United Kingdom	261	9%
Italy	251	9%
Spain*	219	7%
Romania	153	5%
Serbia	117	4%
Poland	103	3%
France	94	3%
Netherlands	89	3%
Portugal	85	3%

- Abstract Submission

	EE 2006	EE 2007	EE 2008	EE 2009
Submitted abstracts	1265	1222	1270	1224
Accepted abstracts	803	737	702	694
- Oral Presentations	70	65	64	43
- Posters	633	572	588	600
- Moderated Posters	100	100	50	51
Acceptance Rate	63,47%	60,21%	55,27%	56,69%

EUROECHO 2010 Scientific Programme

The Scientific Programme has been put together by the EUROECHO 2010 Programme Committee in close collaboration with the ESC Working Groups and Associations.

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.

On Wednesday, there will be 7 advanced teaching courses for delegates to upgrade their learning. The more general course on echocardiography and the DICE clinical case sessions continue throughout the meeting. The symposia, DICE and abstract sessions are organised into educational tracks to make it easier for delegates to follow topics of particular interest.

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
- Joint Sessions with sister societies
- Advanced teaching courses

EUROECHO 2009 INDUSTRY PARTNERS PARTICIPATION

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

3W-Informed	Medispec Ltd
Aloka Holding Europe AG	MIDES
Bracco	Philips Healthcare
Edwards Lifesciences	Siemens AG, Healthcare Sector
Esaote	Tomtec Imaging Systems
GE Healthcare	Toshiba Medical Systems
Heartworks by Inventive Medical Ltd	Tristel
Hellenic Cardiological Society	Visualsonics
Intelligence in Medical Technologies	Wisepress
Medimatic	Wolters Kluwer
Medison Europe BV	

Industry activities at EUROECHO 2010

EUROECHO 2010 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 3000 delegates by showcasing your company in the exhibition hall.

Industry Supported Educational Sessions: Present your latest scientific data and ensure your contribution to the scientific programme by organising a satellite symposium, mini-satellite symposium and/ or imaging campus open to all delegates.

Official Sponsorship: Present your company as an official sponsor of EUROECHO 2010 for distinguished association with the congress and its scientific programme.

Important:

All requests for exhibition space, imaging campus, 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

Sponsor 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.



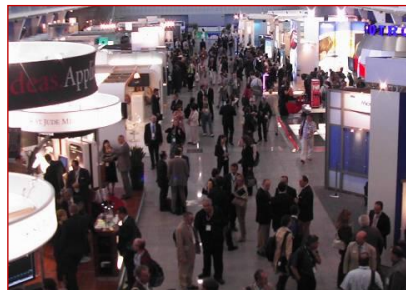
1. Exhibition: Showcase your products, services and activities to 3,000 cardio-imaging professionals from 100 different countries

• **Exhibition Space**

The Exhibition will be held in Hall E North and 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: 31/05/2010



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 to staff their stand. 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 49m ²	8
50 and 99m ²	16
100m ² +	24

Price for additional badges: €50.00 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. Industry Supported Educational Sessions: Ensure your contribution to the outstanding EUROECHO scientific programme

• Satellite Symposium & Mini-Satellite Symposium



Participating companies may organise scientific sessions at dedicated time slots, known as Satellite Symposium or Mini-Satellite Symposium. These industry sponsored 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 Symposium or Mini-Satellite Symposium. Lunch boxes may also be distributed before or after the symposia.

In order to hold an Industry Sponsored Session, 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 **310 to 600 seats**.
- **Mini-Satellite Symposia** will be held within the Congress centre in lecture rooms for a **maximum of 120 people**.

Industry Sponsored Session scientific programmes will be published in EUROECHO Final Programme and on the EUROECHO Web Site. All Industry Sponsored Session 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: €16,000 per session**
Accrued Points awarded: 6

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

- Room rental
- 1 Delegate Bag Insert
- 1 Weblink
- 1 Hostess dedicated to the lecture room
- 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 08 December 2010	12.45 – 13.45
Thursday 09 December 2010	12.45 – 13.45
Thursday 09 December 2010	18.15 – 19.45
Friday 10 December 2010	12.45 – 13.45
Friday 10 December 2010	18.15 – 19.45

Mini - Satellite Symposia	
DATE	TIME-SLOT
Wednesday 08 December 2010	13.00 – 13.45
Thursday 09 December 2010	13.00 – 13.45
Thursday 09 December 2010	18.30 – 19.15
Friday 10 December 2010	13.00 – 13.45
Friday 10 December 2010	18.30 – 19.15

Deadline for application: 31/05/2010

3. Imaging Campus



The Imaging Campus is a joint collaboration between EUROECHO and our Industry Partners to create educational and demonstrative learning opportunities for delegates during the congress. The Imaging Campus was organised for the first time at EUROECHO 2008 and repeated at EUROECHO 2009 with:

- 8 rooms with parallel sessions 4 times a day
- Diverse, highly popular sessions
- Excellent delegate feedback

Given the immense success, we are happy to announce that the initiative will be repeated this year.

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: 20-30 per room

No. of rooms: 6

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

Registration: Delegates must pay to register for a session (€20)

Length of each session: 90 minutes

The times of the Imaging Campus have been altered to allow for greater delegate participation with a later start and earlier finish to the day. The Imaging Campus will be held on Thursday 9 and Friday 10 December at the following times:

Session 1: 09:00 - 10:30

Session 2: 11:00 - 12:30

Session 3: 14:00 - 15:30

Session 4: 16:00 - 17:30

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).

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.



Companies will need to devise and submit an educational programme with teachers for validation by the scientific committee. Sponsors will equip the room with the necessary tools and equipment for their 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

4. Sponsorship, Promotion and Advertising Opportunities

- **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 Web Space computers 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 – Product Advertising allowed**



Exclusive sponsorship of the official EUROECHO 2010 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 2010 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 2010 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 – Product Advertising allowed**



The advance programme is the congress related publication containing detailed programme information prior to the start of EUROECHO 2010. 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 – Product Advertising allowed**



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 Bookmark - Product Advertising allowed**

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 2010 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.

Lifespan: Event & after-event reference/archive
Price for 1 Web Link: €2,000

- **Social Function**

Please contact us for means of supporting the social functions at EUROECHO 2010 which will include the Congress Dinner. These are important opportunities for members of the echocardiography to meet and network. Please contact us for further details at sponsorship@escardio.org

- **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 2010, 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.

€ 10,000 per session

Accrued Points awarded: 5

5. Function Spaces

- **Organise private meetings at EUROECHO 2010**



A limited number of Function Spaces 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 **euroecho@escardio.org**

KEY DATES

My ESC Services open for Abstract Submission, Registration and Hotel Accommodation:	MONTH/YEAR
Abstract Submission deadline:	31 May 2010
Early Fee Registration:	30 September 2010
Late Fee Registration:	31 October 2010
EUROECHO Congress:	08-11 December 2010

Applications & Guidelines for Industry Participation at EUROECHO 2010

All Exhibition, Industry Supported Educational Sessions 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 2010 Guidelines for Industry Participation.

The EUROECHO 2010 Guidelines for Industry Participation will be communicated to the participating companies 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 2010.

- **EUROECHO** Secretariat

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

ESC - 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
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:**

Bella Center Copenhagen
Center Boulevard 5
DK-2300 Copenhagen S, Denmark
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