

EUROECHO 2011

& other Imaging Modalities

The International Congress on Echocardiography and Non-Invasive Cardiovascular Imaging



INDUSTRY PROSPECTUS

HUNGARY
Budapest

7-10 December 2011

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

www.euroecho.org



INDUSTRY PROSPECTUS

EUROECHO & other Imaging Modalities

7 – 10 December 2011
Budapest, Hungary

Contents

Welcome Address from the President	4
EUROECHO General Congress Information	5
EUROECHO Committee.....	6
EUROECHO Facts & Figures.....	7
Industry at EUROECHO 2011:	8
Exhibition	8
Industry Educational Sessions.....	9
Imaging Campus.....	10
Sponsorship	11
Organise your meetings	13
Additional Information.....	14
Contacts.....	15

Dear Friends and Colleagues,

December is the month we have come to associate not only with Christmas, but also with one of the greatest educational and scientific meetings on non-invasive cardiovascular diagnosis worldwide. EUROECHO, the annual meeting of the European Association of Echocardiography (EAE), a registered branch of the European Society of Cardiology (ESC), will be held in the fascinating city of Budapest, Hungary, from 7-10 December 2011.

The main themes of EUROECHO 2011 will be valvular heart disease and left ventricular function. There will be joint sessions with the ESC Associations and Working Groups, as well as EACTA, AEPC, and the American Society of Echocardiography (ASE). In addition, we have further strengthened our successful links with the ESC Working Groups on Cardiovascular Magnetic Resonance, Nuclear Cardiology and cardiac CT, and Computers in Cardiology with the aim of providing a wider spectrum of multimodality non-invasive assessment of the various cardiovascular conditions.

The usual symposia, satellite sessions, Imaging Campus, advanced teaching courses and the more general education course on echocardiography will contribute to providing attendees with a unique opportunity for in-depth education about non-invasive imaging of cardiovascular diseases.

However, this congress is not only about education. 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.

EUROECHO is not only science, it is 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.

You will be visiting Budapest, one of Europe's most delightful and enjoyable cities. Thanks to its perfect location, Hungarian hospitality and memorable monuments, it has been called the «Little Paris of Central Europe» and the «Pearl of Danube». We're sure you will enjoy discovering it.

We look forward to seeing you there.

Professor Luigi P Badano
President EAE 2010-2012



EUROECHO General Congress Information

EUROECHO has now established itself as the foremost meeting on non-invasive cardiovascular imaging. The increasingly strong international attendance confirms that interest in EUROECHO now reaches far beyond our European borders.

» EUROECHO Fast Facts

- **More than 2,800** cardiology imaging specialists in the same location
- **152 scientific sessions** selected by the scientific committee
- **2 main themes** at EUROECHO 2011:
Valvular Heart Disease & Left Ventricular Function
- Over **1,300 abstracts submitted in 2010**
- **7 lecture rooms** running in parallel
- **360** international faculty
- Attendance from **over 87 countries**
- A variety of novel **industry educational sessions**
- More than **600 m²** of commercial exhibition
- A selection of relevant **sponsorship & advertising opportunities**

» EUROECHO 2011 Format

The Programme Committee has planned a comprehensive and exciting programme that explores the core topics of **Echocardiography** as well as **multimodality imaging** techniques and their application in clinical practice. A new session type dedicated to clinical Imaging many joint sessions with other sub-specialities and Educational session with clearly designed learning objectives through a variety of session formats such as:

- Oral Abstract Sessions
- Awards
- Controversies / Debate Sessions
- Highlight Sessions
- Main Sessions
- Posters and Moderated Poster Sessions
- Satellite Symposia
- Imaging Campus Workshops
- Teaching Courses
- Clinical Pathways Sessions
- Clinical Imaging Sessions

» Venue

Hungexpo
H-1101 Budapest Albertirsai ut 10, Hungary
Web Site: www.hungexpo.hu

» Opening hours

	Tuesday 6	Wednesday 7	Thursday 8	Friday 9	Saturday 10
Registration	14:00 – 18:00	07:30 – 18:30	07:30 – 18:30	07:30 – 18:30	07:30 – 13:00
Exhibition		10:00 – 18:30	09:30 – 18:00	09:30 – 18:00	
Satellite Symposia		12:45 – 13:45	12:45 – 13:45 18:15 – 19:45	12:45 – 13:45	
Mini-Satellite Symposia		12:45 – 13:30	12:45 – 13:30 18:15 – 19:00	12:45 – 13:30	

» Language

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

» CME Accreditation

EUROECHO and other Imaging Modalities 2011 has been granted 20 credits by the European Board for Accreditation in Cardiology (EBAC) for External CME credit hours. – which can be transferred into North American AMA credits on the American Medical Association (AMA) Web Site: www.ama-assn.org
EBAC works according to the quality standards of the European Accreditation Council for Continuing Medical Education (EACCME), which is an institution of the European Union of Medical Specialists (UEMS).

EUROECHO 2011 Organising Committee

Dr. L.P. Badano, President EAE
Prof P. Lancellotti, President Elect EAE
Dr. B.A. Popescu, Secretary EAE
Prof J.L. Zamorano, Past President
Prof F. Flachskampf, Treasurer EAE

EUROECHO 2011 Programme Committee

Prof P. Lancellotti, Chairman Programme Committee
Dr. JJ Gomez de Diego, Dr. J. Magne, Scientific programme Directors
Prof A. Varga, Local host

A. Neskovic
R. Sicari
B. Cosyns
J.U. Voigt
E. Plonska
L. Ernande
A. Hagendorff
P. Pibarot

Prof N. Özer
E. Donal
N. Cardim
N. Bruining
P. Wouters
O. Miller
B. Lung
J. Hung

EUROECHO 2011 Scientific Programme

EUROECHO & other Imaging Modalities 2011, the fifteenth Annual meeting of the **European Association on Echocardiography**, has doubled in size over the last few years and impact to become one of the largest and most important scientific meeting on non-invasive cardiovascular diagnosis anywhere in the world.

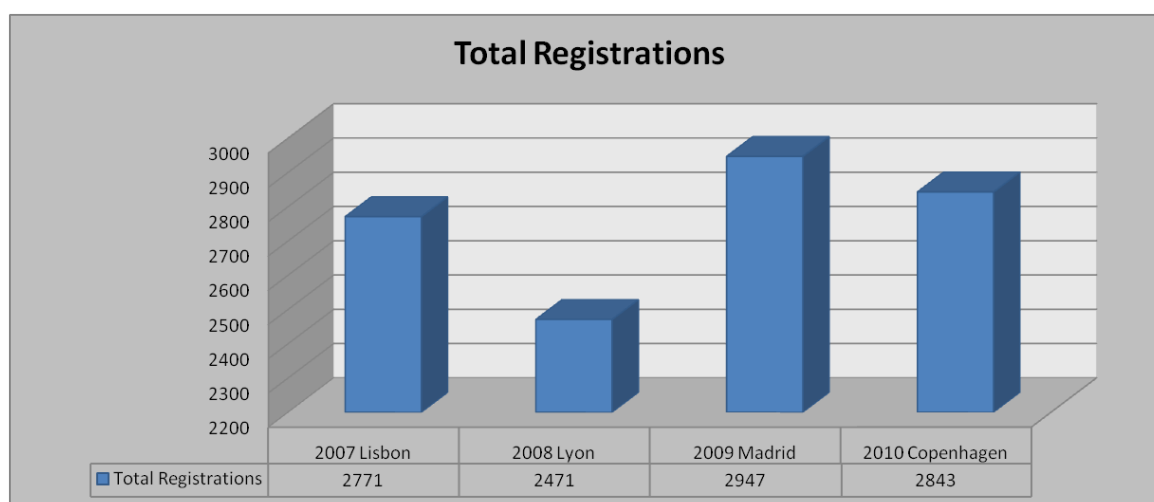
To bring you the best of Echocardiography and Other Imaging Modalities, the Scientific Programme has been designed by the 2011 EAE Programme Committee co-chaired by representatives of the ESC WG on **Nuclear Cardiology & Cardiac CT** and the ESC WG on **Cardiovascular Magnetic Resonance** in close collaboration with our colleagues from National Societies Working Groups on Echocardiography as well as our trusted partners ASE (American Society of Echocardiography) and Sister Societies. We are pleased to also propose many joint sessions with our colleagues/experts from other ESC WG and Associations such as HFA, EHRA...

2011 main themes are **Heart Valve Disease & Left Ventricular Function** as well as more on Echocardiography, more on other Imaging Modalities - a track dedicated to Congenital Heart disease in collaboration with GUCH and AEPC, more Clinical sessions as well as a complete educational curriculum.

Interaction and knowledge sharing, Professional communities from all horizons coming together. A great opportunity to explore many topics with experts as well as interact with international faculty members.



• Registration Figures across the years



• Breakdown by country across the years

2007 Lisbon			2008 Lyon		
Country	Attendees	% of Total	Country	Attendees	% of Total
Greece	283	10%	Greece	266	11%
France	248	9%	France*	256	10%
United Kingdom	244	9%	United Kingdom	191	8%
Portugal*	216	8%	Italy	150	6%
Italy	187	7%	Romania	123	5%
Spain	139	5%	Spain	111	4%
Poland	132	5%	Serbia	111	4%
Serbia	128	5%	Poland	89	4%
Romania	99	4%	Germany	77	3%
Sweden	98	4%	Netherlands	73	3%

2009 Madrid			2010 Copenhagen		
Country	Attendees	% of Total	Country	Attendees	% of Total
Greece	337	11%	GREECE	342	12%
United kingdom	261	9%	ITALY	233	8%
Italy	251	9%	UNITED KINGDOM	225	8%
Spain*	219	7%	DENMARK*	179	6%
Romania	153	5%	ROMANIA	134	5%
Serbia	117	4%	NETHERLANDS	132	5%
Poland	103	3%	SPAIN	117	4%
France	94	3%	POLAND	115	4%
Netherlands	89	3%	SWEDEN	103	4%
Portugal	85	3%	NORWAY	90	3%

EUROECHO 2011 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 to 3000 delegates by showcasing your company in the exhibition hall.

Industry 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 2011 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.

- Exhibition Space**

The Exhibition will be held on the ground floor in hall G. All participants will walk through this Exhibition area to go to the lecture rooms and poster sessions.

The stands will be assigned in line with the accrued points ranking.

Price for space only: €400 per m²

Price for Publishers €280 per m²

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



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

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 49m ²	8
50 and 99m ²	16
100m ² +	24

Exhibitor badges will not allow access to the scientific sessions of EUROECHO 2011.

- **Industry Educational Sessions**

Satellite Symposium or Mini-Satellite Symposium

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

- Satellite Symposia, will be held within the Congress centre in lecture rooms ranging in capacity from 300 to 800 seats.
- Mini-Satellite Symposia will be held within the Congress centre in lecture rooms for a maximum of 100 pax.

**Price of a Satellite Symposium 60/90 minute session:
€28,000 per session excl. VAT (accrued points: 14)
(10% discount on 2nd Satellite)**

**Price of a Mini-Satellite Symposium 45 minute session:
€18,000 per session excl. VAT (accrued points: 9)**

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



SATELLITE SYMPOSIA TIMESLOT		
Wednesday	7 December	12:45 – 13:45
		12:45 – 13:45
Thursday	8 December	18:15 – 19:45
		18:15 – 19:45
Friday	9 December	12:45 – 13:45
		12:45 – 13:45
MINI-SATELLITE SYMPOSIA TIMESLOT		
Wednesday	7 December	12:45 – 13:30
		12:45 – 13:30
Thursday	8 December	18:15 – 19:30
		18:15 – 19:30
Friday	9 December	12:45 – 13:30
		12:45 – 13:30

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

- Room rental
- 1 Invite included in the Industry Programme (formerly known as a Delegate Bag Insert)
- 1 Weblink
- 1 room 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.

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 Symposium or Mini-Satellite Symposium, an Exhibition Stand of 9 m² minimum (or grant equivalent) is required.

Industry Educational Session Programmes will be published in the EUROECHO 2011 Final Programme and on the EUROECHO 2011 Web Site. All Satellite Symposia and Mini-Satellite Symposia programmes are subject to EAE approval.

Deadline for application: 31/05/2011

Time slots are assigned in line with accrued points ranking

- **Imaging Campus: EUROECHO Workshop Area**



The Imaging Campus is a joint collaboration between EUROECHO and the industry to create educational and demonstrative learning opportunities for delegates during the congress.

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 (€25)

Length of each session: 90 minutes

The Imaging Campus will be held on Thursday 8 and Friday 9 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.

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:

- Basic room set-up and rental for 30 pax
- Room furnishings (tables & chairs)
- Screen & Projector
- Standard electric supply

Price of Imaging Campus: €10,000 per day

Accrued points awarded: 5

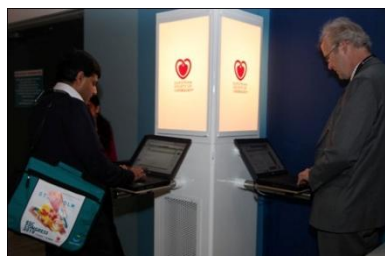
Imaging Campus Package (includes Insert in Industry Programme and Weblink): €12,000

Accrued points awarded: 6



- Sponsorship, Advertising & Promotional Opportunities

Independent research shows that exhibitors who integrate additional marketing strategies to their exhibition activities are far more successful in attracting delegates to their stands.



New! Final Programme-on-the-Go - Exclusive Sponsorship

Delegates will now have the opportunity to consult the Final Programme on the Go via their smartphones or on terminals in the congress centre. An exclusive sponsorship agreement is available for association with this programme offering sponsor visibility via a banner on dedicated terminals in the Main Entrance and sponsor advertisement within the application.
Life-span: Congress permanent archive/reference material.
Price including production: €15,000 excl. VAT
Accrued Points: 7



Web Space - Exclusive Sponsorship

The business-style Web Space 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 offer excellent exposure. The sponsor can brand the area designated for the Web Space with corporate branding (no product names or references).
Life-span: Congress
Price: €10,000 excl. VAT (includes 8 computer terminals and 2 printers) Additional structure, furniture & branding is at the sponsor's expense
Accrued Points: 5



Delegate Badge Laces - Exclusive Sponsorship

The popular and highly visible official EUROECHO 2011 badge laces are available for exclusive sponsorship. The sponsor's name and logo will be printed on the badge laces, distributed to all participants.

Distribution of 3,000 badge laces
Life-span: Congress
Price including production: €15,000 excl. VAT
Accrued Points: 7



New! Industry Programme with integrated Notepad & Pen – Product Advertising Allowed

We combined practicality with design and created a highly attractive Notepad & Pen that will please delegates but also offer exceptional exposure for industry activities at EUROECHO. The main sponsor of this product will have 2 advertisements in the catalogue as well as their logo on the pen.
Life-span: Congress & permanent archive
Price including production: €12,000 excl. VAT
Accrued Points: 6



Advance Programme - exclusive back cover advertisement & online version - **Product Advertising Allowed**

The Advance Programme hard copy be available end April and emailed to over 5000 past-contacts providing details of the scientific programme and new facets of the congress. This is the only printed document that prospective delegates will receive detailing the scientific programme before the congress. A great way to promote your alliance with the congress early using 2 media: hard copy and online.

Life span: Congress permanent archive/reference material

Price: €15,000 excl. VAT, accrued points 7



Final Programme Advertisements - **Product Advertising Allowed**

The Final Programme hard copy contains the full scientific programme details, exhibition and satellite information and congress reference outlines. Hard copies will be available with the official congress bag and offered to each delegate, offering maximum exposure and recognition to the sponsor.

Life-span: Congress permanent archive/reference material.

Back Cover Advertisement: €10,000 excl. VAT, accrued points: 5

Inside Front Cover Advert.: €5,000 excl. VAT, accrued points: 2

Tab Page Advertisement: €3,500 excl. VAT, accrued points: 1



Final Programme Bookmark - **Product Advertising allowed**

The bookmark is attached to the Final Programme which is offered to the delegates.

Lifespan: Congress permanent archive/reference material.

Price Bookmark including production: €10,000 excl. VAT

Accrued Points: 5



New! Industry Invite in Industry Programme/Note Pad

An Industry Insert is a page advert inserted in the Industry Programme detailing your satellite or exhibition activities (specs provided). Reach every delegate at the congress.

This is included as part of the Satellite Package.

New! The Imaging Campus "package" will include 1 Industry Insert

Lifespan: Congress

Price of 1 insert: €5,500 excl. VAT

Accrued points: 2



Web Link

Invite delegates to your congress activities by designing a promotional page which we will post on the EUROECHO 2011 Congress web pages. One Web Link promotes one activity.

This is included as part of the Satellite Package.

New! The Imaging Campus "package" will include 1 Weblink

Lifespan: Pre-Congress & Congress

Price for 1 Web Link: €2,000 excl. VAT

Accrued Points: 1

Unrestricted Educational Grants

Associate your company with a particular session from the official scientific programme of EUROECHO 2011 via an unrestricted educational grant. This grant implies the acceptance by the EUROECHO Committee and allows our industry partners to associate in *name only* with an official programme session.

Cost per Grant per session:

€ 10,000

On-site Promotion/Advertisements

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

- **Organise your meetings**

Hospitality Suites

A number of Hospitality Suites have been made available for companies wishing to meet their guests during the meeting. No training or showcasing of products/therapies may take place in the Hospitality Suites. Planned activities must be submitted to the organisers for approval. Companies are responsible for equipment and catering arrangements.

Prices available upon request contact Satellite@escardio.org



Forthcoming EUROECHO Guidelines for Industry Participation

The EUROECHO 2011 Guidelines for Industry Participation will be released to Industry in August 2011. Therein you will find listed:

- Exhibition Guidelines and Procedures
- Satellite Symposia Guidelines and Procedures
- 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 2011.

» Applications forms for Exhibition, Industry Educational Sessions & Sponsorship

All Exhibition, Educational Session and Sponsorship application forms should be completed, signed and returned as soon as possible. Returning a signed application form implies a tacit agreement of the EUROECHO 2011 Guidelines for Industry Participation.

» Registration Service

Don't miss key registration dates!

Early Bird Registration deadline	30 September 2011
Advance Registration deadline	31 October 2011

Participants will be able to register on www.escardio.org/EUROECHO using MyESC Registration Service or by filling in the official registration form which can be downloaded.

For questions about registration, please contact the Registration Department:

Email: EEregistration@escardio.org

» Hotel Reservation Service

Rooms in different price category hotels have been reserved in Budapest at preferential rates for EUROECHO 2011. A list of hotels and an online hotel booking form will be available on the ESC web site:

www.escardio.org/EUROECHO later in the year.

For further information, please contact the ESC Hotel accommodation department: EEhotels@escardio.org

» Abstract Submission

The only way to submit abstracts for the EUROECHO 2011 Congress is the Abstract Submission Service of My ESC (on www.escardio.org).

Abstract Submission Deadline: **31 May 2011**

For further information, please send an email to EEscientific@escardio.org

» Key Dates

My ESC Services open for Abstract submission, Registration, Hotel accommodation	14 April 2011
Abstract Submission deadline	31 May 2011
Early Bird Registration	30 September 2011
Advance Registration	31 October 2011
EUROECHO 2011	7–10 December 2011

» 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: industry_services@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

» Industry Educational Sessions & Imaging Campus

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

Hungexpo

H-1101 Budapest

Albertirsai ut 10

Hungary

Web Site: www.hungexpo.hu

