

EUROPACE 2009

THE MEETING OF THE EUROPEAN HEART RHYTHM ASSOCIATION

Berlin 21-24 June 2009 Germany





ostim



INDUSTRY PROSPECTUS

EUROPACE 2009



21-24 June 2007 Berlin, Germany

Contents

Letter from the President
EUROPACE General Congress Information 4
EUROPACE Committee
EUROPACE 2009 Facts & Figures7
EUROPACE 2009 Industry Partners Participation
Industry activities at EUROPACE 2009: Description101. Exhibition: Showcase your products, services and activities to around3,000 delegates from more than 45 different countries112. Ensure your contribution to the outstanding EUROPACE scientificprogramme123. Highlight your company profile online, offline and throughout the congresscentre163.1- Throughout the congress center163.2- Offline, Printed documents193.3- Online214. Welcome your delegates to EUROPACE 2009 & Organise your meetings
Industry activities at EUROPACE 2009: Price list22
EUROPACE Guidelines and Terms & Conditions23
Additional Information24
Contacts25
Appendix: EUROPACE 2009 Pre-arranged Programme

Letter from the President

Dear Industry Partners,

After an extremely successful EUROPACE Congress in Lisbon last year, it is with great pleasure that the European Heart Rhythm Association (EHRA) invites you to discover the Industry Prospectus for EUROPACE 2009, 21 - 24 June, in Berlin, Germany.

The scientific programme committee, led by Professor Martin Schalij 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. The programme will provide an extensive curriculum covering diagnosis and management of arrhythmias, including use of drugs and devices.

In the following pages, you will find numerous offerings for Industry participation and association with EUROPACE 2009:

- Exhibition stands to showcase your products, services and activities to around 3 000 delegates from more than 45 different countries
- Satellite symposia to ensure your contribution to the outstanding EUROPACE scientific programme
- Sponsorship and promotional opportunities to highlight your company profile online, offline and throughout the congress centre in Berlin

In order to maximise your pre-event planning, strategic objectives and return on investment, we have included facts and figures from previous editions of the EUROPACE congress.

We are also very pleased to inform you that exhibition, sponsorship and advertisement prices will be consistent with those of 2007 and 2005.

Last but not least, we invite you to take a look at new items which have been developed to maximise your participation and visibility at EUROPACE 2009 in Berlin. More so than ever before, cardiology arrhythmias and electrophysiology requires modern clinicians and researchers in the field to be able to deal with various applications and using state-of-the-art workstations becomes mandatory. At EUROPACE 2009, "The PACE", the EUROPACE Workshop Area will focus on insight and experience in a range of powerful workstation applications. Delegates will have the opportunity to come and see the future in cardiology arrhythmias and electrophysiology training and test improve their knowledge!

With all this in mind, on behalf of the EHRA executive board, Professor Martin Schalij, and Professor Wilhelm Haverkamp, our local host, we look forward to an exceptional EUROPACE congress 2009 in Berlin, and the continued support and collaboration from our Industry partners.

For any queries on the planned participation of your company at EUROPACE 2009, please contact our Industry Services Department, at <u>sponsorship@escardio.org</u>.

Looking forward to seeing you in Berlin,



Professor Josep Brugada President, EHRA

EUROPACE General Congress Information

EUROPACE has now established itself as the foremost European meeting on cardiac arrhythmias and pacing. The increasingly strong international attendance confirms that interest in EUROPACE now reaches far beyond our Europe borders.

EUROPACE Fast Facts

- **3,000** active **delegates** in the same location
- 110 scientific sessions selected by the scientific committee
- 2 main themes at EUROPACE 2009: Atrial Fibrillation and Sudden Cardiac Death
- Around 1,000 abstracts submitted
- 8 lecture rooms running in parallel
- A variety of novel industry sponsored sessions
- More than **1,000 m²** of commercial exhibition
- A selection of relevant **sponsorship & advertising opportunities**

EUROPACE 2009 Format

The Programme Committee has planned an exciting programme on rhythmology advances and issues, which will be explored through a variety of session formats:

- Abstracts,
- Awards,
- Debates,
- How to and Meet the Expert sessions,
- Main sessions,
- Posters and Moderated Posters,
- Satellites Symposia, etc
- Symposium,
- Teaching,
- The Pace, EUROPACE Workshop Area, etc.

Venue:

ICC Berlin, Messedamm 22, D-14055 Berlin, Germany Web Site: <u>www.icc-berlin.com</u>

Exhibition

Thursday 18 June:	08:00–12:00: Exhibition Build-up (>75m ² stand only) 12:00–20:00: Exhibition Build-up (>24m ² stand only)
Friday 19 June:	Exhibition Build-up (all stands)
Saturday 20 June:	Closed
Sunday 21 June:	13.00 - 18.00: Exhibition Open
Monday 22 June:	09.30 - 18.00: Exhibition Open
Tuesday 23 June:	09.30 - 18.00: Exhibition Open
Wednesday 24 June:	09.30 - 12.00: Exhibition Open
	12:30 – 20:00: Exhibition dismantling
Thursday 25 June:	08:00 – 20:00: Exhibition dismantling (last day)

🔟 Coffee Breaks 🎍

 Free Coffee in the Poster Area.

 Monday 22 June
 10:00-11:00 & 15:30-16:30

 Tuesday 23 June
 10:00-11:00 & 15:30-16:30

D Satellite Symposium time-slots

Sunday 21 June:16:00-17:30 & 18:00-19:30Monday 22 June:12:45-13:45Tuesday 23 June:12:45-13:45

Di Language

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

Schedule at a Glance:

EUROPACE 2009 CONGRESS TIMETABLE

(07:00	08:00	09	:00	10:			2:00		:00	14:		:00	16:0		7:00		:00	19	00	20:
	07:3	0 0	8:30	09:3	30	10:30	11:30	12	:30	13:	30	14:30	15:	30	16:30	17	7:30	18	30	19:3	0
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About EUROPACE 2009

CME Accreditation

EUROPACE 2009 is currently under review to be accredited by the European Board for accreditation in Cardiology (EBAC) for External CME credits.

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).

More information can be found on: www.escardio.org/EUROPACE

EUROPACE 2009 is organised in collaboration with Cardiostim

EUROPACE Committee

EUROPACE 2009 Organising Committee Josep Brugada Terradellas, Spain,

	O 1 111	
Martin	Schalij,	

Wilhelm Haverkamp,

President of EHRA The Netherlands, Chairman Programme Committee Germany, Local Host

EUROPACE 2009 Programme Committee

Martin Jan Schalij,	The Netherlands
Etienne Aliot,	France
Nico Blom,	The Netherlands
Carina Blomstrom-Lundqvist,	Sweden
Giovanni Luca Botto,	Italy
Michele Brignole,	Italy
Josep Brugada Terradellas,	Spain
Paolo Della Bella,	Italy
Wilhelm Haverkamp,	Germany
Hein Heidbuchel,	Belgium
Stefan H Hohnloser,	Germany
Pierre Jaïs,	France
Werner Jung,	Germany
Josef Kautzner,	Czech republic
Paulus Kirchhof,	Germany
Karl-Heinz Kuck,	Germany
Jose Luis Merino,	Spain
John Mark Morgan,	England
Silvia Giuliana Priori,	Italy
Philippe Ritter,	France
Panagiotis Vardas,	Greece
Christian Wolpert,	Germany
Katja Zeppenfeld,	The Netherlands

EUROPACE 2009 Scientific Programme

The Scientific Programme has been put together by the EUROPACE 2009 Programme Committee in close collaboration with the ESC Working Groups and Associations.

This year, the two main themes are **Atrial Fibrillation** and **Sudden Cardiac Death.**

The scientific programme committee, led by Professor Martin Schalij 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. The programme will provide an extensive curriculum covering diagnosis and management of arrhythmias, including use of drugs and devices.

(*Please consult the Appendix for the EUROPACE 2009 Pre-Arranged Programme*)

1) EUROPACE 2007 Breakdown of active participants by country

Algeria	5	Liechtenstein	1
Argentina	11	Lithuania	14
Australia	13	Luxembourg	1
Austria	51	Macedonia, Former Yugoslav	1
Bangladesh	2	Malaysia	6
Belarus	1	Martinique	1
Barbados	1	Mexico	10
Belgium	108	Monaco	1
Bosnia and Herzegovina	4	Montenegro	2
Brazil	44	Morocco	3
Bulgaria	11	Namibia	1
Canada	33	Netherlands	149
Chile	1	New Zealand	4
China, Republic of (incl. Hong Kong)	3	Norway	33
Colombia	6	Panama	1
Costa Rica	1	Peru	3
Croatia	13	Poland	127
Cyprus	3	Portugal	158
Czech Republic	51	Quatar	1
Denmark	77	Reunion	6
Ecuador	1	Romania	40
Egypt	7	Russian Federation	53
Estonia	2	Saudi Arabia	14
Finland	20	Serbia	22
France	538	Slovak Republic	19
Georgia, Republic of	3	Slovenia	4
Germany	191	South Africa	11
Greece	132	Spain	137
Hong Kong SAR, People's Rep. of	1	Sri Lanka	2
Hungary	54	Sweden	75
Iceland	3	Switzerland	57
India	9	Syria Arab Republic	6
Iran (Islamic Republic of)	40	Taiwan, ROC	1
Iraq	1	Thailand	11
Ireland	5	Tunisia	14
Israel	20	Turkey	35
Italy	107	Ukraine	14
Japan	33	United Arab Emirates	2
Jordan	3	United Kingdom	53
Korea, Republic of	18	United States of America	118
Latvia	5	Uruguay	4
Lebanon	4	Venezuela	18
Libyan Arab Jamahiriya	3	TOTAL	2872

2) EUROPACE 2007 Breakdown of active participants by continent

	Active Participants by Continent
EUROPE	2319
ASIA	230
NORTH AMERICA	151
SOUTH AMERICA	105
AFRICA	50
OCEANIA	17



3) Past attendance and number of abstracts submitted

Congress	City	# participants	# abstracts submitted
EUROPACE 2001	Copenhagen	1800 participants	information not available
EUROPACE 2003	Paris	2265 participants	890 abstracts submitted
EUROPACE 2005	Prague	3613 participants	952 abstracts submitted
EUROPACE 2007	Lisbon	4005 participants	972 abstracts submitted



EUROPACE 2009 Industry Partners Participation

EUROPACE unites the international core community of clinicians and researchers in the field of cardiac arrhythmias and electrophysiology and offers numerous possibilities to our industry partners involved in this field.

The following is the list of Industry Partners present at EUROPACE 2005 & EUROPACE2007:

AAMI

Al Semi Ltd **Bard Electrophysiology Bavlis Medical Biosense Webster Biotronik GmbH & Co. KG** Blackwell Publishing Ltd **Boehringer-Ingelheim Boston Scientific Cameron Health Inc.** Cardiostim Cardiotek CathRx Ltd **CNSystems Medizintechnik GmbH** CryoCath Technologies Inc. Elsevier **Enpath Medical Inc. EP MedSystems ESC/EHRA** Farmalux **FIAB Spa Finapres Medical Systems GE Healthcare** Gerson Lehrman Group Guidant Hansen Medical, Inc Heart Rhythm Society Hellenic Cardiological Society MEDICo S.p.A. **Medtronic** Mennen **Omega Medical Imaging Omron Healthcare Europe B.V.** Osypka GmbH **Oxford University Press Philips Medical Systems** sanofi-aventis Siemens Sorin Group Cardiac Rhythm Management sanofi-aventis Spectranetics International B.V. **St Jude Medical CC Stereotaxis Inc.** TheHeart.org TORAY Vitatron WebMed (TheHeart.org) Wisepress Ltd. ZTS Hagmed Sp. J.

Industry activities at EUROPACE 2009: Description

Your company and your products and services will be associated with, and will contribute to the high quality content of the EUROPACE 2009 Congress.

Sponsors of EUROPACE 2009 will:

- Reach an international audience of clinicians and researchers in the field of cardiac arrhythmias and electrophysiology
- Gain association with, and contribute to, the high quality scientific content of the EUROPACE Congress
- Avail of unique opportunities to showcase their cardiac products, technologies and services to specialists in their field through Exhibition stand activities, Satellite Symposia, and other forms of congress participation.

Encouraged by the success of industry participation at previous editions of EUROPACE, we welcome all companies to consult the following pages to discover all existing products, corresponding descriptions including prices and commence their participation at EUROPACE 2009. *** *Photos are not contractual* ***

We will be pleased to consider additional sponsorship initiatives and suggestions (please contact our Industry Services Department, at <u>sponsorship@escardio.org</u>)

All requests will be allocated on a first-come, first-served basis.

- \circ All prices listed within this document are exclusive of VAT
- Payment in Euro (€) only

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

We are also very pleased to inform you that exhibition, sponsorship and promotion prices are stable and consistent with those of 2007 and 2005.

The following products & services are presented under 4 different categories:

1- Exhibition:

Showcase your products, services and activities to around 3,000 delegates from more than 45 different countries

- 2- <u>Satellite Symposia, Abstracts CD-ROM Sponsorship, The PACE,</u> <u>Featured Poster Session Sponsorship, Unrestricted Educational</u> <u>Grants:</u> *Ensure your contribution to the outstanding EUROPACE scientific programme*
- 3- <u>Sponsorship & Promotion:</u> Highlight your company profile online, offline and throughout the congress centre
- 4- <u>Hospitality Suites:</u> Welcome your delegates to EUROPACE 2009 & Organise your meetings

1. <u>Exhibition: Showcase your products, services and activities to</u> around 3,000 delegates from more than 45 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 on a first come, first served basis.

Guidelines for Exhibitors, giving full details, will be sent upon request and an Exhibitors Manual with order forms will follow in due course.



Price for space only:€500 per m²Price for Publishers€350 per m²The 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 49m ²	8
50 and 99m ²	16
100m² +	24

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

2. <u>Ensure your contribution to the outstanding EUROPACE scientific</u> programme

Satellite Symposia

Participating companies may organise special scientific sessions, at dedicated time slots, called Satellite Symposia. These industry organised sessions are the perfect forum through which companies may reach their target audience with their latest scientific information and developments.

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

In order to hold a Satellite Symposium, an Exhibition Stand of 9 m^2 minimum is required.

Satellite Symposia, will be held within the Congress centre in lecture rooms ranging in capacity from 250 to 800 seats.

Satellite Symposia Programmes will be published in EUROPACE Final Programme and on the EUROPACE Web Site.



Price of a 60/90 minutes session: € 35,000 per session, room rental included

(10% discount on 2nd symposium)

- A limited number of time slots have been made available for Satellite Symposia (60 min. at lunchtime / 90 min. in the afternoon-evening) :
 - Sunday 21 June: 16:00-17:30 & 18:00-19:30
 - Monday 22 June: 12:45-13:45
 - Tuesday 23 June: 12:45-13:45

Time slots are assigned on a first-come, first-served basis. <u>NEW:</u> Room rental included

- Services include:
 - \circ $\;$ Access to and use of the audiovisual equipment in the room
 - Access (mandatory) to the Speakers' Service Centre services.
- The 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.

<u>NEW this year!</u> Satellite PLUS package

For Satellite Organisers Only. This year we offer a special package which includes 2 communication tools to promote your Satellite Symposium throughout our main communication channels: on-site, off-site and online. Please note, this is only available when taken with a Satellite Symposium.

Satellite PLUS includes:

1 Satellite Symposium
(60/90 min, room rental included)
1 Delegate Bag Insert inserted in all the congress bags (*on-site visibility*)
1 Weblink on the EUROPACE official Web Site (*online visibility*)

Price of satellite PLUS package: €38,000 (instead of €42 000)

"The PACE": EUROPACE Workshop Area

More so than ever before, cardiology arrhythmias and electrophysiology requires modern clinicians and researchers in the field to be able to deal with various procedures/applications and using state-of-the-art workstations is becoming mandatory. Each year, new techniques and applications are developed. Clinicians and end-users not only have the responsibility to deliver quality work to their patients, they also have the responsibility to comprehend and apply the latest programmes / options/ fine tuning of these new technologies.

"The PACE", EUROPACE workshop area is a new initiative that is also a joint collaboration between EUROPACE and our industry partners for educational learning. This campus will provide supporting companies with a unique means of associating with the educational requirements of delegates in an exclusive, and intimate, environment to showcase their equipment/technologies (through the equipment itself but also through demos, simulators, etc)

Format of "The PACE", EUROPACE Workshop Area:

- 33 m² rooms (including electricity, cleaning, 2 tables & chairs, 2 desks with drawers), close by the Exhibition Area, in a designated area for ease of access and quietude to visiting delegates, but to be considered as complimentary to and part of the Exhibition as far as Industry showcasing their products and applications is concerned.
 - Open for the entire duration of EUROPACE 2009 (during Exhibition Hours only) your company will benefit from the opportunity to showcase your latest technologies, applications and systems available to your target delegate group reach.
 - Participants could be instructed how to perform key procedures under supervision, the state-of-the-art equipment/workstations would be set up and available for delegates to come freely to test the equipment, ask questions, meet with specialists, etc.
 - Participants could also work on dummies/medical simulator machines to learn how to perform procedures, and for the more experienced, how to improve their personal performances in different clinical scenarios.

By the end of EUROPACE 2009, the participants should have gained a better understanding of the main medical procedures and have performed the theoretical procedures on equipment/simulators as it would have been done on human patients.

Participants should be able to judge the relative merits of the technology, by comparing different solutions.

Promotion:

As an official activity of the EUROPACE 2009, "The Pace", the EUROPACE workshop area and their supporting industries would be acknowledged throughout EUROPACE communications (online, print, on-site). EUROPACE delegates would be invited to visit "The PACE", EUROPACE workshop area, to learn more about new equipment and techniques in cardiology arrhythmias and electrophysiology.

Centrally located, the PACE will be visible when going to the Exhibition area, from the Exhibition itself, and from the registration area ensuring maximum visibility to the sponsors.

Price of "The PACE" room for the entire duration of EUROPACE: €10,000



Customised Abstracts CD-ROM

A searchable CD-ROM including all the EUROPACE accepted Abstracts.

<u>NEW this year:</u> in addition to the abstracts, the company will have the possibility to include on the CD-ROM a gallery presenting, for example, the slides presentation of its satellite symposium. A voucher will be inserted in all delegate bags to invite delegates to visit the company's stand in order to pick up the Abstracts CD-ROM.



Life-span: Congress permanent archive/reference material.

Price of Customised Abstracts CD-ROM support: C15,000

"Featured Poster Session" Sponsorship

On the occasion of the Opening Cocktail, on Sunday 21 June 2008, from 1:00 pm to 2:00 pm, the 50 best posters will be acknowledged and available for discussion.

This educational initiative may be sponsored by a company.

Benefits to the sponsor:

- Acknowledgement of the associating company on EUROPACE 2009 Web Site
- Acknowledgement in the EUROPACE 2009 Final Programme
- On-site recognition using company logo/name



Price of "Featured Poster Session" sponsorship:

€8,000

Unrestricted Educational Grants

Companies can have their name associated with certain sessions of the official scientific programme of EUROPACE 2009, or a designated aspect thereof, on the following guideline.

• An Unrestricted Educational Grant will imply an association, by Industry, with an aspect of the Scientific Programme, not influenced by the supporting company by means of 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 EUROPACE Committee to permit our industry partners to associate in *name only* with a session already defined, in full, as part of the EUROPACE scientific programme.

- In supporting the session, the company will be recognised as follows:
 - By the following phrase wherever the session is detailed on any EUROPACE 2009 programme: "Supported by '*Company X'* in the form of an Unrestricted Educational Grant".
 - Under the "Industry Partners" heading in the EUROPACE 2009 Final Programme, both printed version and online.

Grant per session:

€ 10,000



Price <u>including</u> note pads & pens production:

€ 10,000

Gift in the EUROPACE 2009 Delegate Bags

Companies are invited to provide objects that will enhance the delegates' congress experience. The maximum number of "Gifts" to be placed in the 3,500-4,000 Congress Bags is limited to 3, allocated on a first come, first served basis. The retail value of each item must not exceed ≤ 10 .

Price (excluding gift production):

€ 6,000

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 <u>sponsorship@escardio.org</u>.

Prices upon request



3.2- Offline, Printed documents

Advance Programme Advertisements

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

Pre-event promotion (February to June 2009).



Advance Programme

Due to printing schedule, please book before: 1 December 2008(artwork to be received by 23 January 2009)Price of the back cover advertisement:€ 5,000Price of the 2nd cover advertisement:€ 3,000

Final Programme Advertisements

The EUROPACE 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.



Final Programme

Due to printing schedule, please book before: 20 February 2009(artwork to be received by 3 April 2009)Price of the back cover advertisement:€ 8,000Price of the 2nd cover advertisement:€ 5,000Price of the 3rd cover advertisement:€ 5,000Price of the inside page advertisement:€ 3,000

Final Programme Belly Band orBookmark

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. - Lifespan: Event & after-event reference/archive

Price of Belly Band or Bookmark Advertisement (*excluding production cost*):

€ 8,000

Delegate Bags Inserts

A highly popular insert and/or goodie created by highlighting Industry your EUROPACE 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.



Price of one insert (excluding production costs):

€ 5,000

City Maps Advertisement

Exclusive Advertisement (A5) of the Official EUROPACE 2009 City Map (which includes maps of the city, of the public transports and of the EUROPACE 2009 congress centre) with a print of 3,500-4,000 included in the delegate bags. Offers the sponsor high visibility throughout the entire congress to all delegates that refer to this informative and user-friendly publication.



Price of the City Maps Advertisement:

Price available upon request

Abstract Book Advertisements

The Abstract Book supplement to the EUROPACE Journal containing all the EUROPACE accepted abstracts is distributed to all participants on-site and will also reach all the subscribers to the Journal. Your advertisement will be a full colour page within the black and white pages of the Abstract Book.



- Lifespan: Event & after-event reference/archive

Abstract Book

Due to printing schedule, please book before: 30 January 2009 Price of the back cover advertisement: € 8,000 Price of the 2nd cover advertisement: € 5,000 Price of the inside page advertisement: € 3,000 **Exclusive sponsor package:**

Price available upon request

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

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Highlight your company's congress activities directly on the EUROPACE Web Site

Price of a Web Link:

€ 2,000

4. <u>Welcome your delegates to EUROPACE 2009 &</u> <u>Organise your meetings</u>

Hospitality Suites

A number of Hospitality Suites have been made available in the ICC Berlin for companies wishing to meet their guests during the conference. 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





Industry Welcome Desks

Industry Welcome Desks are the perfect medium through which your company may manage your delegate registrations, client management and other important coordination and meeting point activity for your invited delegates. These desks are centrally located within the Registration area affording the perfect meeting point for your delegate requirements.



Price of an Industry Welcome Desk:

Industry activities at EUROPACE 2009: Price list

Industry Activities	Prices
Exhibition Space (min 9 m ²)	€ 500/m ² € 350/m ² publishers
Satellite PLUS Package	€38,000
60/90 min Satellite Symposium	€ 35,000
Delegate Bag Exclusive Sponsorship (incl. prod.)	€ 20,000
Customised Abstracts CD-ROM support	€ 15,000
Delegate Badge Laces Exclusive Spons. (incl. prod.)	€ 15,000
The PACE, EUROPACE Workshop Area	€ 10,000
Unrestricted Educational Grant	€ 10,000
Note Pads & Pens Exclusive Spons. (incl. prod.)	€ 10,000
Final Programme Belly Band or Bookmark	€ 8,000
"Featured Poster Session" Sponsorship	€ 8,000
Final Prog. Advertisement – Back Cover	€ 8,000
Abstract Book Advertisement – Back Cover	€ 8,000
Gift in Delegate Bag (excluding gift production)	€ 6,000
Advance Prog. Advertisement – Back Cover	€ 5,000
Final Prog. Advertisement – 2nd Cover	€ 5,000
Final Prog. Advertisement – 3rd Cover	€ 5,000
Delegate Bags Inserts (excluding production costs)	€ 5,000
Abstract Book Advertisement – 2nd Cover	€ 5,000
Coffee Breaks Sponsorship x4	€ 5,000
Advance Prog. Advertisement – 2nd Cover	€ 3,000
Final Prog. Advertisement – Inside Page	€ 3,000
Abstract Book Advertisement – Inside Page	€ 3,000
Web Link	€ 2,000
Industry Welcome Desk	€ 2,000
Coffee Breaks Sponsorship x1	€ 1,500
Internet Corner Exclusive Sponsorship	Upon request
Lunches Sponsorship	Upon request
Abstract Book Advertisement – Exclusive Spons.	Upon Request
City Maps Advertisement	Upon Request
Hospitality Suites	Upon Request
On-site promotion/advertisements	Upon Request

EUROPACE Guidelines and Terms & Conditions

D Forthcoming EUROPACE Guidelines for Industry Participation

The EUROPACE 2009 Guidelines for Industry Participation will be released to Industry over the coming weeks. 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 EUROPACE 2009.

DApplications forms for Exhibition Stand Space, Satellite Symposia & Sponsorship

All Exhibition, Satellite and Sponsorship forms should be completed, signed and returned as soon as possible (*"first come, first served"*). Returning a signed application form implies a tacit agreement of the EUROPACE 2009 Guidelines for Industry Participation.

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

Additional Information

🔰 Journal

Participants paying the Standard Fee will receive a two years subscription to the Europace Journal 2010 & 2011.

D Registration Service

Don't miss key registration dates!

- (15 April 2009:	Early fee deadline
	•	T2 ADI II 2003	

•	18 May 2009:	Pre registration deadline
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• After 18 May 2009: On-site registration in Berlin

Participants will be able to register on www.escardio.org/EUROPACE 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: <u>EPregistration@escardio.org</u>

D Hotel Reservation Service

The ESC has reserved rooms in various price category hotels in Berlin. The ESC has appointed K.I.T. Group as housing agency and recommends that all bookings are made through this agency. Their contacts are: K.I.T. GmbH, Association & Conference Management Group & Co. KG, Kurfürstendamm 71 – 10709 Berlin – Germany. Tel.: +49 (0)30 24 603 214 – Fax: +49 (0)30 24 603 200. Email: europace2009hotels@KIT-group.org. Requests for Individual Hotel and Group will be handled on a "*first come-first served"* basis.

D Abstract Submission:

Abstract submission services will open in **September 2008**. Submit abstracts through the Abstract Submission Services of MyESC on **myesc.escardio.org**. Abstract Submission **Deadline: 28 November 2008**.

W Key Dates

MyESC Services open for Abstract Submission, Registration and Hotel Accommodation:	September 2008
Abstract Submission deadline:	28 November 2008
Early Fee Registration:	15 April 2009
Late Fee Registration:	18 May 2009
EUROPACE Congress:	21-24 June 2009

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 EUROPACE 2009.

EUROPACE Secretariat

EUROPACE 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: <u>europace@escardio.org</u> Web Site: <u>www.escardio.org/EUROPACE</u>

Exhibition:

Tel.: +33 (0)4 92 94 76 17 Fax: +33 (0)4 92 94 76 26 Email: <u>EPexhibition@escardio.org</u>

D Satellite Symposia:

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

D Sponsorship:

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

Appendix: EUROPACE 2009 Pre-arranged Programme

Please note that this preliminary programme is subject to change

Sunday 21 June 2009

12:00 - 13:00

- FUTURE OF EUROPEAN ELECTROPHYSIOLOGY (Main session)
- Opening of EUROPACE 2009
- 13:00 14:00
 - Opening Cocktail & Featured Poster session
- 14:15 15:45
 - Advanced catheter ablation of atrial fibrillation: what if pulmonary vein isolation fails
 - Different steps in managing ventricular tachycardia
 - Update on syncope trials: implications with respect to the guidelines
 - Remote-monitoring: current status and perspectives
 - Biological and leadless pacemakers: the future?
 - Who is at risk: abnormal electrocardiogram in athletes (<u>Zoom-in session</u>)
 - Young Investigators' Award session 1: Clinical Studies
- 16:00 17:30
 - Satellite Symposia

17:45 - 19:15

• Satellite Symposia

Monday 22 June 2009

08:30 - 10:00

- Radio frequency ablation in failed pulmonary vein isolation (Pre-taped session)
- Substrate mapping: role of imaging (Magnetic Resonance Imaging/Computerised tomography imaging)
- Complex electrocardiograms: supraventricular tachycardias (Teaching course)
- Atrial fibrillation ablation in heart failure patients (Zoom-in session)
- Electrical aspects of stem cell therapy
- Pacemakers and implantable cardioverter and defibrillators in paediatric patients

11:00 - 12:30

- Treatment strategies in atrial fibrillation (Zoom-in session)
- Epicardial ventricular tachycardia ablation (Pre-taped session)
- Electrocardiogram in channelopathies: back to the roots
- Fetal and neonatal arrhythmias
- Young Investigators' Award session 2: Basic Science
- Psychological effects of the implantable cardioverter and defibrillator (<u>Cardiostim</u> <u>session</u>)

12:45 - 13:45

Satellite Symposia

14:00 - 15:30

- Prevention of thromboembolic complications in patients with atrial fibrillation
- Long term outcome after arrhythmia interventions
- Risk stratifying in sudden cardiac death: role of viability and ischemia detection
- Cardiac resynchronisation therapy: stepwise approach of coronary sinus cannulation and placement of the left ventricular lead (<u>Cardiostim Pre-taped session</u>)
- Leads: the weakest link? (Cardiostim session)
- Anatomical Lessons: translate CT/MRI in a real 3D world
- Retac group: electrophysiological studies and catheter ablation
- Oral Abstract session

16:30 - 18:00

- Minimal invasive atrial fibrillation ablation
- NAMED LECTURE
- Asymptomatic patients with a supraventricular or ventricular extrasystole
- Cardiac resynchronisation in patients with atrial fibrillation (<u>Cardiostim Meet the</u> <u>Experts session</u>)
- Lead extraction (<u>Pre-taped session</u>)
- Controversial issues in sports cardiology (Debate)
- Oral Abstract session

18:00 - 19:30 Evening Sessions

- Ask the experts on atrial fibrillation
- Targeting sudden cardiac death
- Unravelling the electrocardiogram (Meet the Experts session)
- Reporting device failures
- Reimbursement system in Europe

Tuesday 23 June 2009

08:30 - 10:00

- Outcome of atrial fibrillation ablation: assessment of success
- Early ventricular tachycardia ablation in implantable cardioverter and defibrillator patients Y/N
- Monitoring the patient with syncope
- Update on imaging in cardiac resynchronization therapy
- From anatomy to ablation in congenital heart disease
- Controversies in recent guidelines: the good, the bad and the ugly
- Echo workshop in cardiac resynchronisation patients
- Oral Abstract session

11:00 - 12:30

- How to treat atrial fibrillation in athletes
- Tachycardiomyopathy in ventricular extrasystole: chicken or egg
- Risk assessment in rare cardiomyopathies
- Follow-up of devices (Cardiostim Main session allied professionals)
- Oral Abstract sessions

12:45 - 13:45

Satellite Symposia

14:00 - 15:30

- Targeting the substrate of atrial fibrillation
- Use of non invasive risk stratification in sudden cardiac death (Zoom-in session)
- Flash session
- Image fusion in the cathlab (Main session allied professionals)
- Oral Abstract sessions

16:30 - 18:00

- Drug treatment of atrial fibrillation: new insights
- Sudden cardiac death prevention (How to session)
- Hot Line session
- Ask the experts in implantable cardioverter and defibrillators/resynchronization devices: troubleshooting
- Ongoing trials in pacing (<u>Cardiostim session</u>)
- Oral Abstract sessions

18:00 - 19:00

• General Assembly and Awards Ceremony

Wednesday 24 June 2009

08:30 - 10:00

- Molecular basis of atrial fibrillation: clinical consequences
- Targeting ventricular fibrillation and mechanisms of ventricular fibrillation
- Risk stratifying channelopathy patients update on indications (<u>Meet the Experts</u> <u>session</u>)
- Cost effectiveness in electrophysiology (Main session)
- Oral Abstract sessions

11:00 - 12:30

- Tough to get supraventricular tachycardia ablation
- Electrical storm: keep quite (Main session)
- Complex electrocardiogram: ventricular tachycardias (Teaching course)
- Computer simulation: from channels to arrhythmias
- Heart Failure monitoring: role of devices (Cardiostim session)
- Genetic screening: routine already?
- Oral Abstract session







Please sign and return this form by email or fax to: ESC - EUROPACE 2009 Secretariat The European Heart House, 2035 Route des Colles, Les Templiers, BP 179 - 06903 Sophia Antipolis Cedex, France Fax: +33 (0)4 92 94 76 26 - Email: exhibition@escardio.org

EXHIBITION SPACE APPLICATION FORM

- "First Come, First Served" Policy
- Stand Application deadline: 21 NOVEMBER 2008
- Print or use a typewriter to avoid misinterpretations & spelling mistakes
- Only signed forms with valid credit card details will be accepted

1. COMPANY NAME & ADDRESS The company name & address as it should appear in official listings					
Name:	Name:				
Contact Person:					
Address:					
Postal code:	City: Country:				
Tel:	Fax:	Email:			
2. CORRESPONDENCE NAME &	ADDRESS If the correspondence address	above is differe	ent from the official address		
Name:					
Contact Person:					
Address:					
Postal code:	City:		Country:		
Tel:	Fax:	Email:			
3. APPOINTED COMMUNICATIONS AGENCY Alternatively give details of stand design agency if applicable					
Name:					
Contact Person:					
Address:					
Postal code:	City:		Country:		
Tel:	Fax:	Email:			
4. APPOINTED STAND CONSTRUCTION AGENCY An 'out of business hours' contact telephone number is required for logistics purposes					
Name:					
Contact Person:					
Address: 'Out of Hours' Tel:					
Postal code:	City:		Country:		

5. BOOTH SIZE, DIMENSIONS Price € 500 per m ² , Minimum 9 m ² . Special price for Publishers € 350 per m ² , Minimum 6 m ² .								
Size requested Length in metres:			Depth in metres:		Area in m ² :			
Height requested:			Publishers :	Publishers : Yes No				
Tel:		Fax:			E	mail:		
	6. STAND LOCATION - PROXIMITY TO COMPETITORS List any exhibitors you do not wish in proximity to your stand, by company name Note that we cannot prevent companies assigned after you from being located in your neighbourhood							
1.			2.				3.	
4.			5.				6.	
7. PRODUCTS / 3	7. PRODUCTS / SERVICES List products / services to be exhibited at the EUROPACE 2009 Meeting							
8. ACCOUNTING DATA FORM 1. Only one invoice address may be used 2. In all cases a credit / charge card number must be supplied as payment guarantee 3. In the event that an invoice remains unpaid after a settlement date, the ESC reserves the right to deny access to the Congress Company or agency to be invoiced: Your Purchase Order Number: Company VAT number:								
Contact Person: Address:								
Postal code:		City:					Country:	
Tel:		Fax:			E-mail:		,	
Payment will be n	nade by bank tra	nsfer (deta	ils will be given o	on the invoice) or	. pì	/ credit card (p	lease fill in	the following information) to ESC.
🗌 Visa			Euro carc	d / Mastercard		[Amex	
Credit / Charge Card N°: Expiry Date:			Car		Cardholder	's name:		
9. AGREEMENT I hereby agree to be bound by the conditions of participation outlined in the Industry Prospectus of EUROPACE 2009 Meeting.								
Date: Contact Name:						Signatur	e:	
10. MISCELLANEOUS To add other information relevant to your application, please note it here								

Cancellation Policy: Cancellations of stand should be sent by registered mail to EUROPACE Secretariat.

If cancellation is received after the ESC launched the invoicing process and before 30/01/2009, 50% of the total due amount will be charged. If the Stand space is cancelled after 30/01/2009, date the full stand rental fee will be charged.





Please sign and return this form by Email or fax to: The European Heart House

2035 Route des Colles, Les Templiers, BP 179 06903 Sophia Antipolis Cedex, France Fax: +33 (0)4 92 94 76 20 - E-mail: <u>satellite@escardio.org</u>

SPONSORED SESSIONS APPLICATION & ACCOUNTING FORM

Deadline: 3 November 2008

SATELLITE SYMPOSIUM

SATELLITE SYMPOSIUM All Inclusive package

Satellite + Room Rental+ 1 Bag Insert and 1 Weblink

Organising Company Note: For companies organising a Satellite Symposium, a stand of 9 m ² is					
Name:		NO 2 0 11			
Contact Person:					
Address:					
Postal code:	City:			Country:	
Tel.:	Fax:		Email:		
		Appointed Agen	ICY (if any)		
Name:					
Contact Person:					
Address:					
Postal code:	City:			Country:	
Tel.:	Fax:		Email:	•	
Accounting Data Form Note: The same invoicing address is mandatory for all items					
Company or agency to be in	voiced:				
Contact Person:					
Address:					VAT N°: PO N°: Mandatory
Postal code:	City:			Country:	•
Tel.:			Email:		
Payment will be made by bank transfer (details will be given on the invoice) or by credit card (please fill in the following information) to ESC.					
🗌 Visa		Euro card / Mastercard		Amex	
Credit Card N°:		Expiry Date:		Cardholder's name:	

	Satellite Symposium (submit one form per Satellite Syn	mposium)
Proposed title:		
Duration:	60 minutes 90 minutes	
Prefered date:	Sunday 21 June 2009 16:00 - 17:30 for 90 minutes 18:00 - 19:30 for 90 minutes Monday 22 June 2009* 12:45 - 13:45 for 60 minutes Tuesday 23 June 2009* 12:45 - 13:45 for 60 minutes *Companies organising Satellites during the Lunch Time will be allowed to enter in the Lecture Rooms at 12:35 after the scientific session and have to leave the Lecture Rooms at 13:50 in order to let the ESC staff prepare the following scientific session.	Cost: -Basic price Lunch or evening session: € 35.000 10% discount on 2 nd Satellite -Satellite All Inclusive Package: € 38.000 - Room rental included.
Lecture room capacit	y requested:	
Reception:	Yes 🗌 No	

Terms and Conditions

1. Organising Company

Applications for Satellite Symposia sessions must be submitted by the company under whose name each session is to be organised. We would like to draw your attention to the fact that the correspondence for the above items should be made exclusively between this company and the EUROPACE Secretariat. The company is responsible for communicating any relevant documents to its staff and its appointed agencies.

2. Appointed Agency

Companies should inform the EUROPACE Secretariat, in writing, what agency is appointed for which symposia. Otherwise no requests from agencies will be taken into consideration. This appointed agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name. It is not the role of any given agency to make initial enquiries or reservations with the ESC independently of the company.

3. Cancellations

Cancellation of a Satellite Symposium should be sent by registered mail to EUROPACE Secretariat. If a reservation is cancelled before 17 March 2009, 50% of the total amount due will be charged. Any cancellations received after 17 March 2009 will incur a 100% cancellation fee.

4. Data Protection Disclaimer

"You have personal data which is, according to the Law on data processing and Civil Liberties 78-17 of 6 January 1978, registered with the ESC. You have the absolute right to access, amend and oppose any use of this personal data by contacting (in writing) the ESC National Society and Member Relations Department at the above-mentioned address. Unless otherwise informed, the ESC may send you information about its activities from time to time."

Agreement I hereby agree to be bound by the above terms and conditions for Satellite Symposium Application.					
Date: Contact Name: Signature:					





Please sign and return this form by Email or fax to: ESC Industry Services 2035 Route des Colles, Les Templiers, BP 179 06903 Sophia Antipolis Cedex, France Fax: +33 (0)4 92 94 76 26 - Email: <u>Sponsorship@escardio.org</u>

Official Sponsorship Opening: June 2008 "First Come, First Served" Policy Deadlines listed with items

SPONSORSHIP, PROMOTION & ADVERTISEMENT APPLICATION FORM (tick the appropriate box) Deadline **Tick Yes** Advertisement Options \square \square **Promotion Options** Sponsorship Options Delegate Bags......01/12/2008...... \square \square Abstracts CD-ROM Sponsorship......01/12/2008......€ 15,000......01/12/2008...... \square \square

COMPANY (Please indicate the name as you wish it to appear in all printed acknowledgments)					
Name:	Name:				
Contact Person:					
Address:					
Postal code: City: Country:					
Tel: Fax: Email:					

APPOINTED AGENCY (if any)					
Name:					
Contact Person:	Contact Person:				
Address:					
Postal code: City: Country:					
Tel: Fax: Email:					

INVOICING INFORMATION – please ensure this is the proper invoicing address. € 70 admin fee will be charged for <u>any modifications</u>. Company / agency to be invoiced: Contact Person: VAT N°: Mandatory Address: PO N°: Postal code: City: Country: Email: Tel: Fax: Payment will be made by bank transfer (details will be given on the invoice) or by credit card (please fill in the following information) to ESC. Only for payments under € 5,000 incl. VAT Amex Visa Euro card / Mastercard Credit Card N°: Expiry Date: Cardholder's name: Contact Name: Date: Signature: Mandatory (digital signature) here:

Cancellation Policy: Cancellations of Sponsorship should be sent by registered mail to the EUROPACE Secretariat. If a cancellation is received after the ESC launched the invoicing process and before 30/01/2009, 50% of the total due amount will be charged. If the Sponsorship is cancelled after 30/01/2009 the full compensation fee will be invoiced.

You have personal data which is, according to the Law on data processing and Civil Liberties 78-17 of 6 January1978, registered with the ESC. You have the absolute right to access, amend and oppose any use of this personal data by contacting (in writing) the ESC National Society and Member Relations Department at the above-mentioned address.

Unless otherwise informed, the ESC may send you information about its activities from time to time.