Industry Prospectus

ATHENS
GREECE
23-26 JUNE

With the ESC Working Groups on Cardiac Cellular Electrophysiology and e-Cardiology

www.escardio.org/EHRA
Essential Information

Organiser

European Society of Cardiology
2035 Route des Colles
Les Templiers – BP 179
06903 Sophia Antipolis
France
www.escardio.org

Venue

Metropolitan Expo
Athens International Airport
« Eleftherios Venizelos »
19019 Spata, Greece
PO Box 80072
info@metropolitanexpo.gr

Industry Services

Ms Aoife Delmas
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Exhibition
exhibition@escardio.org

Industry Sponsored Sessions
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Sponsorship
sponsorship@escardio.org

Project Management

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EHRA EUROPACE Congress Manager
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Scientific Programme

Ms Ciara Mundow
Head of Scientific Programme Department
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Registrations, Housing & Events

Ms Linda Olivereau
Head of Housing & Registration Department
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Invitation for Partnership

Dear Industry Partners,

EHRA EUROPACE 2011 was the forum at which top researchers presented their work. More than 1500 abstracts were submitted and a record-breaking 5560 participants attended, the growth of the international attendance demonstrating the lengthening reach and relevance of EHRA EUROPACE to the worldwide scientific community.

When EHRA EUROPACE 2013, takes place in the beautiful city of Athens next June, it will be the premier European congress for the science, treatment and prevention of arrhythmias, and will illuminate the very latest clinical developments and research in cardiac rhythm management disorders. We are delighted to invite you to join us in the preparations of this unique event for cardiologists, cardiac electrophysiologists and basic scientists, indeed everyone with an interest in arrhythmias in the global cardiology community.

The tagline for the congress captures its themes and unique strengths: “Discovering, Translating, Practising and Transforming”. Our shared mission (between scientists and physicians) is the translation of innovative science into daily clinical practice.

For the first time in its history, EHRA EUROPACE 2013 will be joined by two very prominent Working Groups of the European Society of Cardiology (ESC): Cardiac Cellular Electrophysiology and e-Cardiology. It is a unique partnership that emphasizes the multidisciplinary and translational approach prevalent in modern cardiac electrophysiology.

Their collaboration further strengthens the scientific programme, which as is customary for this congress will highlight the most relevant issues in the diagnosis and treatment of cardiac arrhythmias and their related disease processes, ranging from basic to clinical and population-based research. EHRA EUROPACE 2013 will be a complete representation of scientific developments across the field. Research from investigators around the world will be presented throughout the programme, with invited special lectures and interactive educational sessions.

The Metropolitan Expo is the perfect location for the event, offering “state of the art” facilities in an ideal setting. The Congress Programme Committee and the two ESC Working Groups are already working with colleagues from across the globe to plan the programme and its execution in the finest detail to ensure success and a truly memorable educational and collegiate experience for all attendees. We would encourage you too to start planning your participation in EHRA EUROPACE 2013 now. The science and research from you, our industry partners, will be essential to the success of the Congress. We are looking forward to collaborating with you in the coming months on the planning for the Congress and the creation of its programme. Its scientific and educational strengths will ensure that attendance at EHRA EUROPACE 2013 is a priority amongst the global cardiology community.

Angelo Auricchio
EHRA President

Andreas Goette
Chair of EHRA 2013 Programme Committee

John Morgan
Co-Chair of the EHRA 2013 Programme Committee
WHAT IS EHRA EUROPACE 2013?

DISCOVER, TRANSLATE, PRACTISE, TRANSFORM...

EHRA EUROPACE 2013 providing new horizons for the treatment of patients with cardiac diseases and life-threatening or symptomatic arrhythmia.

FACTS & FIGURES FROM EHRA EUROPACE 2011:

5,560 attendees
1460m² exhibition space
35 exhibitors
526 guest faculty
123 sessions
1522 accepted abstracts
90 countries

EVOLUTION OF PARTICIPATION 2007 - 2011

Active Participants
Exhibitors
EHRA EUROPACE 2013 will offer delegates a wider scientific programme than ever before through a growing network of partnerships and global alliances. Delegates will be offered the opportunity to:

**Discover**
New horizons in basic science, improve their understanding of pathophysiology and arrhythmogenesis, effectively focusing on the journey from gene to disease throughout the life course.

**Translate**
Basic science, imaging modalities and computer modelling to new technologies and pharmacological therapies for better outcomes.

**Practise**
New skill-sets, development of optimal care pathways and best practice.

**Transform**
Experiences for better clinical effectiveness, better care and patient outcomes.

The Scientific Programme will feature “Live Case” and “In the Cath Lab Sessions” with a focus on discussion between leading experts and the audience.

**Scientific Programme — Main Topics**

- Ablation
- Cellular Electrophysiology
- Imaging Modalities
- Clinical Electrophysiology
- Computer Modelling
- ICD
- CRT & Heart Failure
- Nursing & Allied Professional
- Electrocardiography
- Non invasive electrophysiology
- Guidelines & Consensus Paper
- Molecular Biology
- Pacing
- Pharmacotherapy
- Syncope
- Telemedicine
Exhibition

**Why exhibit at EHRA EUROPACE 2013?**

EHRA EUROPACE 2013 will host an exhibition area at a prime location in the congress centre to foster the necessary exchange between the cardiology professional and the industry.

Reserve your space in the EHRA EUROPACE 2013 and ensure your place in the global exchange on arrhythmias in the cardiology community.
Exhibition

How can I participate?

**Exhibition Space for Commercial Exhibitors:**
Fee: €500 / m²
Cost is for floor-space only (no structure or amenities)
Minimum exhibition space is 9m²
Stands will be assigned on a first-come, first served basis
Deadline for applications: 5 November 2012

**Exhibition Space for Publishers, Not for Profit Organisations:**
Fee: €350 / m²
Cost is for floor-space only (no structure or amenities)
Minimum exhibition space is 9m²
Stands will be assigned on a first-come, first served basis
Deadline for applications: 5 November 2012

**Benefits include:**
- Company listing on the ESC web site [www.escardio.org](http://www.escardio.org)
- Company listing in the EHRA EUROPACE 2013 Final Programme
- Company listing on the EHRA EUROPACE 2013 Mobile Application

**Exhibition Opening Hours:**
- Sunday 23 June: 12.00 – 19.30
- Monday 24 June: 08.30 – 18.00
- Tuesday 25 June: 08.30 – 18.00
- Wednesday 26 June: 08.30 – 12.30

**Booking conditions and next steps**
- Applications can be submitted as of 9 July 2012 until 5 November 2012
- Applications will be handled on a first-come, first served basis
- Download the Exhibition Application Form from our website [www.escexhibition.org](http://www.escexhibition.org)
- Submit the completed and signed form to the ESC Exhibitions Team at exhibitions@escardio.org
- Cancellation fees will apply upon signature of the Order Form
Industry Sponsored Sessions

Satellite Symposia

60 or 90 minutes Satellite Symposia allow for review or update results from recent trials and ongoing studies. These sessions are organised by sponsoring companies within the Congress Centre in fully furnished and AV equipped lecture rooms ranging in size from 200 to 900 seats.

CME Accredited Programmes

Satellite Symposia can be CME Accredited. The supporting company is free to choose their CME Provider and support the programme via an unrestricted educational grant.

Satellite Symposia can be accredited by EBAC, the European Board for Accreditation in Cardiology.

EBAC accreditation confirms the scientific and educational quality of a programme, and allows the participants to receive CME credits for the time spent in the educational activity.

A Satellite Symposium with EBAC accreditation will be officially announced as “EBAC Accredited Educational Programme supported by an unrestricted grant from company X”. The minimum duration of an EBAC Accredited Educational Programme is 60 minutes.

CME or EBAC Accredited programmes should be booked in the same time slots as industry sponsored sessions as listed below. Satellite Symposia rates and rules apply except for specific EBAC promotional restrictions.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Exhibitor</th>
<th>Non-Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday 23 June</td>
<td>15:30 - 16:30</td>
<td>€ 40 000</td>
<td>€ 60 000</td>
</tr>
<tr>
<td>Monday 24 June</td>
<td>12:45 - 13:45</td>
<td>€ 40 000</td>
<td>€ 60 000</td>
</tr>
<tr>
<td></td>
<td>18:15 - 19.15</td>
<td>€ 40 000</td>
<td>€ 60 000</td>
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<tr>
<td></td>
<td>18.15-19.45</td>
<td>€ 45 000</td>
<td>€ 65 000</td>
</tr>
<tr>
<td>Tuesday 25 June</td>
<td>12:45 - 13:45</td>
<td>€ 40 000</td>
<td>€ 60 000</td>
</tr>
<tr>
<td></td>
<td>18:15 - 19.15</td>
<td>€ 40 000</td>
<td>€ 60 000</td>
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<tr>
<td></td>
<td>18.15-19.45</td>
<td>€ 45 000</td>
<td>€ 65 000</td>
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</tbody>
</table>

Prices are exclusive of VAT
Industry Sponsored Sessions

Benefits include:

• Lecture Room Rental

• Basic lecture room set-up (customisation needs to ordered through our suppliers at extra cost)

• Promotional package: I Delegae Bag Insert, I Weblink, I Information Screen Advertisement

• Dedicated listing in the Scientific Programme Online, Advance & Final Programme, Mobile Application

• Slot to promote the session onsite in the Industry Display Racks

• Promotion in front of the session room from one hour before the sponsored sessions starts

• Invitations distributed in front of the session room from 30 minutes before the sponsored session starts

The PACE

The PACE offer companies a means of associating with the educational requirements of delegates in a class room environment. These industry sponsored tutorials provide participants with an opportunity for hands-on and/or one to one learning from clinical and/or technical experts on specific areas of expertise. The PACE is organised in dedicated rooms with different capacities and pricing, see below. One room is allocated per company for the duration of the congress.

<table>
<thead>
<tr>
<th>Room Capacity</th>
<th>Exhibitor Price</th>
<th>Non Exhibitor Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>48m²</td>
<td>€ 10 000</td>
<td>€ 30 000</td>
</tr>
<tr>
<td>64m²</td>
<td>€ 15 000</td>
<td>€ 35 000</td>
</tr>
<tr>
<td>80m²</td>
<td>€ 18 000</td>
<td>€ 38 000</td>
</tr>
</tbody>
</table>

Prices are exclusive of VAT and do not include the room set-up

Benefits include:

• Dedicated room for full duration of the congress

• Electricity, air-conditioning and daily cleaning

• Dedicated listing in the Scientific Programme Online, Final Programme, Mobile Application

• Slot to promote the session onsite in the Industry Display Racks

Awareness of your sponsored session can be maximised with:

• Adverts in EHRA EUROPACE 2013 publications

• Onsite advertisement spaces in the congress centre

• Weblinks from the EHRA EUROPACE Scientific Programme Online

• Webcasts from the EHRA EUROPACE web site for publication post-event

• Other opportunities as listed in the Sponsorship Chapter

Booking conditions and next steps

• Applications can be submitted as of 9 July 2012 and until 5 November 2012

Exhibition Stand

For all exhibitors, the following minimum stand size is required to obtain permission to hold an Industry Sponsored Session:

• 60 minute Satellite Symposium : 30 m²

• 90 minute Satellite Symposium : 50 m²

• The PACE: 30 m²

Important:

The ESC has set aside and reserved the necessary rooms and timeslots for industry sponsored activities during the congress. It is strictly forbidden to organise a non-authorised sponsored session outside of the congress venue for the period between 18th June and 1st July 2013.
Sponsorship, Advertisement & Promotional Opportunities

A wide range of services for congress attendees are available for sponsorship by our industry partners providing essential support for the congress and opportunity for novel communication to the healthcare professional.

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price (excl. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CD-ROM &amp; Online Abstracts Library</strong></td>
<td>This online library is available for free from the ESC website and provides users with practical and simple access to all accepted abstracts of the Congress. Sponsorship offers a partnership acknowledgement on the product online as well as exclusive distribution of the Abstracts CD-ROM onsite. This product guarantees maximum traffic to the sponsor stand where delegates will use the sponsor voucher to receive the CD-ROM. Price does not include production &amp; shipment of the voucher.</td>
<td>€35,000</td>
</tr>
<tr>
<td><strong>Congress Bags</strong></td>
<td>This exclusive item will offer the sponsor extensive visibility throughout the congress centre via the Official Congress Bag which is distributed to participants and contains the essential items of the congress.</td>
<td>€20,000</td>
</tr>
<tr>
<td><strong>Delegate Badge Laces</strong></td>
<td>Print your logo on the highly visible Delegate Badge Laces which will be worn by all delegates throughout the event, ensuring extensive exposure.</td>
<td>€15,000</td>
</tr>
<tr>
<td><strong>Delegate Lounge</strong></td>
<td>This popular, fully-equipped, state-of-the-art business-style lounge allows delegates to access the internet, work online with printing facilities, access the scientific programme online or just relax in a lounge environment. Centrally located, it offers exclusive association and unique visibility for the sponsor throughout the lounge, in the Final Programme and a link to the sponsor website on the workstations.</td>
<td>€20,000</td>
</tr>
<tr>
<td><strong>Poster Area</strong></td>
<td>The EHRA EUROPACE Poster Area is dedicated to research in the cardiovascular field and notably the transmission of the posters submitted and accepted for the congress. This unique educational initiative and the surrounding area are available to an industry partner for exclusive exposure and association with the scientific content of the congress (acknowledgement on the Final Programme &amp; online, sponsor logo displayed throughout the Poster Area and on the welcome page of computer screens).</td>
<td>€20,000</td>
</tr>
</tbody>
</table>
### EHRA EUROPACE TV
EHRA EUROPACE 2013 TV highlights the main scientific advances presented during the Congress providing the viewer with an overview of the congress highlights. The sponsor is acknowledged in the credits and web pages.

€50,000

### EHRA EUROPACE 2013 Mobile Application
An innovative way for a Sponsor to reach delegates by offering a mobile version of the Final Programme to enhance their onsite experience. This environmentally-friendly initiative is for smart phones & iPads. Excellent visibility for the sponsor with a dedicated desk to assist delegates in downloading the application. Includes a specific sponsor advert.

€20,000

### Final Programme Back Cover & Inside Advertisements Product
**Advertisement Opportunity**

Boost your visibility and reinforce your congress take home messages by placing an advertisement in this essential congress document. The Final Programme for EHRA EUROPACE 2013 is distributed to all delegates in the official Congress Bag and provides participants with the full scientific agenda, exhibition and satellite information. Three possibilities are available:

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price (excl. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td></td>
<td>€10,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td></td>
<td>€8,000</td>
</tr>
<tr>
<td>Inside Page</td>
<td></td>
<td>€5,000</td>
</tr>
</tbody>
</table>

### MD Conference Express – Official Highlight Report
EHRA EUROPACE 2013

A peer-review publication with a special edition reviewed by the EHRA EUROPACE Congress Programme Chair will be mailed to all attendees post congress and posted online via the ESC web site. This exclusive sponsorship opportunity provides a highly select advertisement space and abstract to extend the reach and impact of your congress activities beyond the congress.

€50,000

### Industry Guide Back Cover
**Product Advertisement Opportunity**

This user-friendly and highly popular Guide contains all the vital information on the EHRA EUROPACE 2013 Industry Partners activities for referral on site. This is a much used reference document and a prime opportunity for maximum impact advertisement on the back cover.

€15,000

### EHRA EUROPACE Congress News 2013
**Advertisement Space**

The highly popular Congress News is a daily publication providing delegates with an update on the congress news and events. Seize the opportunity to post your key congress message in this popular publication with an exclusive back page advertisement on each of the congress days.

€15,000
<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price (excl. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bookmark in Final Programme</strong></td>
<td>The exclusive Bookmark is included in the Final Programme as a practical tool for this reference document. This simple but popular delegate item provides fresh visibility for the promoting company. Price does not include production.</td>
<td>€8,000</td>
</tr>
<tr>
<td><strong>Note Pads &amp; Pens Exclusive Sponsorship</strong></td>
<td>This sponsorship will entitle the sponsor to the exclusive right to place a promotional pen and notepad with their corporate logo inside the congress bag distributed to all delegates. Sponsor is responsible for the production &amp; shipment.</td>
<td>€12,000</td>
</tr>
<tr>
<td><strong>Athens City Maps</strong></td>
<td>An industry partner can exclusively advertise their congress activities on this support and be associated with this very useful delegate item. Distributed to every delegate in the congress bag. Price includes production.</td>
<td>€20,000</td>
</tr>
<tr>
<td><strong>Delegate Bag Insert</strong></td>
<td>The Delegate Bag Insert is an invitation in the form of a advertisement for your company exhibition stand, or Industry Sessions onsite. Distributed in the official EHRA EUROPACE 2013 delegate bags. This opportunity allows you to reach the hands of every delegate on-site at the congress. Due to the limited number of Delegate Bag Inserts, be sure to reserve early. Production not included.</td>
<td>€5,000</td>
</tr>
<tr>
<td><strong>Web Link</strong></td>
<td>Create a weblink to invite delegates to your Industry Sponsored Sessions which is placed within the EHRA EUROPACE Scientific Programme Online (SPO). This invitation will communicate your congress message to delegates in two locations online.</td>
<td>€3,500</td>
</tr>
<tr>
<td><strong>Gift in Congress Bags</strong></td>
<td>Companies are invited to provide objects that will enhance the delegates’ congress experience. The items included in the official congress bag could be mints, post-it notes, calculator, etc and can be used to direct delegates to your stand. The retail value of each item must not exceed €10, all objects are subjected to approval by the EHRA EUROPACE 2013 organisers.</td>
<td>€10,000</td>
</tr>
</tbody>
</table>
Onsite Advertisements
Make an impact onsite - there will be numerous opportunities for our industry partners to promote their congress and corporate message to delegates via wall banners, flags, poster boards etc at the congress centre – a separate advertisement offer will be available shortly, please contact sponsorship@escardio.org for further details.

Programme at a Glance - Exclusive Back Page Advertisement
Place your message on this popular guide to the scientific sessions - The EHRA EUROPACE 2013 Programme at a Glance is a practical pocket guide to the congress providing delegates with a quick day-to-day view of the programme. The Programme at a Glance is designed in a practical pocket format.

Live Sessions

Live Sessions Sponsor
Exclusively sponsor the Live Session Programme and associate your company with the most interactive, innovative and high-tech sessions that the congress has to offer. Sponsorship involves:

- Onsite Sponsor acknowledgement in the Lecture Room (display signs, plasma screens)
- Onsite Sponsor acknowledgement on the ESC web site, Final Programme and Mobile Application

Booking conditions and next steps:

- Applications can be submitted as of 9 July 2012 until 5 November 2012
- Applications will be handled on a first-come, first served basis
- Download the Sponsorship Application Form from our website www.escexhibition.org
- Submit the completed and signed form to the ESC Sponsorship Team at sponsorship@escardio.org
- Cancellation fees will apply upon signature of the Order Form
Partner Services

**Function Spaces**

Function Spaces for your meeting requirements can be built in the congress centre on demand only. For information on possible room size and pricing, please contact us at industry_services@escardio.org before 28 September 2012.

**Permitted:** small and informal meetings (approx 20 people).

**Strictly forbidden:** meetings with any formal presentations for delegates.

**Rental period**
From Sunday 23 June to Wednesday 26 June 2013; each day from 08:00 to 18:00 (13:00 on Wednesday).

**Closed Industry Meetings**
During available time slots, fully furnished and AV equipped lecture rooms can be used to organise closed industry meetings which are on invitation only. The following rules apply to this meeting category:

- meeting is “closed” and on invitation only
- maximum attendance is 150 guests
- meeting is not promoted in the congress centre or in any EHRA EUROPACE 2013 publications

**Permitted meeting types:**
company staff meeting, congress briefing, investigators meeting, clinical trial updates.

**Strictly forbidden:** meetings with any formal presentations for delegates.

**Cost**
€3000 - for one 60-minute meeting; additional cost per increment of 30-minute is €1500.

**Delegate Registration**
Companies can register delegates for attendance at EHRA EUROPACE 2013 via the ESC web site (www.escardio.org) as of October 2012 for Group Registrations (minimum 9 people).

For all queries on delegate registration, contact registration@escardio.org

**Hotel Accommodation**
A large number of hotel rooms have been reserved for EHRA EUROPACE 2013 in various hotels in Athens. The ESC works with our industry partners to assist them in securing hotel rooms where circumstances permit. Please send your requirements to hotels@escardio.org. Available rooms are allocated to industry partners on a first come, first served basis.

<table>
<thead>
<tr>
<th><strong>DO NOT MISS</strong></th>
<th><strong>Important Dates:</strong></th>
</tr>
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<tbody>
<tr>
<td><strong>October 2012:</strong></td>
<td>ONLINE SERVICES OPEN</td>
</tr>
<tr>
<td><strong>20 January 2013:</strong></td>
<td>ABSTRACT SUBMISSION DEADLINE</td>
</tr>
<tr>
<td><strong>17 April 2013:</strong></td>
<td>EARLY BIRD REGISTRATION DEADLINE</td>
</tr>
<tr>
<td><strong>22 May 2013:</strong></td>
<td>ADVANCE REGISTRATION DEADLINE</td>
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<tr>
<td><strong>12 June 2013:</strong></td>
<td>PRE-REGISTRATION DEADLINE</td>
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