

# EuroEcho 20 Imaging 18

EXERCISE AND SPORT VALVULAR HEART DISEASE



EJC European Society of Cardiology

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### VENUE

MiCo - Milano Congressi Piazzale Carlo Magno, 1 - 20149 Milan, Italy



### Welcome Letter

It is our pleasure to announce that EuroEcho-Imaging 2018 will be held in Milan, Italy, from 5 to 8 December 2018.

EuroEcho-Imaging is the flagship of the European Association of Cardiovascular Imaging (EACVI) and the world's largest cardiovascular imaging congress.

This year's main themes will be 'Valvular heart disease & exercise and sport'.

The aim of EuroEcho-Imaging will be to create an exciting forum, in which both clinicians and scientists can present and discuss the **most up-to-date research and clinical findings** on the broader spectrum of **echocardiography along with the other cardiovascular imaging modalities**. Cardiologists, physicians from other specialties and imagers who use these cardiac and vascular imaging techniques will interact to discuss how to ideally use all the capabilities offered by these techniques and how to further develop them in the near future.

An educational track will run throughout the congress, featuring several specifically designed courses and sessions. Young cardiologists and researchers will be stimulated and supported through the **three Young Investigator Award competitions** (clinical, basic science, clinical case).

Also, dedicated initiatives will reward the **best original research**.

However, EuroEcho-Imaging is more than just education and science. It is also a fantastic opportunity to meet the greatest experts in cardiovascular imaging in the world, to exchange ideas and projects with colleagues who share the same clinical or scientific interest coming from all over the world. EuroEcho Imaging 2017 in Lisbon was a record-breaking edition in terms of attendance and abstracts/clinical cases presented, with a great overall feedback from participants.

We look forward to welcoming you in Milan for another great EuroEcho-Imaging!



**Prof. Bogdan A. Popescu** EACVI President



**Prof. Erwan Donal and Prof. Thor Edvardsen** EuroEcho-Imaging Scientific Programme Chairs

### EuroEcho-Imaging Key Facts and Figures

EuroEcho-Imaging 2017 Key Figures



#### EuroEcho-Imaging Past Attendance



Rank	Country	2014	Country	2015	Country	2016	Country	2017
1	Greece	248	UK		UK	228	Italy	318
2	UK	220	Spain*		Italy	215	UK	262
3	Italy	197	Greece		Germany*	204	Portugal*	260
4	Netherlands	150	Italy		Netherlands	174	Netherlands	209
5	Bulgaria	143	Netherlands		Greece	143	Romania	184
6	Romania	135	Belgium		Romania	139	Spain	175
7	Serbia	117	Poland		Bulgaria	106	Greece	137
8	France	116	Romania		Spain	101	Poland	132
9	Spain	114	France		Poland	100	Bulgaria	113
10	Poland	109	Bulgaria		Belgium	97	Germany	112

#### Delegate Origin - Top 10 countries 2014, 2015, 2016 and 2017

\* Host Country

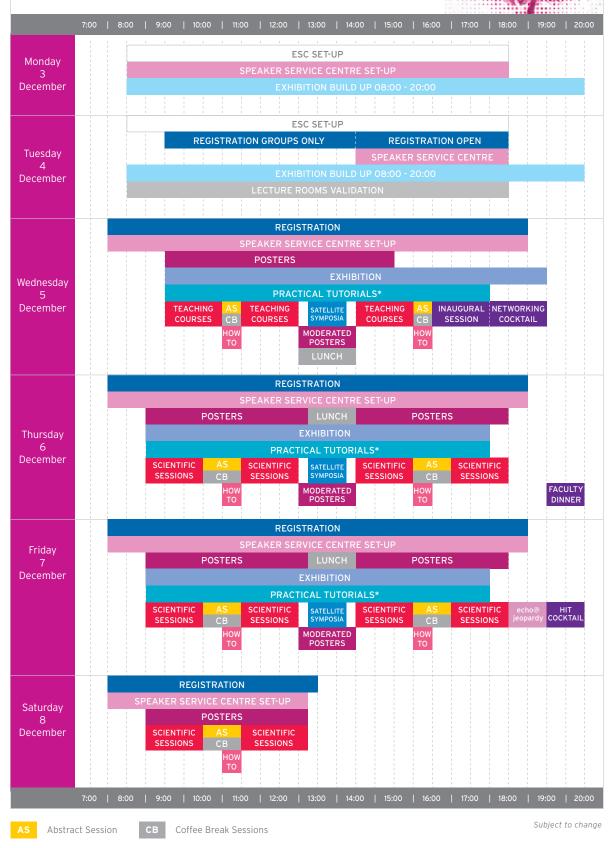
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#### Attendance Breakdown by Region

ESC Region	Vienna 2014	Seville 2015	Leipzig 2016	Lisbon 2017
Africa	0%	0%	0%	0%
Asia Pacific	11%	9%	9%	9%
ESC Countries	84%	86%	87%	86%
North America	4%	4%	3%	4%
South & Central America	1%	1%	1%	2%



### EuroEcho-Imaging 2018 Preliminary Schedule



\*Previously known as Imaging Campus



### About the EACVI

The European Association of Cardiovascular Imaging (EACVI), a branch of the ESC, is the world leading network of Cardiovascular Imaging (CVI) experts, welcoming almost 10,000 CVI professionals including cardiologists, sonographers, technicians, nurses, basic scientists and allied professionals.

The EACVI's mission is to promote excellence in clinical diagnosis, research, technical development, and education in Cardiovascular Imaging.

The EACVI is a unique structure welcoming a unified community of four imaging modalities under one entity (Echocardiography, Cardiovascular Magnetic Resonance, Nuclear Cardiology and Cardiac Computed Tomography). The Association is committed to maintaining high standards of professional excellence by:

- Providing innovative and qualitative tools for continuous medical education
- Helping to improve the standardisation of CVI practice in Europe
- Developing studies, research and clinical practices in CVI
- Supporting knowledge sharing
- Disseminating and encouraging the use of the EACVI recommendations all over the world

The collaboration of all modalities reflects the importance of moving from a technology focused to a more patient centric approach. It also allows for improved information sharing and exchange within the association.

#### Key reasons to sponsor

EuroEcho-Imaging is the world's largest cardiovascular imaging congress. Every year, this international forum welcomes leading experts who get together, discuss and present innovations and developments in the field of cardiovascular imaging. In addition to the high quality topics that have been presented during previous editions, this year's special focus will be on exercise and sport and on valvular heart disease.

#### Key reasons to attend

- Ground-breaking scientific content that provides an interactive platform for all professions interested in the EACVI core curriculum courses, patient oriented and case based lectures that address specific topics based on practical case illustrations and the integration of knowledge on cardiovascular imaging.
- Guaranteed exchange with esteemed key opinion leaders in the field and an audience that is comprised of cardiologists, cardiac ultrasonographers, anaesthesiologists, nuclear physicians, paediatric cardiologists, surgeons, scientists, engineers, nurses, general practitioners and medical technicians.
- Specific educational hands-on focus in the form of teaching courses especially dedicated to the fields of all imaging modalities.
- An active and engaged Young Community.

#### Key networking & educational opportunities

- Medical specialties sharing common or related issues are represented with the sister societies.
- Joint sessions with international scientific societies offering unique opportunities for an international audience and exchange of knowledge.
- Young cardiologists to renowned experts are present offering opportunities for dialogue with senior cardiologists as well as the future leaders of the field.
- The opportunity to present your latest developments to an enthusiastic audience while educating them.

## Exhibition

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The exhibition area will be an integral part of the congress in Milan and delegates are invited to discover the latest products and technologies on the many educational stands throughout the event.

Showcase your products, services and activities to nearly 4,000 delegates from over 90 countries.

#### **Exhibitor Space**

Seize the opportunity to provide delegates with a unique moment to catch a glimpse of the continuous imaging and technological developments in the EuroEcho-Imaging discipline by showcasing your products in the technical exhibition.

	Industry	Publishers, Booksellers
Price excl. VAT	€400/m²	€280/m²
Minimum exhibition space	9m <sup>2</sup>	6m <sup>2</sup>
Accrued points	5 points for parti	cipation & 1 point per 9m²

#### Exhibition Timetable

(may be subject to change)

Monday 3 December	08:00 - 20:00	BUILD UP		
Tuesday 4 December	08:00 - 20:00	BUILD UP		
Wednesday 5 December	09:00 - 19:00	OPEN		
Thursday 6 December	08:30 - 17:30	OPEN		
Friday 7 December	08:30 - 17:30	OPEN		
Saturday 8 December	08:30 - 13:00	CLOSED		
Saturday o December	13:00 - 20:00	DISMANTLING		

#### Exhibitor 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	General exhibitor badges	Scientific exhibitor badges	
9 and 49m <sup>2</sup>	4	4	
50 and 99m <sup>2</sup>	8	8	
100+ m <sup>2</sup>	12	12	

General exhibitor badges do not give access to EuroEcho-Imaging 2018 scientific sessions. Scientific exhibitor badges do give access to the scientific sessions of EuroEcho-Imaging 2018. Neither badge entitles the holder to get a congress bag, a certificate of attendance and do not include a journal subscription.

Price for additional General exhibitor badges: €50.00 excl. VAT

Stands spaces will be assigned in line with the accrued point ranking for applications submitted before **16/07/2018**. After 16/07/2018, stands will be assigned on a first come first served basis.

### Industry Sponsored Sessions

#### Satellite Symposia

Participating companies may organise scientific sessions during dedicated time slots, known as Satellite Symposia. These 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 200 to 600 seats.

#### Price Satellite Symposia

	Time slot	<b>Exhibitor</b> Price excl. VAT	<b>Non-exhibitor</b> Price excl. VAT	Accrued points	
Wednesday 5 December	12:45 - 13:45 (60 mins)	€28,000	€33,000	14	
Thursday 6 December	12:45 - 13:45 (60 mins)	€30,000	€35,000	15	
Friday 7 December	12:45 - 13:45 (60 mins)	€28,000	€33,000	14	

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

- Room rental
- 1 Congress News insert: the day of your session, an advert will be published in the Congress News to promote your Satellite Symposium
- Information screen
- 1 weblink

Badges for Non-Exhibitor Satellite Symposium: 4 general exhibitor badges 4 scientific exhibitor badges

#### Practical Tutorials (previously known as Imaging Campus)

Practical Tutorials offer companies a means of associating with the educational requirements of delegates in a classroom environment. These industry sponsored tutorials provide participants with an opportunity for hands-on and/or one-on-one learning from clinical and/or technical experts on specific areas of expertise.

Practical Tutorials are organised in rooms of 80m<sup>2</sup>, up to 24 pax in classroom or 45 pax in row, per session maximum. **One room is allocated per company for the duration of the congress (3 days).** 

The following items are included in the price of Practical Tutorials:

- Room rental
- 1 Congress News insert: each day, an advert will be published in the Congress News to promote your Practical Tutorials
- 1 weblink

The room includes a standard set-up.

Practical Tutorials organisers are responsible for additional furniture, AV equipment and catering arrangements.





#### All prices are excluding VAT

Price excl. VAT	Accrued points			
€21,000	8			
€26,000	10			
	€21,000			

Badges for Non-Exhibitor Practical Tutorials:

4 general exhibitor badges

4 scientific exhibitor badges

#### 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.
- Industry Sponsored Sessions will be assigned in line with the accrued point ranking.
- Industry Sponsored Sessions programmes will be published in the EuroEcho-Imaging Final Programme, Industry Programme, in the Scientific Programme & Planner (SPP) and on the Mobile App.
- All Industry Sponsored Sessions programmes are subject to EuroEcho-Imaging Congress Programme Committee approval.

Rooms are assigned in line with the accrued point ranking for applications submitted before **16/07/2018**. After 16/07/2018, rooms will be assigned on a first come first served basis.

### Sponsorship

EuroEcho-Imaging congress is evolving towards an eco-friendly congress format. A wide range of digital 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 profession.

Please note: the use of product names, identifying product logos, misleading names that could be perceived as product names, registered trademarks are strictly limited and are only permitted for products and services where product promotion is clearly stated.

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Product	Description	Focus	Price / Accrued Points
MINING CONTRACTOR	Best of EuroEcho-Imaging Congress 2018 webinar	Launched in January as part of the EACVI's live	Eligible for Grants
	Prof. Bogdan Popescu, Prof. Erwan Donal and Prof.	educational offer	Multi-
	Thor Edvardsen will offer their expert opinions based on the key messages of the EuroEcho-Imaging congress themed this year on the topic "Valvular heart disease & exercise and sport". This one hour live session will take place in January 2019 and will offer	2017 participation: 390 live participants 1.000+ video on demand	sponsorship is sought for a minimum of €5,000 per sponsor
	key insights to the international community on the key congress take-home messages. The recording of this session will be available on the ESC website.	views	2 points per increment of €5,000
······································	eBlast	Pre-Congress: emailed to	€6,500
	Promote your exhibition space or sponsored sessions to all EuroEcho-Imaging 2018 pre-registered delegates	pre-registered delegates* (~2,300 in 2017)	1 mailing
Autoreau     Autoreau       Autoreau     Autoreau       Autoreau     Autoreau       Autoreau     Autoreau       Autoreau     Autoreau       Autoreau     Autoreau	a few days prior to the congress to increase awareness surrounding your activities with the pre-congress eBlast. The delegate will be able to open a PDF enlarged version of each sponsor advert by clicking on the advert visual or the session title.	Post-Congress: emailed to registered delegates* (~2,800 in 2017) as well as our entire EACVI database*	3 points
Abore a contraction of	Our post-congress eBlast is the ideal way to remain in the spotlight once the event is over by promoting your activities and association with the congress to a broad audience.	(~3,500). Note that EACVI members who attended the Congress are counted as delegates.	
Reme manage of the second seco	Three emailing dates eBlast #1 : 28/11/2018 (before the congress) eBlast #2 : 04/12/2018 (before the congress) eBlast #3 : 18/12/2018 (after the congress)	Product advertising permitted for exhibition adverts only	
	*The figures are based on the number of registered delegates and members who have accepted to receive ESC emailings at the time of the eBlast.		
	EuroEcho-Imaging Congress News	No Product Advertising	€5,000
	(Printed version) The EuroEcho-Imaging Congress News is the official	Exclusive sponsorship	Back cover advert per da
	congress newspaper distributed onsite. It contains the latest news on echocardiography & other imaging modalities, including congress highlights, and presents an exceptional opportunity for a sponsor to advertise on the back cover.	Excellent visibility for the sponsor: 3,300 copies over 3 days	2 points
EuroEcho Imaging2017	EuroEcho-Imaging e-Congress News	No Product Advertising	€5,000
Corpus (bit) the - Hermann & Reimber In today's congress news - A unique opportunity for experts across the globe to discuss multiple inaging techniques	This digital version of the EuroEcho-Imaging Congress News will be emailed to delegates daily with the most up to date information regarding EuroEcho-	Exclusive sponsorship	2 points
$ \begin{array}{c} \label{eq:result} \\ \mbox{wight} \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \$	Imaging 2018.	Excellent visibility for	
Don't miss these sessions today	Take the opportunity to extend your visibility to	the sponsor: emailed to	
Res = 100-035 / 102 (Res = 100 (Res = 1	delegates with an advert.	all registered delegates with a valid email address	
		every day of the Congress	





Product	Description	Focus	Price / Accrued Points
	<ul> <li>EuroEcho-Imaging 2018 Mobile App</li> <li>Provide delegates with this indispensable tool and showcase your company's involvement in our dedicated sponsor section which includes: <ul> <li>Your advertisement in the form of sliding banners (up to 4 banners - product advertisement permitted)</li> <li>Details of your sponsored sessions (which are also highlighted in the daily schedule section)</li> <li>Stand positioning</li> <li>Your activities on site</li> <li>Contact details</li> </ul> </li> <li>This environmentally-friendly initiative is rapidly becoming the platform of reference for delegates who wish to have the Congress at the tip of their finger. With this mobile device tool, delegates are able to: <ul> <li>Consult the daily updated Final Programme</li> <li>Build their schedule with their sessions of interest</li> <li>Receive your Splash Screen &amp; Push Notification adverts</li> <li>Navigate through the venue thanks to the intuitive floorplan</li> </ul> </li> <li>Provide delegates with this indispensable tool and showcase your company's involvement in our highly visible dedicated sponsor section which details your sponsored sessions as well as your exhibition positioning.</li> </ul>	Product advertising permitted in sponsor button only Exclusive sponsorship Launched as of June 2018 Life span: 6 months before the congress, and during the congress Downloaded by over 3,400 delegates (in 2017)	€15,000 (Price including production) 7 points
	<ul> <li>Mobile App Splash Screen &amp; Push Notifications</li> <li>This virtual Splash Advert is an innovative way for session organisers to reach out to delegates by offering catchy versions of their adverts in the Mobile App. The advert promotes your sessions for 4 seconds before it is closed both when the Mobile App is launched and once an update is accepted.</li> <li>In addition to this, the Push Notification (linked to the related Splash Advert) will add a link to your scientific programme to the device's newsfeed in chronological order, thus making your Satellite Symposium the absolute "Do not miss" session of the day.</li> </ul>	Reach & audience: all delegates having downloaded the EuroEcho-Imaging 2018 Mobile App (3,400 in 2017) No Product Advertising Lifespan: congress	€5,000 (Price including production) 2 points
	<ul> <li>Programme at a Glance back cover</li> <li>Second to none in terms of practicality in paper format, this popular and essential pocket guide fits in the Delegate Badge Holder which every attendee receives on their first day at the congress. Place your message on the back cover of this concise and efficient day-to-day programme and ensure your company name is seen as frequently as the Programme at a Glance is taken out of the Badge Holder.</li> <li>A digital version of the Final Programme will be available on www.escardio.org. The only printed document at EuroEcho-Imaging 2018 is the Programme at a Glance.</li> </ul>	Exclusive Sponsorship Product advertising permitted Lifespan: permanent archive/ reference material	€12,000 6 points

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roduct	Description	Focus	Price / Accrued Points
An and a set of a low of domains of the set	Screencast (voice and slides) Purchase recordings from your Satellite Symposium for your own promotional purposes. Use the database you have assembled onsite and over the years to extend the reach of your congress activities. The screencast will capture the speaker's voice and slides (no video).	Lifespan: permanent archive/reference material	€2,500 1 point
	Screencast files will be sent to sponsors after the congress. You are obliged to use the services of the Speaker Service Centre to avail of this product.		
1 1000	Onsite educational content does not stop in Milan: eBlasts can promote screencasts and ensure the spotlight is kept on your activities even after the Congress has come to a close.		
3	Webcast	Lifespan: congress & permanent congress	€8,500
Fic Corpe Access values darres & re	Extend the reach of your Satellite Symposium to all those who were not able to attend your Satellite Symposium (or even the congress itself) by posting the	resources, via the new ESC 365 platform.	4 points
	webcast of your session on the new ESC 365 platform. The use of the speaker service centre is mandatory.	🔊 ESC 365	
	Exceptions are subject to ESC approval with an increase in the price offer.	Available for Satellite Symposia only. Price valid for equipped	
A PATA	Webcasts are uploaded within 24 hours of the session	rooms.	
	maximum. The ESC will provide webcast sponsors with the video files after the congress.	Special price available on request for non-equipped rooms.	
	Onsite educational content does not stop in Milan, webcasts can be promoted in post-congress eBlasts.		
3	Onsite advertising Various opportunities for on-site promotion and	Lifespan: during congress High visibility	
ESC Congre	advertisements in the form of panels, banners, towers and other items may be available.		
	and other items may be available.	Please contact us for further details at	
Contraction of the local division of the loc	apartid by ℃ vic	industry@escardio.org	

#### Reminder:

None of the sponsorship and advertising opportunities listed in this chapter are open to product promotion unless clearly indicated; corporate names and logos are allowed but product names, product logos, trademarks or misleading references will be refused by the ESC.

Sponsorship items are assigned in line with the accrued point ranking for applications submitted before **16/07/2018**. After 16/07/2018, sponsorship items will be assigned on a first come first served basis.

### Partner Services



#### Meeting Rooms

The ESC allows companies to host a limited number of guests and organise small and informal meetings (up to approximately 20 pax) in a range of rooms reserved for 3 days, available within the congress centre. Hands-on and training of products/therapies and demonstrations of equipment are not permitted in Meeting Rooms (please refer to Practical Tutorials for these activities). These rooms are only available to persons bearing their badge.

Companies are responsible for additional furniture, AV equipment and catering arrangements with the official congress venue suppliers, at their own expense.

#### Rental costs for Meeting Rooms

€5,000 (excl VAT)

Accrued Points: 2

#### 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. These rooms are only available to persons bearing their badge.

The following rules apply to this meeting category:

- Meeting is "closed" and on invitation only.
- Maximum attendance is 200 guests.
- Meeting is not promoted in the congress centre or in any EuroEcho-Imaging 2018 publications.

#### Permitted meeting types:

Company staff meeting, congress briefing, investigators meeting, clinical trial updates.

#### Strictly forbidden:

Meetings with any formal presentations for delegates.

#### Cost excl. VAT

60 minute meeting€3,000Additional cost per increment of 30 minutes€1,500

Rooms are assigned in line with the accrued point ranking for applications submitted before **16/07/2018**. After 16/07/2018, rooms will be assigned on a first come first served basis.

• EuroEcho-Imaging 2018 Industry Prospectus

### Key Dates

31 May 2018 30 September 2018 31 October 2018 28 November 2018 05 - 08 December 2018 Abstracts & cases submission deadline Early registration deadline Late registration deadline Last Minute registration deadline EuroEcho-Imaging 2018

### Industry @ EuroEcho-Imaging 2017

The EACVI gratefully acknowledges the valuable involvement of the following organisations in EuroEcho-Imaging 2017 through their participation in the Exhibition, Industry Sponsored Sessions and Sponsorship:

3D Systems Simbionix Abbott Bioscientifica Bracco Canon Medical System Europe GE Healthcare HeartWorks by MedaPhor Ltd HITACHI Medical Systems Europe AC Lantheus Medical Imaging Inc Medical Simulation Technologies Medis Medical Imaging Systems BV Novartis Farma Oxford University Press Philips Healthcare TOMTEC IMAGING SYSTEMS GMBH Tristel Solutions Limited Ultraling Healthcare Solutions Inc. Usono B.V. Ventripoint Diagnostics Ltd.

### Accrued Point Ranking 2018

The accrued point system was established to recognise long term investment in the EuroEcho-Imaging congress. Points are accumulated over a 4 year period and products are assigned on a priority basis in line with the ranking.

Ranking		EuroEcho-		EuroEcho-		EuroE	cho-Imaq	jing 2017		Total	Total
2018	Company Name	Imaging 2014		g Imaging 2016	Exhibition	Rooms	Sponsored Session	Sponsorship	Registration	2017	2014- 2017
21	3D Systems Simbionix			6	6						12
7	Abbott Vascular	20	20				4	+	1	5	45
27	Anatomage Inc.			6						0	6
3	Bracco	24	25	24	7		15	4		26	99
16	CAE Healthcare	6	6	6						0	18
4	Canon Medical System Europe	10	25	25	9	L	2	15		26	86
27	Cardea Software Inc.	6								0	6
21	Circle Cardiovascular Imaging	6	6							0	12
21	Cleveland Clinic Abu dahbi		6	6						0	12
10	Edwards Lifesciences	13	12	5		L		       		0	30
13	ESAOTE	7	13							0	20
11	FUKUDA DENSHI	6	12	6						0	24
2	GE Healthcare	17	37	36	10	8	6			24	114
27	HeartWorks by MedaPhor Ltd				6					6	6
7	Hitachi Medical Systems Europe Holding AG	21	7		10	2		5		17	45
21	InHealth Group		6	6						0	12
18	Lantheus Medical Imaging Inc			6	7					7	13
21	Medical Simulation Technologies			6	6					6	12
27	Medical University of Lublin			6			- L	1 1 1		0	6
13	MediMatic	6	7	7		L		1 1 1		0	20
18	Medis Medical Imaging Systems			6	6	     	     			6	12
27	MEDIX,S.A		6							0	6
27	MIDES GmbH			6						0	6
18	Mindray Medical		6	7				1		0	13
1	Philips Healthcare	35	27	28	10	6	19	1		36	126
27	Pie Medical Imaging			6		L				0	6
6	SERVIER		20	14	6		14			20	54
21	Shire		6	6						0	12
5	Siemens AG Healthcae Sector	12	25	11	11		14	1 1 1		25	73
9	TOMTEC IMAGING SYSTEMS GMBH	7	7	13	8	L	6			14	41
13	Tristel Solutions Limited		6	7	7					7	20
16	Ultraling Healthcare Solution Ltd		6	6	6					6	18
38	United Therapeutics Europe Ltd			4						0	4
37	University of Washington		5					+		0	5
27	Usono B.V.				6					6	6
27	Valtech Cardio GmbH			6			· · · · · · · · · · · · · · · · · · ·			0	6
27	Ventripoint Diagnostics Ltd.				6						6
11	Wisepress Medical Bookshop	6	6	6	6					6	24



For all other information please contact: **European Society of Cardiology** The European Heart House Les Templiers, 2035 route des colles CS 80179 Biot, 06903 Sophia Antipolis Cedex, FRANCE Tel: +33 (0)4 92 94 76 00 Fax: +33 (0)4 92 94 76 01 Website: escardio.org/EACVI