

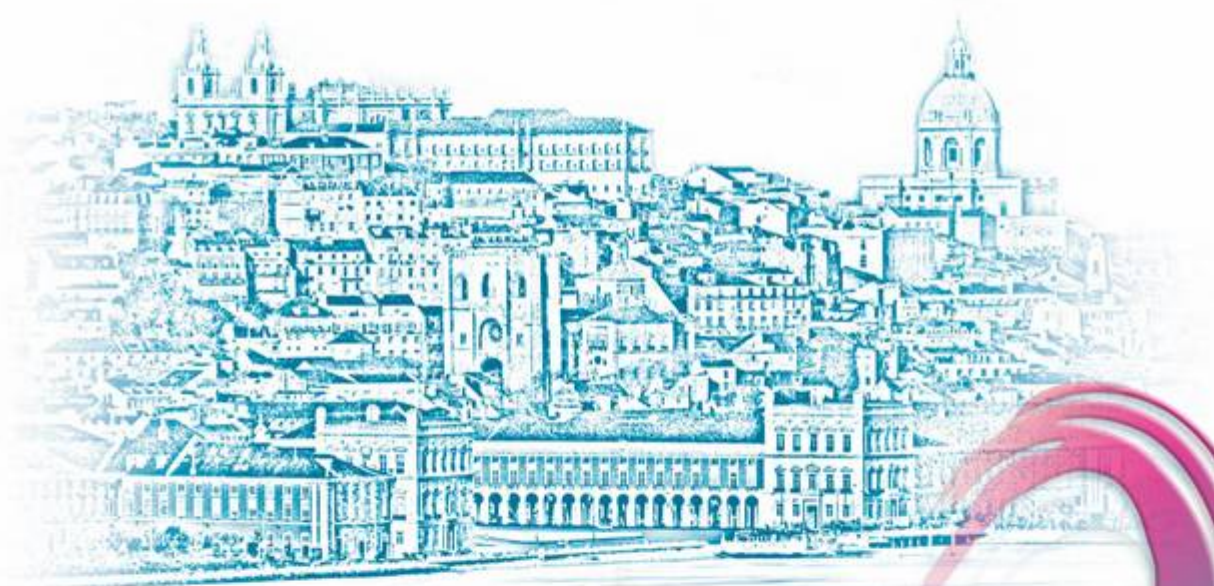


# EUROECHO 2007



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

## Portugal **Lisbon** 5-8 DECEMBER 2007



### INDUSTRY PROSPECTUS

HCM- D3283

[www.euroecho.org](http://www.euroecho.org)

## EUROECHO 2007 Industry Partners & Promotion Opportunities

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EUROECHO 2007 gathers together healthcare professionals specialising in echocardiography & cardiac ultrasound.

Industry Partners will reach an international delegate audience using this unique opportunity to showcase their products and services to specialists in their respective fields.

Participating companies and their products will be associated with, and contribute to, the high quality scientific and clinical content of the congress.

### **IMPORTANT NOTICE**

The accrued points system has been slightly modified to better respond to exhibitors and sponsors needs.

### Spending points

The Accrued Points priority system will only apply before the official application deadline.

After the official application deadline has passed, stands and satellite timeslots will be assigned on a first come, first served basis.

### How to Accrue Points

Exhibition:	1 point per 9m <sup>2</sup> stand space taken; + 5 points for participation
Satellite Symposium:	10 points
User Group Session:	5 points
Advertisement and Sponsorship:	1 point per €2,000 spent

The following pages offer an overview as to how your company may participate at EUROECHO 2007. Don't hesitate to contact us should you have special requirements.

*All prices are in Euros and exclusive of VAT*

*Photos are for illustrative purposes only*

## Exhibition Space

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The exhibition will be held in Pavilion 1 on Level 0, close to the Registration Area.



- Stands will be assigned according to the Accrued Point System. After the official stand application deadline has passed, stands will be assigned on a "first come first served" basis.
- Exhibition Guidelines will be available in July
- Application Forms are available at the end of this document
- Minimum exhibit space rental is 9m<sup>2</sup>

Price for space only: € 380 per m<sup>2</sup>

Price for Publishers: € 250 per m<sup>2</sup>

Deadline for Stand Space Application: 31 May 2007

After this date, no priority is given to applications from accrued points holders.

Accrued Points awarded: 1 point / 9m<sup>2</sup> + 5 points for participation

Exhibitor Badges: Exhibitors are entitled to a number of free badges:

9 to 49m<sup>2</sup> 8 free badges

50 to 99m<sup>2</sup> 16 free badges

> 100m<sup>2</sup> 24 free badges

Price for additional Badges: € 35/badge

## Satellite Symposia

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A limited number of time slots are available for Satellite Symposia to be organised by Companies during the EUROECHO congress. Time-slots will be assigned according to the Accrued Point System of the EUROECHO congress. After the official satellite application deadline has passed, all timeslots will be assigned on a "first come first served" basis.

Satellite Symposia programmes will be published in the EUROECHO Final Programme, the EUROECHO Scientific Programme Online and on the EUROECHO Web Site: [www.euroecho.org](http://www.euroecho.org)

The cost of a Satellite Symposium includes one hostess as well as access to and use of the audiovisual equipment in the room. The list of equipment will be communicated upon room assignment.

Satellite Symposium € 20,000 + room rental  
(10% discount on 2<sup>nd</sup> symposium)

- Accrued Points awarded: 10
- Sessions have duration of 60 or 90 minutes
- Room capacity: 300 to 800 pax
- A minimum stand space of 9m<sup>2</sup> is required

Available timeslots:

- Thursday 6 December 2007 12.45 – 13.45

- Thursday 6 December 2007 18.15 – 19.45

- Friday 7 December 2007 12.45 – 13.45

- Friday 7 December 2007 18.15 – 19.45

Deadline for application: 31 May 2007

Cost of additional equipment, furniture, food and beverages will be at the expense of the Company sponsoring the Session.

## User Group Sessions

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The EAE invites companies active in the field of cardiovascular ultrasound and echocardiography to organise special, hands on training sessions and/or interactive technological demonstrations as part of the annual EUROECHO congress. These sessions, known as User Groups, are an ideal platform for companies developing or marketing medical devices and equipment. Only companies with a confirmed satellite symposium or EUROECHO new companies can apply

User Group Session € 10,000

- Accrued Points awarded: 5
- Sessions have duration of 60 or 90 minutes
- Room capacity: 250 pax

Deadline for application: 31 May 2007

Cost of equipment, furniture, food and beverages will be at the expense of the Company sponsoring the Session.

## Function Spaces

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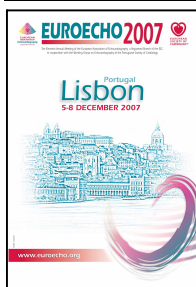


Function Spaces are available in the Lisbon Congress Centre for companies wishing to meet their guests during the conference. No training, exhibiting or demonstrations of products/therapies may take place in the function space. Planned activities must be submitted in writing to the organisers for approval. Companies are responsible for equipment and catering arrangements.

Various Congress Packages are available, options and fees upon request.

## Advertisements

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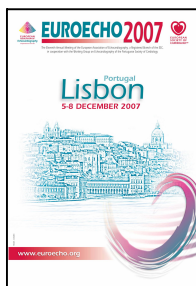


**Advance Programme**  
Containing the detailed Scientific Programme of EUROECHO 2007; more than 15,000 cardiologists will receive a copy of the Advance Programme either as hard copy or email delivery. This is the only Congress Programme available from April 2007 until the congress opens in December.

Exclusive Back Cover Advertisement: € 13,500

Accrued Points awarded: 6 points

Deadline for Application: 20 April, 2007



**Final Programme**  
Detailed Programme for EUROECHO 2007 in printed version, with full Scientific agenda, Exhibition and Symposia information together with Congress References. Copies within congress bags (2,800).

Back Cover Advertisement: € 7,500 (3 points)

Inside Cover Page Advertisement: € 5,000 (2 points)

Inside Page Advertisement: € 3,500 (1 point)

Deadline for application: 1 August, 2007

Advance & Final Programme Exclusive Sponsorship: € 25,000 (12 points)

Deadline for Application: 20 April, 2007

Bookmark in the Final Programme

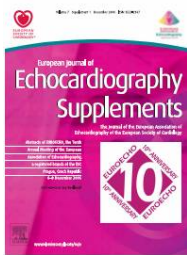
Price upon request

Belly Band around the Final Programme

Price upon request

## Abstract Book

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The Abstract Book supplement to the EUROECHO Journal is distributed to all participants and will also reach all the subscribers to the Journal.

Inside Page: € 5,000 (2 points)  
2<sup>nd</sup> Cover: € 7,500 (3 points)  
Back Cover: € 10,000 (5 points)  
Exclusive sponsor package, price upon request

Deadline for Application: 1 August, 2007

## Abstract CD-Rom

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Exclusive Sponsorship of the Official EUROECHO 2007 Congress Abstract CD-Rom. Contains all accepted Abstracts at EUROECHO 2007 and will be available on site during the congress. Redemption vouchers within delegate bags guide delegates to visit the Sponsor's booth (sole collection point).

Exclusive Sponsorship: € 40,000 (20 points)

Deadline for Application: 1 August, 2007

## Web Link

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Active Link between the EUROECHO 2007 Web Site and a web page created by your company. The "Promotional Material Web Link" is ideal to promote your company's exhibit and / or symposium. May be used only to inform participants about activities during the upcoming EUROECHO 2007 Congress.

Price for 1 Web Link: € 1,000

## Congress Bags

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Add your company name to the EUROECHO 2007 congress bag as its sole sponsor! Units supplied: 2,800.

Exclusive sponsorship: € 20,000 (10 points)  
*(Incl. production cost)*

Deadline for Application: 1 August, 2007

## Badge Laces/Lanyards

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Exclusive sponsorship of the official Congress Badge Lanyards, with company name and Logo. Units supplied: 2,800.

Exclusive sponsorship: € 15,000 (7 points)  
*(Including production cost)*

Deadline for Application: 1 August, 2007

## Writing Pads & Pens

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The Official Congress Notepads and Pens, within Congress Bags, ensuring your Corporate Logo and name receive daily attention.

Units supplied: 2,800.

Exclusive sponsorship: € 12,000 (6 points)  
*(Including production cost)*

Deadline for Application: 1 August, 2007

## Delegate Bag Insert

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Advertise your Exhibit, Symposium or User Group meeting within the congress bag using your company's own communication style.

Price for 1 page insert:	€ 5,000 (2 points)
Deadline for Application:	1 August, 2007

## Social Sponsorship

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Faculty Dinner	Exclusive sponsorship:	€ 20,000 (10 points)
President's Dinner for National Societies of Echocardiography.	Exclusive sponsorship:	€ 20,000 (10 points)
Cyber Café/Web Space	Exclusive sponsorship:	Price upon request
Coffee Breaks	One day:	€ 1,500
	Entire congress (x5):	€ 5,000 (2 points)

## Industry Welcome Desk

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Welcome your clients and staff at a dedicated desk in the Registration Area.  
Price upon request

## Educational Grant Support

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Industry are invited to "associate" with the Scientific Programme of EUROECHO 2007, or a specific session within it, on the following strict guidelines:

An Unrestricted Educational Grant demonstrates a company's support and association with an aspect of the Scientific Programme. This does not offer the opportunity to influence the session planning (e.g. 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 EAE to permit the company to associate in name with a session already defined as part of the EUROECHO scientific programme.

In supporting the session, in the form of an Unrestricted Educational Grant, the company will be recognised by the following phrase wherever the session is detailed on any EAE programme: "Supported by Company x in the form of an unrestricted educational grant".

Acknowledgement of Unrestricted Educational Grant will be noted as follows:

- 1) Under the relevant session listed in EUROECHO 2007 Advance Programme and Final Programme; both online and printed versions.
- 2) Under the Industry Partner heading in the EUROECHO 2007 Advance Programme and EUROECHO 2007 Final Programme, Printed version and Online.

The Supporting Industry may not advertise or promote their association by Academic Sponsorship.

Unrestricted Educational Grant:	€ 10,000 per session
Accrued Points awarded:	5

For further information or consultation on how to support EUROECHO 2007 with an Educational Grant, please contact [EEsponsorship@escardio.org](mailto:EEsponsorship@escardio.org)  
Tel.: +33 (0)4 92 94 86 68 or fax +33 (0) 4 92 94 76 26.

# EUROECHO 2007– Information for Exhibitors & Industry Partners

## EUROECHO 2007 OPENING HOURS

### Registration and Hotel desks

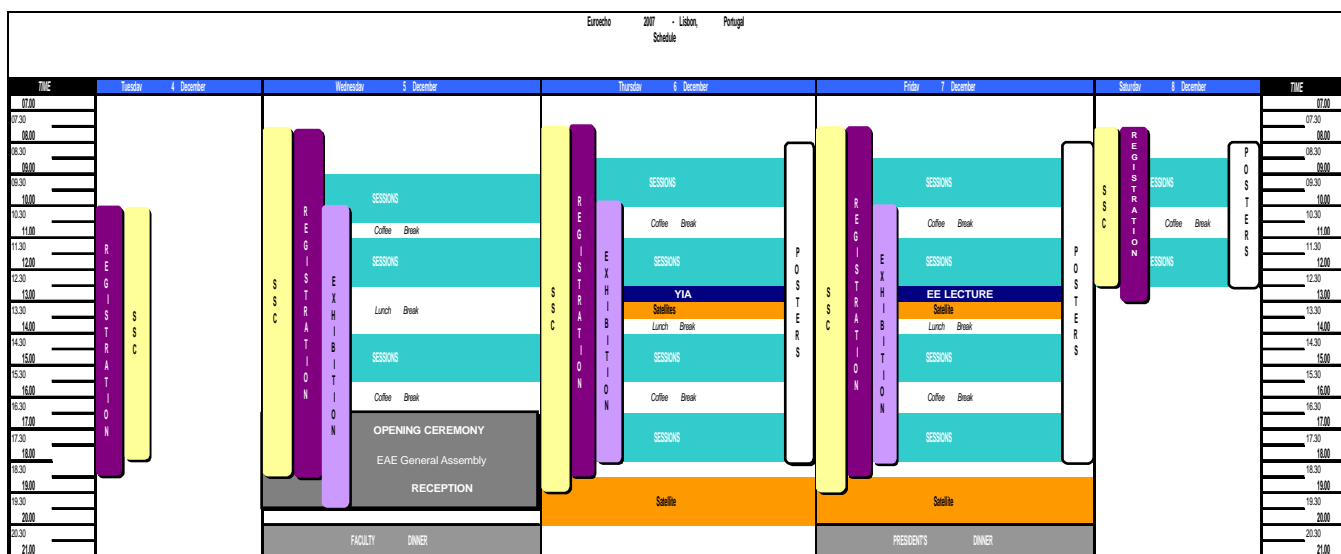
Tuesday 4 December 2007	10:00 – 18:30 (Group badge pick-up)
Wednesday 5 December 2007	07:30 – 18:30
Thursday 6 December 2007	07:30 – 18:30
Friday 7 December 2007	07:30 – 18:30
Saturday 8 December 2007	07:30 – 13:00

### Exhibition

Tuesday 4 December 2007	Closed
Wednesday 5 December 2007	10:00 – 19:30
Thursday 6 December 2007	09:30 – 18:00
Friday 7 December 2007	09:30 – 18:00
Saturday 8 December 2007	Closed

### Scientific Sessions

Tuesday 4 December 2007	Closed
Wednesday 5 December 2007	09:00-10:30 / 11:00-12:30 / 14:00-15:30
Thursday 6 December 2007	08:30-10:00 / 11:00-12:30 / 14:00-15:30 / 16:30-18:30
Friday 7 December 2007	08:30-10:00 / 11:00-12:30 / 14:00-15:30 / 16:30-18:30
Saturday 8 December 2007	08:30-10:00 / 11:00-12:30



## ACKNOWLEDGEMENTS

All Exhibitors and Industry Partners of the EUROECHO 2007 congress will be acknowledged in the EUROECHO 2007 Final Programme and on the EUROECHO 2007 Web Site.

## PRODUCT DESCRIPTION

All Exhibitors and Industry Partners will appear in a company listing and have a Product Description in the EUROECHO 2007 Final Programme (maximum 100 words).

## FORTHCOMING EUROECHO GUIDELINES FOR INDUSTRY PARTICIPATION

The EUROECHO 2007 Industry Guidelines will be released to Industry over the coming weeks. Therein you will find listed:

- Exhibition Guidelines and Procedures
- Satellite Symposia Guidelines and Procedures
- User Group Sessions Guidelines and Procedures
- Educational Grant Information
- Registration and Accommodation references and contacts
- Related Terms and Conditions

## INDUSTRY TERMS & CONDITIONS

All Terms and Conditions will be detailed in the forthcoming Guidelines for Industry participation for EUROECHO 2007.

## APPLICATION FORMS FOR STAND SPACE, SATELLITE SYMPOSIA & SPONSORSHIP

All Exhibition, Satellite and Sponsorship forms should be completed, signed and returned no later than the given deadlines.

Should you require any further information regarding the application process, please contact us at [EEsponsorship@escardio.org](mailto:EEsponsorship@escardio.org).



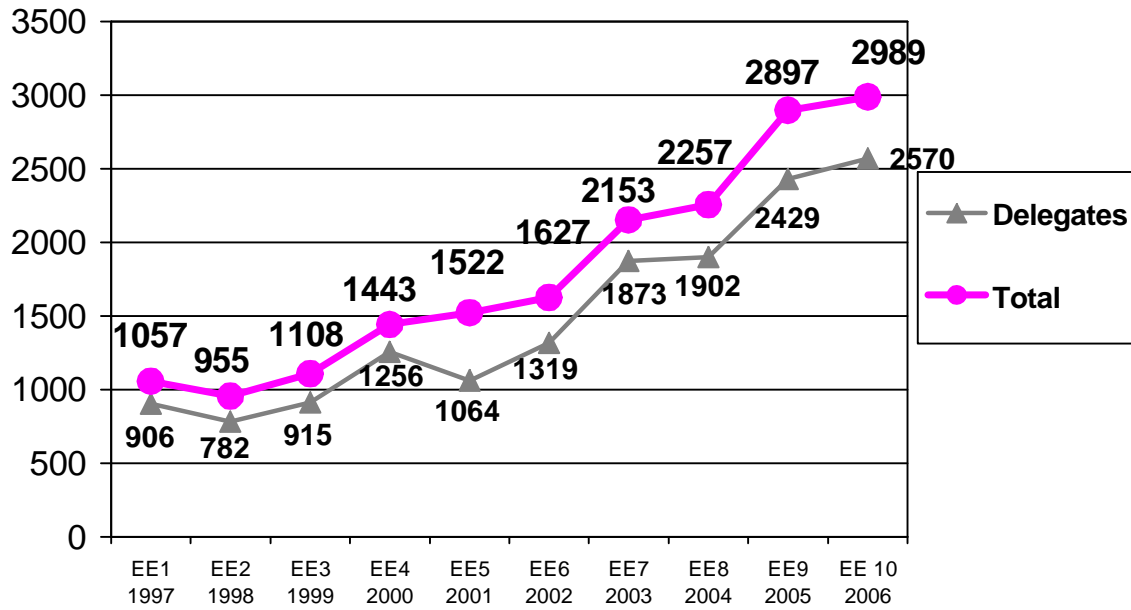
## EUROECHO 2007– Contacts

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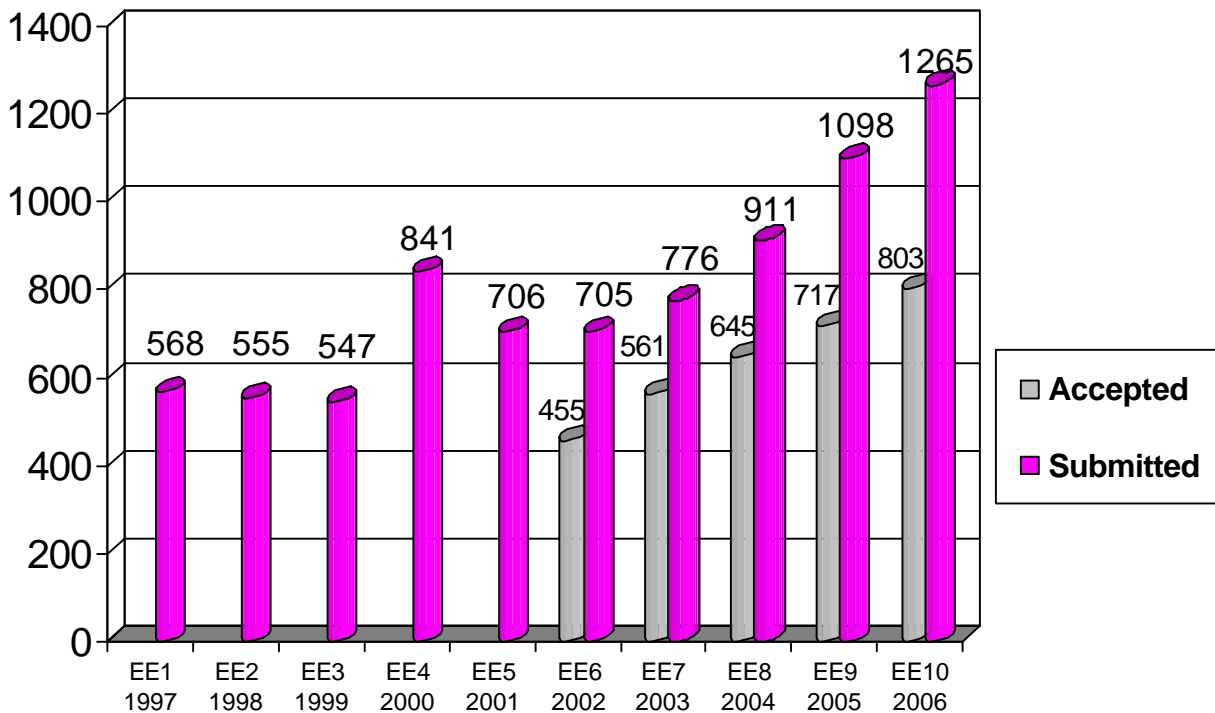
Conference Venue:	Lisbon Congress Centre Praça das Indústrias 1300-307 Lisbon, Portugal Web Site: <a href="http://www.aip.pt">www.aip.pt</a>
EUROECHO 2007 Secretariat:	European Society of Cardiology –ESC The European Heart House 2035 Route des Colles Les Templiers – BP 179 06903 Sophia Antipolis, France Tel.: +33 (0)4 92 94 76 00 Fax: +33 (0)4 92 94 76 01 E-mail: <a href="mailto:euroecho@escardio.org">euroecho@escardio.org</a> Web Site: <a href="http://www.euroecho.org">www.euroecho.org</a>
Exhibition:	Tel.: +33 (0)4 92 94 77 55 Fax.: +33 (0)4 92 94 76 26 E-mail: <a href="mailto:EEexhibition@escardio.org">EEexhibition@escardio.org</a>
Sponsorship:	Tel.: +33 (0)4 92 94 86 78 Fax: +33 (0)4 92 94 76 26 E-mail: <a href="mailto:EEsponsorship@escardio.org">EEsponsorship@escardio.org</a>
Satellite Symposia & User Groups:	Tel.: +33 (0)4 92 94 18 25 Fax: +33 (0)4 92 94 76 26 E-mail: <a href="mailto:satellite@escardio.org">satellite@escardio.org</a>
	<i>Deadline for abstract submission: 31 May 2007.</i>
Registration Department:	Tel.: +33 (0)4 92 94 76 12 Fax: +33 (0)4 92 94 76 16 E-mail: <a href="mailto:EEregistration@escardio.org">EEregistration@escardio.org</a>
Hotel Department:	Tel.: +33 (0)4 92 94 76 43 Fax: +33 (0)4 92 94 76 16 E-mail: <a href="mailto:EEhotel@escardio.org">EEhotel@escardio.org</a>
Web Site	<a href="http://www.euroecho.org">www.euroecho.org</a> <a href="http://www.escardio.org/congresses/EE/EE07/">http://www.escardio.org/congresses/EE/EE07/</a>
Congress Dates:	Start Date: 05/12/2007 End Date: 08/12/2007

## EUROECHO Figures

### EUROECHO Past Attendance



### EUROECHO Scientific Abstracts



## EUROECHO History – Industry Partners 2001-2006

INDUSTRIES	EE 5	EE 6	EE 7	EE 8	EE 9	EE 10
	2001 Nice	2002 Munich	2003 Barcelona	2004 Athens	2005 Florence	2006 Prague
Actelion						X
AGFA Geveart NV			X	X	X	X
Aloka Holding Group Europe AG	X	X	X	X	X	X
ASE			X	X	X	
Amersham Health	X	X				
Blackwell Futura Ltd		X	X	X	X	X
Bracco Imaging S.p.A	X	X	X	X	X	X
Bristol-Myers Squibb Medical Imaging						X
EBAC / EBSC					X	
Elsevier Science		X	X	X	X	
Esaote S.p.A		X			X	
European Society of Cardiology	X	X	X	X	X	
Fabry						X
Fukuda Denshi Europe	X	X	X		X	
Futura Publishing Inc.	X					
G. Christofilopoulos SA				X		
GE Medical Systems Ultrasound	X	X	X	X	X	X
Guidant Europe	X	X	X			
Hitachi Medical Systems Europe Holding AG	X	X	X	X	X	X
Kontron Medical SAS	X					
Medcon Ltd		X				
MediAVentures	X					
Medex Research					X	
Medimatic-Intelligent Images S.r.l.	X	X	X	X	X	X
Medison Co, Ltd					X	
Medispec						X
Medrad						X
Medtronic			X	X	X	X
Menarini					X	
Philips Medical Systems	X	X	X	X	X	X
Schering AG	X					
Siemens AG Medical Solutions	X	X	X	X	X	X
Sonosite Ltd.			X		X	X
Springer					X	
Taylor & Francis					X	
Technomedics Assets S.A.				X		
TKT Europe 5S AB					X	
TomTec Imaging Systems GmbH	X	X	X	X	X	X
Toshiba Medical Systems BV	X	X	X	X	X	X
Visualsonics			X			
W.B. Saunders	X					
Wisepress		X	X	X	X	X