

# INDUSTRY PROSPECTUS

# FRONTIERS IN CARDIOVASCULAR BIOLOGY

Second Meeting of the ESC Council on Basic Cardiovascular Science



**LONDON**  
30 MARCH - 1 APRIL  
**2012**  
**FCVB**

[www.escardio.org/FCVB](http://www.escardio.org/FCVB)

**ESC Working Groups on:** Atherosclerosis and Vascular Biology - Cardiac Cellular Electrophysiology - Cardiovascular Pharmacology and Drug Therapy - Cellular Biology of the Heart - Coronary Pathophysiology and Microcirculation - Development, Anatomy and Pathology - Myocardial Function - Thrombosis  
**Sister Societies:** European Vascular Biology Organisation - International Society for Heart Research European Section - European Council for Cardiovascular Research - European Society for Microcirculation - European Atherosclerosis Society - Association for European Cardiovascular Pathology



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## **Welcome Address**

### ***FCVB London 2012 – a scientific Olympics!***



*Our second Frontiers in CardioVascular Biology meeting is taking shape for London 2012, with a Programme designed by a unique federation of 14 European basic science societies and supported by the European Society of Cardiology (ESC). We aim to continue the ideals of the first meeting, in Berlin 2010, to bring the best and newest science to the cardiovascular arena.*

*Within a wide-ranging Programme, themes of Bioimaging, Degeneration and Regeneration, and Inflammation will be highlighted. Invited speaker presentations will be mixed with shorter talks selected from submitted abstracts, ensuring both the most recent data and strong involvement of younger speakers. Poster sessions will be central in both position and timing. With travel bursaries and low early career registration fees, this will be a meeting ideal for students and trainees.*

*The venue, Imperial College, is set within the famous "Albertopolis" area of West London, encompassing the Albert Hall, the Victoria and Albert, Natural History and Science Museums, and the lovely Hyde Park. Many of the societies will increase the productivity of the event by holding their business sections and satellites around the same time, and we aim to accommodate those who wish to hold Leducq or FP7 meetings within the campus. Imperial College is easily reached from London's Heathrow airport and a wide range of housing will be available, including reasonably priced accommodation.*

*Future announcements will keep you informed of the Programme, including a number of prestigious Keynote speakers. I look forward to welcoming both society members and new recruits to this rich and integrated cardiovascular science experience.*

**Professor Sian Harding**  
*FCVB 2012 Chairperson*

## FCVB 2012 Organiser

The **Council on Basic Cardiovascular Science** of the **European Society of Cardiology** (CBCS of the ESC) focuses expertise and enthusiasm of Working Groups within the ESC and Sister Societies outside, united by a strong interest in basic and translational science in cardiovascular research and medicine. As a forum for exchange in this area, the CBCS of the ESC holds a biennial comprehensive basic science conference.

### Participating Groups:

#### **ESC Working Groups on:**

Atherosclerosis and Vascular Biology  
Cardiac Cellular Electrophysiology  
Cardiovascular Pharmacology and Drug Therapy  
Cellular Biology of the Heart  
Coronary Pathophysiology and Microcirculation  
Developmental Anatomy and Pathology  
Myocardial Function  
Thrombosis

#### **Sister Societies:**

Association for European Cardiovascular Pathology  
International Society for Heart Research - European Section  
European Vascular Biology Organisation  
European Council for Cardiovascular Research  
European Society for Microcirculation  
European Atherosclerosis Society



## FCVB 2012 General Information

The second Frontiers in Cardiovascular Biology meeting will take place in London in 2012. This is an exciting new initiative from the Council on Basic Cardiovascular Science of the European Society of Cardiology, which aims to bring the best basic and translational science to the cardiovascular arena. The first meeting in Berlin 2010 attracted 700 registrants and we expect between 700 and 1000 in London.

Within a wide-ranging Programme designed by a unique federation of 14 European cardiac and vascular societies, themes of Advanced Bioimaging, Degeneration and Regeneration, and Inflammation will be highlighted. Three days of symposia in 3 parallel tracks will give 27 sessions, with integrated cardiac and vascular themes. Distinguished Plenary lectures by key opinion leaders will start and finish each day. Invited speaker presentations in symposia will be mixed with shorter talks selected from submitted abstracts, ensuring both the most recent data and strong involvement of younger speakers. Exhibitions and poster sessions will be central in both position and timing for each of the 3 days. Industry symposia and workshops will be integrated into the programme.

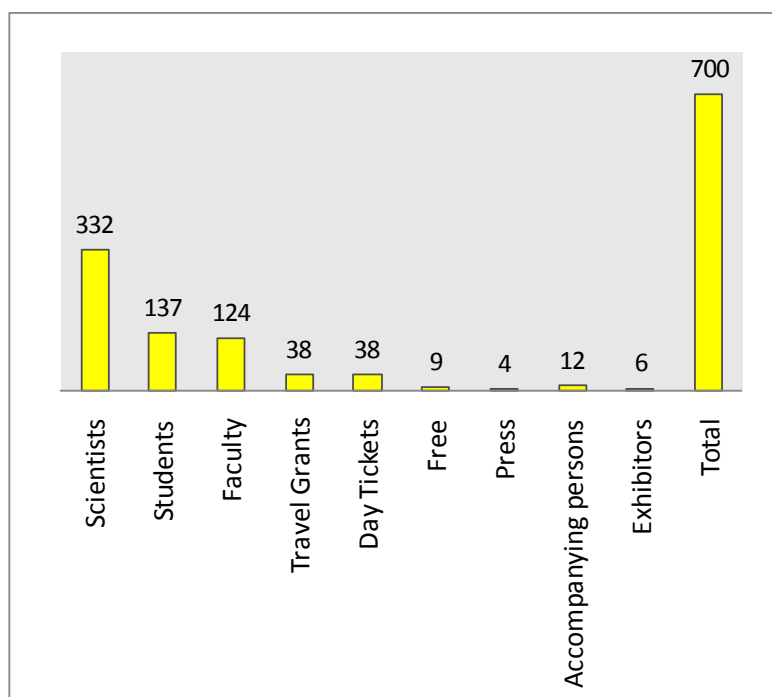
### **The audience – scientists and clinicians**

The core audience will be active researchers, both clinically-qualified and basic cardiovascular scientists, with strong interests in new technologies and translational strategies. For clinically-oriented symposia and lectures, the London Medical Schools provide a ready audience base.

## FCVB Facts & Figures

### FCVB 2010 Attendance

Total Participants: 700



#### Top 10 Countries

Country	Participants N°	%
Germany	159	(23,56%)
Greece	77	(11,41%)
United Kingdom	61	(9,04%)
Italy	60	(8,89%)
Spain	39	(5,78%)
Netherlands	27	(4,00%)
Belgium	22	(3,26%)
USA	22	(3,26%)
France	20	(2,96%)
Hungary	20	(2,96%)

#### Breakdown per Region

Region	Participants N°
ESC Countries	616
North America	29
Asia Pacific	28
South & Central America	5
Africa	4

*\*Active delegates only*

### FCVB 2010 Scientific Figures

#### Sessions

Keynote lectures	5
Symposiums	26
Industry Workshop	1
Special sessions	2
Oral abstracts sessions	2
Poster sessions	2

#### Abstracts

463 abstracts submitted  
 437 abstracts accepted  
 - 397 Posters  
 - 40 Oral abstracts

## **FCVB 2012 Scientific Programme**

### Cutting-edge research

Most recent findings in cardiovascular science will be covered in oral and poster communications, in symposia and plenary presentations by leading scientists. Fundamental biological mechanisms in cardiac, vascular and integrative biology will be addressed, investigating the scientific foundations of cardiovascular disease and treatment options.

### Scope

The meeting addresses all researchers in the field of cardiovascular sciences while the translational components render the programme of great interest for clinicians in the field.

### Learning

Outstanding experts will cover topics which are central for the most relevant and productive research areas. Special emphasis will be placed upon the participation of young investigators: a broad presentation of cutting edge scientific results with a strong participation of younger researchers will take place in oral sessions and poster sessions.

## **Industry Participation**

Our industry counterparts have a key role to play in this meeting by demonstrating their active contribution to the field of research in cardiovascular science. Your contribution will confirm your commitment to new developments in the cardiovascular field and will offer a unique opportunity for exchange with leading cardiovascular scientists and researchers.

### FCVB 2010 Industry Partners

The following is the list of Industry Partners who have participated in the previous edition of the FCVB Congress:

ADInstruments

Bayer Shering Pharma AG

Eli Lilly and Company

IonOptix Europe

Multi Channel Systems MCS GmbH

Wolters Kluwer Health

Oxford University Press

#### **Important:**

All requests for exhibition space, product workshops, satellite symposia or sponsorship opportunities will be allocated on a first come, first served basis. All prices listed within this document are exclusive of VAT unless otherwise indicated; payment is in Euro (€) only.

Sponsor recognition: In addition to the manner of recognition shown below, sponsors will be acknowledged in all FCVB printed material and on the FCVB Web Site.

## Industry activities at FCVB 2012

### Exhibition Space

*"A platform for discussion and exchange"*

The Exhibition will be an ideal opportunity to interact with congress delegates and discuss your products and innovations in the field of cardiovascular research and science. Delegates will cross the exhibition area to access the lecture rooms and browse in the exhibition regularly where coffee breaks will be served.



**Price for space only:** €250 per m<sup>2</sup>

**Price for Publishers:** €220 per m<sup>2</sup>

**9m<sup>2</sup> Stand Package Price:** €2,500 excl. VAT (9m<sup>2</sup> includes walls, carpet, basic furnishing & electrical socket)

The minimum exhibition space is 9 m<sup>2</sup> (6 m<sup>2</sup> 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 <sup>2</sup>	8
50 and 99m <sup>2</sup>	16

### Exhibition Dates and Opening Hours

<b>Friday 30 March 2012</b>	10:00 – 19:30	Exhibition OPEN
	12:45 – 14:30	Lunch/ Poster Viewing
<b>Saturday 31 March 2012</b>	10:00 – 17:00	Exhibition OPEN
	11:30 – 13:30	Lunch/ Poster Viewing
	15:00 – 15:30	Coffee Break
<b>Sunday 1 April 2012</b>	10:00 – 17:00	Exhibition OPEN
	11:30 – 13:30	Lunch/ Poster Viewing
	15:00 – 15:30	Coffee Break
	18:30	Exhibition Dismantling

## **Industry Educational Sessions**

### **Product Workshops**

We invite our exhibitors to participate in Product Workshop sessions which will highlight the technological advances of products in the market and the technical application in the field.

These product workshop sessions will demonstrate the practical applications in the field and current innovations. We will run three product workshop sessions with 4 slots of 15 mins available for exhibitors to demonstrate their advances in science.

#### Product Workshop Timeslots

Friday 30 March: 13:00 – 14:00 (4 Slots of 15 mins available)

Saturday 31 March: 12:00 – 13:00 (4 Slots of 15 mins available)

Sunday 1 April: 12:00 – 13:00 (4 Slots of 15 mins available)

**Price of Product Workshop Timeslot: €5,000 per timeslot excl. VAT**

### **Satellite Symposium**

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

Satellite Symposium Timeslot: Saturday 31 March: 18:15 – 19:15

**Price of a Satellite Symposium 60 minute session: €15,000 per session excl. VAT**

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

- Room rental
- 1 Invite included in the Congress Bag (formerly known as a Delegate Bag Insert)
- 1 room Hostess
- Access and use of audiovisual equipment in lecture room

**Note:** The full list of equipment will be communicated upon room assignment. Cost of additional equipment, furniture, food and beverage will be at the expense of the sponsor.

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

**In order to hold a Product Workshop or Satellite Symposium, an Exhibition Stand of 9 m<sup>2</sup> minimum (or grant equivalent) is required.**

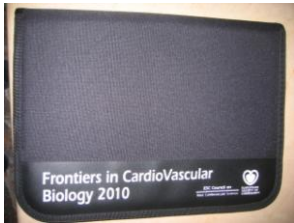



Industry Educational Session Programmes will be published in the FCVB 2012 Final Programme and on the FCVB 2012 Web Site. All Satellite Symposia programmes are subject to approval.

**Deadline for application: 31/10/2011**

**Time slots are assigned on a first come, first served basis**



## **Sponsorship, Advertising & Promotional Opportunities**

 A dark grey congress bag with a white label that reads "Frontiers in CardioVascular Biology 2012".	<p><b>Congress Bags</b> <i>Exclusive Sponsorship</i></p> <p>Secure high corporate visibility and association with the congress by exclusive sponsorship of the FCVB 2012 congress bag distributed to each registered delegate.</p> <p><b>Life-span: Congress permanent archive/reference material.</b> <b>Price including production: €5,000 excl. VAT</b></p>
 A white lanyard with a badge attached, set against a wooden background.	<p><b>Delegate Badge Laces</b> <i>Exclusive Sponsorship</i></p> <p>The popular and highly visible official FCVB 2012 badge laces are available for exclusive sponsorship. The sponsor's name and logo will be printed on the badge laces, distributed to all participants.</p> <p><b>Distribution of 1,000 badge laces</b> <b>Life-span: Congress</b> <b>Exclusive Sponsorship: €4,000 excl. VAT</b></p>
 A white notepad with a blue pen resting on it, set against a wooden background.	<p><b>Notepads &amp; Pens</b> <i>Exclusive Sponsorship</i></p> <p>The official FCVB 2012 note pads and pens will be inserted in all the official congress bags and are available to our industry partners as an exclusive sponsorship opportunity. The sponsor's logo and the FCVB 2012 logo will be printed on the pads and on the pens. Alternatively, the sponsor may also provide its own note pads (with corporate adverts on the cover page &amp; pens (price upon request).</p> <p><b>Life-span: Congress &amp; permanent archive</b> <b>Price including production: €3,000 excl. VAT</b></p>
 A promotional poster for the "FRONTIERS IN CARDIOVASCULAR BIOLOGY" congress, featuring a medical device and the text "LONDON 30 MARCH - 2 APRIL 2012 FCVB".	<p><b>Final Programme Advertisement</b> <i>Product Advertising Allowed</i></p> <p>The Final Programme hard copy contains the full scientific programme details, exhibition and satellite information and congress reference outlines. Hard copies will be available with the official congress bag and offered to each delegate, offering maximum exposure and recognition to the sponsor.</p> <p><b>Life-span: Congress permanent archive/reference material.</b> <b>Advertisement: €5,000 excl. VAT</b></p>

### **Unrestricted Educational Grants – Product Advertising allowed**

Associate your company with a particular session from the official scientific programme of FCVB 2012 via an unrestricted educational grant. This grant implies the acceptance by the FCVB Committee and allows our industry partners to associate in *name only* with an official programme session.

**Please contact us at [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)**

## **Hospitality Suite**

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

Prices available upon request contact **Satellite@escardio.org**

### **Applications & Guidelines for Industry Participation at FCVB 2012**

All Exhibition, Satellite and Sponsorship forms should be completed, signed and returned as soon as possible, items will be assigned on a first come, first served basis.

The FCVB 2012 Guidelines for Industry Participation will be communicated to companies participating at FCVB 2012 in due course to help with your organisation of the event.

All Terms and Conditions regarding your participation will be detailed in these Guidelines for Industry Participation.

**NB: Returning a signed application form implies a tacit agreement of the FCVB 2012 Guidelines for Industry Participation. The cancellation procedure stipulated on each application form strictly applies once received by the ESC.**

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

## **Useful Information**

### **Key Dates**

My ESC Services open for Abstract Submission, Registration and Hotel Accommodation:

<b>Registration, hotel booking &amp; abstract submission opens</b>	September 2011
<b>Abstract submission deadline</b>	21 October 2011
<b>Early bird registration deadline</b>	23 January 2012
<b>Online registration deadline</b>	27 February 2012

### **Language**

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

## Venue

Imperial College London  
South Kensington Campus  
Exhibition Road, London SW7 2AZ, United Kingdom

<http://www3.imperial.ac.uk/>

## Imperial College London



## ESC Contacts

The ESC Industry Services Team is dedicated to working with our industry partners on optimising the value of your participation in line with your individual corporate objectives, please contact **[industry\\_services@escardio.org](mailto:industry_services@escardio.org)** to discuss your company requirements at FCVB 2012.

- **FCVB Secretariat**

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Tel.: +33 (0)4 92 94 76 00 - Fax: +33 (0)4 92 94 76 01  
Email: **[FCVBsecretariat@escardio.org](mailto:FCVBsecretariat@escardio.org)**  
Web Site: <http://www.escardio.org>

- **Exhibition**

Tel.: +33 (0)4 92 94 35 10  
Fax: +33 (0)4 92 94 76 26  
Email: **[FCVBexhibition@escardio.org](mailto:FCVBexhibition@escardio.org)**

- **Satellite Symposia**

Tel: +33 (0)4 89 87 20 03  
Fax: +33 (0)4 92 94 76 26  
Email: **[Satellite@escardio.org](mailto:Satellite@escardio.org)**

- **Sponsorship**

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