

INDUSTRY PROSPECTUS

FRONTIERS IN CARDIOVASCULAR BIOLOGY

Biennial meeting of the ESC Council on Basic Cardiovascular Science

Cardiac
Vascular
Discovery
Translation



FCVB 2016

8-10 July - 2016

Florence Italy

www.escardio.org/FCVB

ESC Working Groups on: Atherosclerosis and Vascular Biology - Cardiac Cellular Electrophysiology - 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



Essential Information

ESC - European Heart House
Les Templiers , 2035, route des Colles
CS80179 BIOT, 06903 Sophia Antipolis cedex, FRANCE
www.escardio.org

Venue

Firenze Fiera Palazzo dei Congressi and Palazzo degli Affari
Florence, Italy

FCVB Congress contact

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Welcome Address

On behalf of the Council on Basic Cardiovascular Science of the European Society of Cardiology, the ESC Working Groups and European Sister Societies, I am pleased to invite you to attend **FCVB 2016 in Florence**.

After successful experiences in Berlin, London and Barcelona our Frontiers in CardioVascular Biology conference is now well established and the fourth edition is taking shape. FCVB meetings are now considered as one of the most relevant exchange platforms for basic and translational cardiovascular biology. The organisers take pleasure in preparing a meeting that will bring the best and most novel cardiovascular science to participants.

Florence is famous for its history: a centre of medieval European trade and finance and one of the wealthiest cities of the time, it is considered the birthplace of the Renaissance. It was declared a World Heritage Site by UNESCO in 1982. The city is noted for its culture, Renaissance art and architecture and monuments. The city also contains numerous museums and art galleries and still exerts an influence in the fields of art, culture and politics.

The FCVB 2016 venue, the Firenze Fiera Palazzo dei Congressi and Palazzo degli Affari is located in the city centre. A wide range of hotels and restaurants are available within walking distance and spanning all budgets.

We have prepared an exciting and integrated cardiovascular science meeting, offering a unique programme which covers the whole basic cardiovascular spectrum, with care and appreciation for your scientific and personal enjoyment.

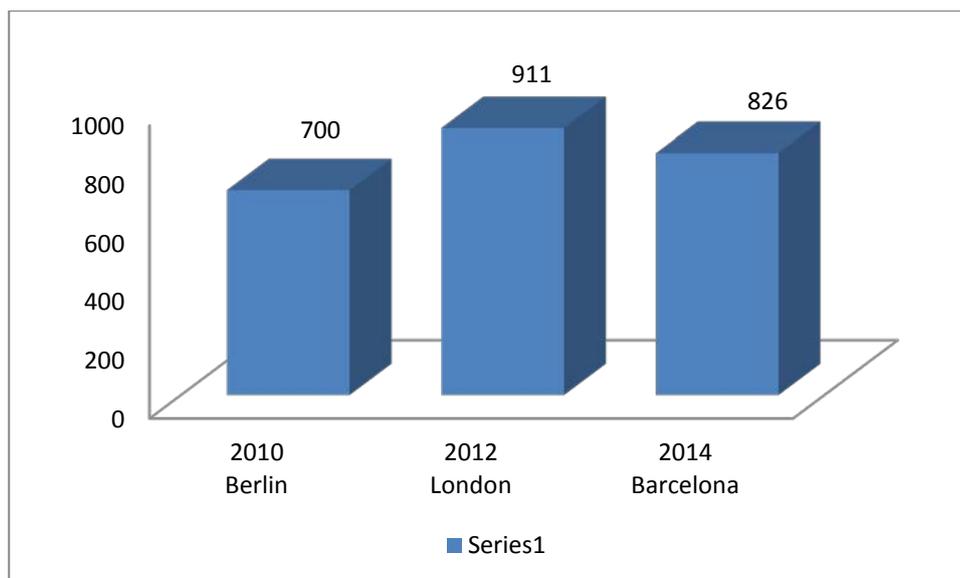
I look forward to welcoming you in my city.

Professor Elisabetta Cerbai
FCVB 2016 Chairperson

Key Facts & Figures

- 760+ participants from 68 countries
- 685 abstracts submitted
- 40+ sessions
- 5 special sessions including 'Scientists of Tomorrow: new pathway for basic research'
- 4 abstract based sessions with a lot of emphasis on supporting original scientific contributions
- 120+ international expert faculty
- Exhibition area
- Industry sponsored sessions
- CME-EBAC accredited

FCVB Past Attendance

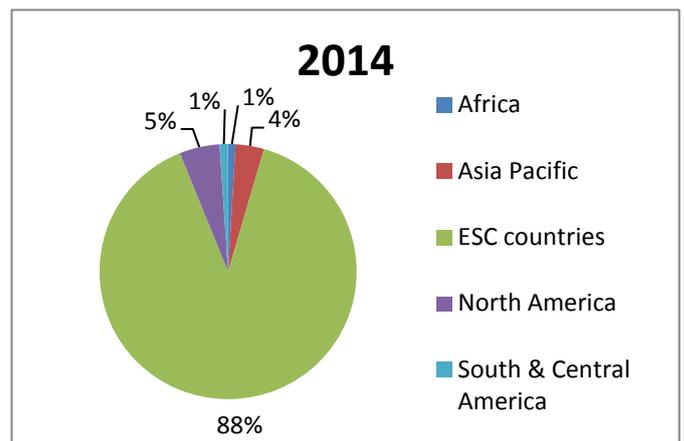
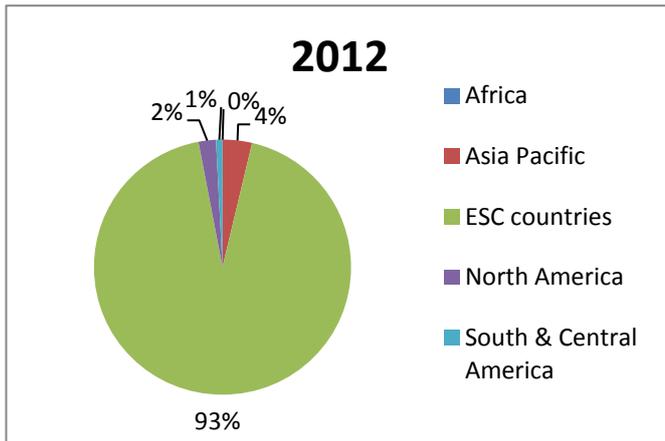


Delegate origin - Top 10 countries in 2012 & 2014

2012		2014	
United Kingdom	238	United Kingdom	110
Germany	90	Spain	94
Italy	69	Germany	78
Netherlands	67	Italy	60
Greece	61	Netherlands	56
Spain	43	France	44
France	39	Hungary	36
Belgium	28	Norway	28
Russian Federation	24	United States of America	26
Sweden	17	Russian Federation	20

Attendance breakdown by Region in 2012 & 2014

	2012	2014
Africa	0	7
Asia Pacific	32	27
ESC countries	808	672
North America	19	38
South & Central America	7	8
Total	866	760



FCVB 2016 – Preliminary schedule

THURSDAY 7th		FRIDAY 8th JULY		SATURDAY 9th JULY		SUNDAY 10th JULY	
08:00	08:00	08:00	08:00	08:00	08:00	08:00	08:00
08:30	08:30	08:30	08:30	08:30	08:30	08:30	08:30
09:00	09:00	09:00	09:00	09:00	09:00	09:00	09:00
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20:30	20:30	20:30	20:30	20:30	20:30	20:30	20:30
21:00	21:00	21:00	21:00	21:00	21:00	21:00	21:00

About ESC Council on Basic Cardiovascular Science

The Council is composed of the ESC Basic Science Working Groups and the major cardiovascular research societies in Europe, the Council on Basic Cardiovascular Science is a collaborative forum that:

1. Promotes pure science disciplines and
2. Bridges the gap between basic science and clinical practice.

Created in 2004 one of the Council's first tasks was to enhance the basic science component of the ESC Congress. With the introduction of its "pre-scope process" the Council has contributed to the increase in quality and coverage of basic science sessions in the event. It has introduced a series of highly competitive awards to recognise personal excellence and to encourage career development of young basic scientists. A community of young scientists (the "Scientists of Tomorrow") now exists under the banner of the Council with the aim of promoting basic science and to contribute to the scientific, educational and advocacy activities of the ESC.

The Council is strongly linked to the ESC journal Cardiovascular Research (CVR) with many Council members as Associate Editors of CVR. The Chief Editor is an ex officio member of CBCS. Although it has no direct membership the Council is followed by a large community of basic scientists who get together at the annual Basic Science Poster Reception held during the ESC Congress.

About our Congress

The Frontiers in CardioVascular Biology meetings are increasingly considered as one of the most relevant exchange platforms for basic and translational cardiovascular biology. Our Programme is designed to be cross-disciplinary, both between and within sessions, to emphasise underlying scientific developments important to cardiovascular biology. The fourth edition of the meeting will have a strong emphasis on active participation of younger scientists via oral and poster presentations, in an intimate and focused environment.

Key networking & educational opportunities

- Young cardiologists to renowned experts are present offering opportunities for dialogue with senior cardiologists as well as the future stars of the field.
- The opportunity to present your latest developments to an enthusiastic audience all the while educating them!

Key topics

- Developmental biology
- Genetics, Epigenetics and Genomics
- Growth/death, Regeneration and Stem cells
- Signalling
- Ion channels and electrophysiology
- Excitation-contraction coupling, Cardiomyopathy
- Metabolism, Oxygen, Ischemia and Protection
- Circulation, Vascular biology
- Lipids, Atherosclerosis
- Cytoskeleton
- Integrative mechanisms, Novel diagnostic and Therapeutic approaches

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 2014 Partners

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

Amgen (Europe) GmbH
Astrazeneca Farmaceutica
Aurora Scientific
European Society of Cardiology
IonOptix Ltd
Life Sciences Research Partners
Miltenyi Biotec GmbH
Olink Bioscience
Oxford University Press
Radnoti Ltd
SERVIER INTERNATIONAL
The Physiological Society
Transonic Systems

Exhibition

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

Showcase your products, services and activities to leaders in the field.

Exhibition Timetable

Friday 8 July 2016	09:00 – 19:00	Exhibition OPEN
	10:15 – 11:00	Coffee Break
	12:30 – 14:30	Lunch / Poster Viewing
	16:00 – 16:30	Coffee Break
	18:00 – 19:00	Opening Networking Reception
Saturday 9 July 2016	08:30 – 17:00	Exhibition OPEN
	10:00 – 10:45	Coffee Break
	11:30 – 13:30	Lunch / Poster Viewing
	15:00 – 15:30	Coffee Break
Sunday 10 July 2016	09:00 – 16:30	Exhibition OPEN
	10:00 – 10:45	Coffee Break
	11:30 – 13:30	Lunch / Poster Viewing
	15:00 – 15:30	Coffee Break
	18:30	Exhibition Dismantling

Exhibition Space

Provide delegates with a unique opportunity to catch a glimpse of the continuous technological developments by showcasing your products in the exhibition.

	Industry	Publishers, booksellers
Price	€250 per m ²	€220 per m ²
Minimum exhibition space	9m ²	6m ²

Exhibition Stand Package:

Simply purchase the package herein and arrive with your sales material on-site.

Price :

€1 300 for 6m² with specially negotiated floor space
(excl VAT)

€1 500 for 9m² with specially negotiated floor space
(excl VAT)

Included in the package:

- 6m² or 9m² floor space as per order
- Walls and carpet
- Fascia board with company name
- 1 welcome counter
- 1 table
- 2 chairs
- Spotlight and electrical socket with electricity connection and consumption
- 1 brochure rack
- Wastepaper basket
- Daily Cleaning

Exhibition Table Package:

Alternatively, you have the option to simply purchase a table and chair package as follows:

Price: €900 (excl VAT)

Included in the package:

- 5m² floor space
- Carpeting
- 1 electrical Socket + electricity connection and consumption
- 1 table
- 2 chairs
- 1 brochure rack
- Wastepaper basket
- Daily Cleaning

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 here.

Stand size between:	Number of Free Badges:
6m ²	6
9 and 49m ²	8
50 and 99m ²	16

General Exhibitor badges will not allow access to the scientific sessions of the congress except for those sessions sponsored by the exhibitor.

Scientific Exhibitor badges will allow access to the scientific sessions of the congress.

Price for additional badges: €40 excl. VAT

Stands will be assigned on a first come, first served basis

Application deadline: 30 November 2015

Industry Sponsored Sessions

Companies are cordially invited to organise a series of Industry Sponsored Sessions to be included in the FCVB 2016 scientific programme. These sessions are the perfect forum for delegates to learn and exchange on the latest scientific information and developments from the industry. Satellite Symposia will be held within the congress centre in lecture rooms ranging in capacity from 190 to 800 seats. A limited number of timeslots have been made available for Satellite Symposia. Satellite Symposia organisers may organise receptions or distribute lunch boxes before or after the session. Satellite Symposia will be assigned on a first come, first served basis.

Satellite Symposium Timeslot

Date	Timeslot	Exhibitor Price	Non-Exhibitor Price
Friday 8 July	13:00 – 14:00	€10 000	€15 000
Saturday 9 July	12:00 – 13:00	€10 000	€15 000
Sunday 10 July	12:00 – 13:00	€10 000	€15 000

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

- Room rental
- 1 Invite distributed to delegates
- 1 room Hostess
- Access and use of audiovisual equipment in lecture room

Companies organising a non-exhibitor Symposia will be provided with an allocation of 5 Scientific Badges and 5 General 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 on a first come, first served basis.
- Industry Sponsored Sessions Programmes will be published in the FCVB Final Programme on the FCVB Scientific Programme & Planner (SPP), webpages and on the Mobile App.
- All Industry Sponsored Sessions programmes are subject to FCVB Congress Programme Committee approval.

Time slots will be assigned on a first come, first served basis

Application deadline: 30 November 2015

Sponsorship, Advertising & 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 profession.

Product	Description	Price (excl. VAT)
	<p>Abstract USB Key <i>Exclusive Sponsorship</i></p> <p>The official FCVB 2016 Congress Abstract USB Key contains all accepted abstracts at FCVB 2016 and will be available on site during the congress.</p> <p>Life-span: Congress permanent archive/reference material. Price including production</p>	€12 000
	<p>Mobile App</p> <p>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 & tablets. Excellent visibility for the sponsor onsite on opening of App and a dedicated sponsor section.</p>	€5 000
	<p>Delegate badge holder <i>No Product Advertising – Exclusive Sponsorship</i></p> <p>Print your logo on this highly visible Badge Holder worn by all delegates throughout the event, this product offers extensive exposure. The exclusive sponsor can print their corporate logo and short congress message on the badge lace for guaranteed visibility. Price includes production.</p>	€4 000

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.

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 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.

Partner Services

Function Spaces

The ESC allows companies to host a limited number of guests and organise small and informal meetings (approx. 20 pax) in a range of fully furnished rooms available within the congress centre. No training or showcasing of products/ therapies may take place in the Function Spaces.

Companies are responsible for AV equipment and catering arrangements.

Price available on request.

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 FCVB 2016 publications.

Closed Industry Meetings – Price

- 60-minute meeting: €1 000
- Additional cost per increment of 30mins: €500

Permitted meeting types:

Company staff meeting, congress briefing, investigators meeting, clinical trial updates.
Strictly forbidden: meeting with any formal presentations for delegates.

Application deadline: 30 November 2015

Key Dates

Opening - Call for Abstracts	October 2015
Call for Abstracts deadline	25 January 2016
Call for Late Breaking Science	16 March 2015 to 13 April 2016
Early fee registration deadline	01 April 2016
Late registration deadline	06 June 2016
FCVB 2016 Congress, Florence, Italy	8 – 10 July 2016

Application & Guidelines for Industry Participation at FCVB 2016

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.

Returning a signed Order Form implies a tacit agreement of the FCVB 2016 Guidelines for Industry Participation.

The FCVB 2016 Guidelines for Industry Participation will be communicated to the participating companies in due course to help with the organisation of the event.

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

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