ESSENTIAL INFORMATION

FCVB Congress Team

Industry Relations
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Industry Services
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Exhibition, Industry Sponsored Sessions, Sponsorship and Partner Services
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Congress Management
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Essential Information
ESC - European Heart House
Les Templiers, 2035, route des Colles
CS80179 BIOT, 06903 Sophia Antipolis cedex, FRANCE
www.escardio.org

Venue
Austria Center Vienna
Bruno-Kreisky-Platz 1, 1220
Vienna, Austria
https://www.acv.at/
Dear Industry Partners

On behalf of the Council on Basic Cardiovascular Science of the European Society of Cardiology, the ESC Working Groups and European Sister Societies, it is a great honour for me to invite you to attend FCVB 2018 in Vienna.

After successful meetings in Berlin, London, Barcelona and Florence the Frontiers in CardioVascular Biology conference is now well established among scientists in the field of cardiovascular medicine. The 5th edition of this meeting will take place from April 20th to April 22nd 2018 in Vienna. Vienna is a highly attractive conference venue that has much to offer the international visitor. It has a rich cultural heritage, a modern infrastructure and – last but not least – it a very safe place. We hope that when visiting FCVB 2018, you will also have enough time to enjoy these aspects of one of the most liveable cities in the world. The actual FCVB 2018 venue, the Austria Center Vienna, is located only a short metro ride from the historical city centre.

The major reason for visiting a scientific congress, however, is science itself. FCVB meetings are now considered to be one of the most relevant exchange platforms for scientists doing research in basic and translational cardiovascular biology. Following this tradition, the organisers are striving to prepare a meeting that will offer the best, most novel and exciting cardiovascular science to participants. All this in a unique and attractive programme that will cover the whole spectrum of cutting edge research in basic and translational cardiovascular research.

I look forward to welcoming you in the city Vienna.

Professor Johann Wojta
Chairperson FCVB 2018
About ESC Council on Basic Cardiovascular Science

The Council on Basic Cardiovascular enhances basic and translational science within the ESC. It is composed of representatives from several ESC Working Groups and from the major basic science organisations in Europe. As a collaborative forum it:

1. Promotes pure science disciplines
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 the 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 contributing to the scientific, educational and advocacy activities of the ESC.

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 fifth 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 in the field.
- The opportunity to present your latest developments to an enthusiastic audience while also educating them!

Key topics

- Cardiovascular Development and Anatomy
- Cardiac Biology and Physiology
- Vascular Biology and Physiology
- Cardiac Diseases
- Vascular Diseases

The most relevant exchange platform for basic and translational cardiovascular biology.
650+ participants from more than 60 countries  
Over 600 submitted abstracts  
40+ sessions  

120+ international expert faculty  
Exhibition area  
4 abstract based sessions

FCVB 2018 Expected Attendance: 800+ delegates

Delegate origin - Top 10 countries in 2014 & 2016

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<td>United States of America</td>
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Breakdown of attendance by region

- ESC
- Asia Pacific
- North America
- South & Central America
- Africa (non ESC)
<table>
<thead>
<tr>
<th>Time</th>
<th>Thursday 19th</th>
<th>Friday 20th April</th>
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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 2016 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
- Bayer Pharma AG
- Boehringer Ingelheim International
- Daiichi Sankyo Europe GmbH
- IonOptix Ltd
- KU Leuven
- Miltenyi Biotec GmbH
- Oxford University Press
- Portola Pharmaceuticals Inc
- Sanofi SpA Italy
- Transonic Systems
- Vinci Biochem Srl

**Exhibition - Showcase your products, services and activities**

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

**Industry Sponsored Sessions – Be part of the discussion**

Companies are cordially invited to organise Industry Sponsored Sessions to be included in the 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 lecture rooms range in capacity (190–800 seats). Symposia timeslots are limited.

**Sponsorship, Advertising & Promotional Opportunities**

A wide range of services are available for sponsorship providing essential support for the congress and opportunity for novel communication to congress delegates.
The exhibition will be an integral part of FCVB 2018 as it provides delegates with the opportunity to exchange with key industry experts on critical areas of development and research in cardiovascular products and therapies. The exhibition will be a central hub for scientific discussion and exchange during the congress.

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

**Exhibition Welcome Package: Price C1 500**
Your meeting point to interact with delegates.
Simply purchase this all inclusive welcome package, hold face to face meetings and swap business cards.
The 4m² Welcome Package includes:
- 4m² floor space
- Carpeting
- Back wall with signage and company name
- 1 electrical Socket + electricity connection and consumption (tbc)
- 1 lockable counter with printed logo
- 2 high stools
- 1 brochure rack
- Wastepaper basket
- Daily Cleaning

**Stands will be assigned on a first come, first served basis**
**Application deadline: 31 October 2017**

**Exhibition Timetable**

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td><strong>Thursday 19 April 2018</strong></td>
<td>08:00 – 18:00</td>
<td>Exhibition build-up</td>
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<td><strong>Friday 20 April 2018</strong></td>
<td>09:00 – 18:00</td>
<td>Exhibition OPEN</td>
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<td>10:15 – 10:45</td>
<td>Coffee Break</td>
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<td>12:15 – 14:15</td>
<td>Lunch Break</td>
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<td>15:45 – 17:00</td>
<td>Poster Discussions / Coffee Break</td>
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<tr>
<td><strong>Saturday 21 April 2018</strong></td>
<td>08:30 – 17:00</td>
<td>Exhibition OPEN</td>
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<td>10:00 – 10:30</td>
<td>Coffee Break</td>
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<td>13:00 – 14:00</td>
<td>Lunch Break</td>
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<td>15:30 – 16:45</td>
<td>Poster Discussions / Coffee Break</td>
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<tr>
<td><strong>Sunday 22 April 2018</strong></td>
<td>08:30 – 17:00</td>
<td>Exhibition OPEN</td>
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<td>10:00 – 10:30</td>
<td>Coffee Break</td>
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<td>13:00 – 14:00</td>
<td>Lunch Break</td>
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<td>15:30 – 16:45</td>
<td>Poster Discussions / Coffee Break</td>
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<td>18:30 – 22:00</td>
<td>Exhibition Dismantling</td>
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**Exhibitor Badges**
Exhibitors are entitled to 4 General Exhibitor Badges and 4 Scientific Exhibitor Badges. Exhibitor badges will not allow access to the scientific sessions of the congress except for those sessions sponsored by the exhibitor.

**Price**
€1 500 excl. VAT
Satellite Symposia
Companies are invited to organise a series of Industry Sponsored Sessions to be included in the FCVB 2018 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 are held within the congress centre in lecture rooms ranging in capacity: 220 to 440 seats. A limited number of timeslots are available for Satellite Symposia. Satellite Symposia organisers may organise receptions or distribute lunch boxes before or after the session.

Timeslots

<table>
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<tr>
<th>Date</th>
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<th>Exhibitor Price</th>
<th>Non-Exhibitor Price</th>
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<tbody>
<tr>
<td>Friday 20 April</td>
<td>12:30 – 13:30 60 mins</td>
<td>€10 000</td>
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<td>12:30 – 14:00 90 mins</td>
<td>€14 000</td>
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<tr>
<td>Saturday 21 April</td>
<td>13:05 – 13:50 45 mins</td>
<td>€8 000</td>
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<tr>
<td>Sunday 22 April</td>
<td>13:05 – 13:50 45 mins</td>
<td>€8 000</td>
<td>€12 000</td>
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The following items are included in the price of a Satellite Symposium:
- Room rental
- 1 advert
- Access and use of audiovisual equipment in lecture room

Companies organising a non-exhibitor Symposia will be provided with an allocation of 4 Scientific Badges and 4 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 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: 31 October 2017
NEW THIS YEAR!

Practical Tutorials

Practical Tutorials offer companies a mean of associating with the educational requirements of delegates in an intimate environment. These tutorials provide participants with an opportunity for hands-on, one-on-one learning from clinical cases with experts on specific areas.

Sessions can be organised as follows:

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<td>Friday 20 April</td>
<td>9:00 to 18:00</td>
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<td>Sunday 22 April</td>
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Up to 5 sessions can be organised per day – 15 sessions over 3 days.

Benefits include:

- Standard room set-up for approximately 50 pax in theatre style. (customisation needs to ordered through our suppliers at extra cost)
- Dedicated listing on the FCVB Scientific Programme & Planner, in the FCVB Final Programme and Mobile App
- 1 Advert

Companies organising a non-exhibitor Practical Tutorials will be provided with an allocation of 4 Scientific Badges and 4 General Badges.

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

**Application deadline: 31 October 2017**
A number 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.

<table>
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<tr>
<th>Product</th>
<th>Description</th>
<th>Price (excl. VAT)</th>
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| Delegate badge holder | No product advertising permitted – Exclusive Sponsorship  
Display your corporate name and logo on this highly visible marketing tool, which will be worn by all delegates.  
Reach & audience: all Congress delegates, ~800 pax  
Lifespan: Congress                                                             | €4 000            |
| eBlast - Pre-congress | ESC permits product advertising for Exhibition adverts only  
Promote your exhibition space or Sponsored Sessions to all FCVB 2018 pre-registered delegates a few days prior to the congress. A customised mailing will be sent out on a few days prior to the Congress to increase delegate awareness surrounding your activities.  
Reach & audience: all pre-registered delegates  
Lifespan: a few days prior to the Congress                                      | €4 500            |
| eBlast - Post-congress| ESC permits product advertising for Exhibition adverts only  
Prolong your congress activity (sessions, products…) after the event by reaching out to registered delegates along with those from our database who were not able to attend your Satellite Symposium (or even the congress itself). 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. A customised mailing will be sent out post-congress.  
Reach & audience: all registered delegates (about 800 pax) and targeted members from our database  
Lifespan: post-congress                                                        |
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| **FCVB 2018 Mobile App** | ESC permits product advertising in sponsor button only – Exclusive sponsorship Provide delegates with this indispensable tool and showcase your company’s involvement in our dedicated sponsor section which includes:  
• Your advertisement in the form of sliding banners (up to 4 banners - product advertisement permitted)  
• Details of your Sponsored Sessions (which are also highlighted in the daily schedule section)  
• Stand positioning  
• Your activities on site  
• Contact details  
This environmentally-friendly initiative is rapidly becoming the platform of reference for delegates who wish to have the Congress at their fingertips. With this mobile device tool, delegates are able to:  
• Consult the daily updated Final Programme  
• Build their schedule with their sessions of interest  
• Navigate through the venue thanks to the intuitive floorplan  
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.  
*Reach & audience: Congress delegates and non-attendees who have downloaded the app*  
*Lifespan: pre-congress/Congress/post-congress* | **€5 000** |
| **Programme at a Glance Advertisements** | ESC permits product advertising – multi-sponsorship  
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 of 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.  
*Reach & audience: all congress delegates ~800 pax*  
*Lifespan: congress* | **€4 000** |

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

For a given product where it is mentioned “ESC permits product advertising”, local regulatory approval is incumbent on the company selecting the product and is not a valid clause for refund of services.

**Sponsorship items will be assigned on a first come, first served basis**

**Application deadline: 31 October 2017**
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 2018 publications.

Closed Industry Meetings – Format

• 60-minute meeting
• Additional cost per increment of 30mins

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

Rooms will be assigned on a first come, first served basis
Application deadline: 31 October 2017
APPLICATION & GUIDELINES FOR INDUSTRY PARTICIPATION @ FCVB 2018

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 2018 Guidelines for Industry Participation.

The FCVB 2018 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

Key Dates

Opening - Call for Abstracts  August 2017
Call for Abstracts deadline  27 October 2017
Early fee registration deadline  8 February 2018
Late registration deadline  15 March 2018
FCVB 2018, Vienna, Austria  20 – 22 April 2018