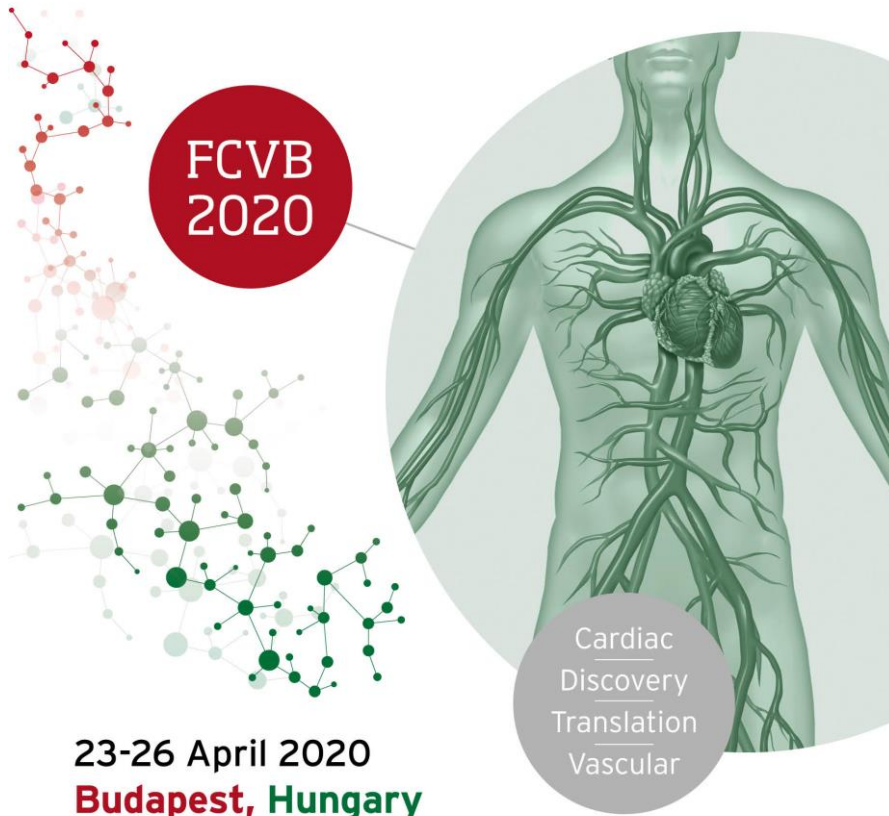


FRONTIERS IN CARDIOVASCULAR BIOMEDICINE

SIXTH CONGRESS OF THE ESC COUNCIL ON BASIC
CARDIOVASCULAR SCIENCE



23-26 April 2020
Budapest, Hungary

www.escardio.org/FCVB
#FCVB20



Industry Prospectus

escardio.org/FCVB

Essential Information

General

Congress Team

Industry Relations	Mr Malek Lebsir industry@escardio.org
Industry Services	Mr Fabrice Calabrese industry_services@escardio.org
Exhibition, Sponsored Sessions, Sponsorship & Partner Services	Ms Lisa Merolli fcvbservices@escardio.org
Congress Management	Mr Paul Gasc fcvbsecretariat@escardio.org

Venue



Semmelweis University, Basic Medical Science Center (BMSC) University of Budapest – Hungary

<http://semmelweis.hu/eok/en/>

Welcome Address

Join us in Budapest!

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 our great honour to invite you to the 6th edition of the Frontiers of CardioVascular Biomedicine, FCVB 2020, in Budapest, Hungary.

After successful meetings in Berlin, London, Barcelona, Florence and Vienna, the Frontiers in CardioVascular Biomedicine conference is now a well-established forum for basic and translational research in the field of cardiovascular biomedicine. As you will gather from the programme, this latest edition will focus on a translational aspect, promoting development of new therapeutic modalities, which will soon be used in clinical settings.

The meeting will take place from 23-26 April 2020 in Budapest, Hungary. This host city is one of the largest capitals in the European Union and is a vibrant, rejuvenated city, attracting young fellows, start-up companies and entrepreneurs from all over the world. It also boasts a rich cultural heritage and modern infrastructure.

The conference venue which is celebrating its 250th anniversary is highly accessible. In fact, it is located at the heart of the city centre within the new Basic Science Building of the Semmelweis University - a 2-minute walk from the closest Metro station (Klinikak). We believe that those who attend FCVB 2020 Conference will receive a high level of scientific and educational content. Furthermore, we hope to attract young scientists, leaving a legacy for future experts in the field to build on.

FCVB meetings are now considered to be one of the most relevant exchange platforms for scientists doing research in basic and translational cardiovascular biology. With this in mind, we strive to offer a meeting that will showcase the best, most novel and exciting cardiovascular science to participants. All this in a unique and attractive programme covering the entire spectrum of cutting-edge research in basic and translational cardiovascular research.

We look forward to welcoming you in Budapest, Hungary.

Prof. Péter Ferdinandy

Prof. Ákos Koller

Scientific Congress Chairpersons, FCVB 2020

Prof. Béla Merkely

Chair of the local Organising Committee, FCVB 2020

About FCVB

Council, Congress & More

About the ESC Council on Basic Cardiovascular Science

The ESC Council on Basic Cardiovascular Science (CBCS) 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.

This collaborative forum:

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 at 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"- 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.

The Council is strongly linked to the ESC journal *Cardiovascular Research* (CVR). The Editor-in-Chief is an ex officio member of the ESC CBCS.

About the Congress

The Frontiers in CardioVascular Biomedicine meetings are increasingly considered as one of the most relevant exchange platforms for basic and translational cardiovascular biology. The Programme is designed to be cross-disciplinary, both between and within sessions, to emphasise underlying scientific developments important to cardiovascular biology. The sixth 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.

Networking & educational opportunities:

- Both young cardiologists and renowned experts will be present at the Congress, offering opportunities for dialogue with senior cardiologists as well as 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

Key Facts & Figures

Content, Format, Attendees

FCVB 2018



600+ participants from more than 41 countries



120 international expert faculty



485 submitted abstracts



Exhibition Area



40+ sessions

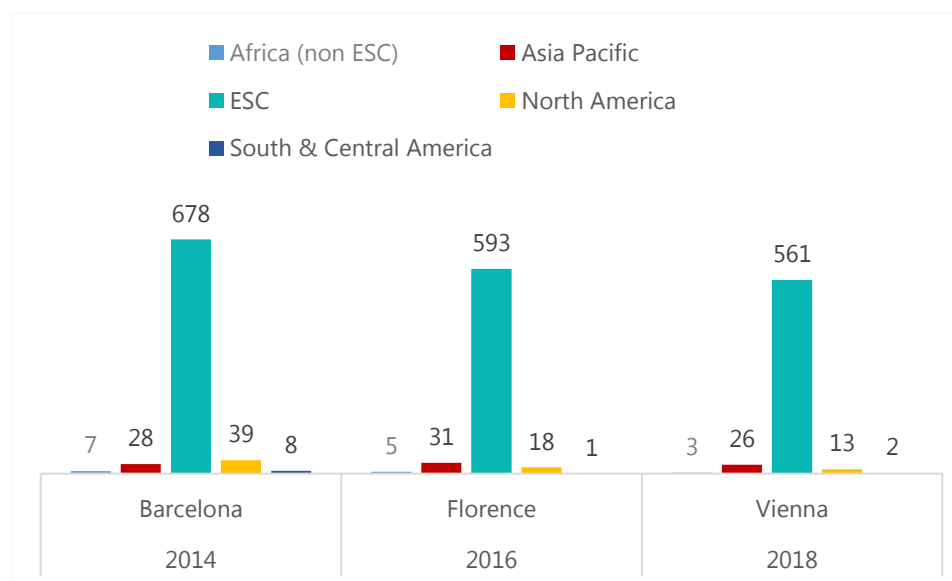


9 abstract based sessions

Delegate origin – Top 10 countries 2014 – 2018 (host country)

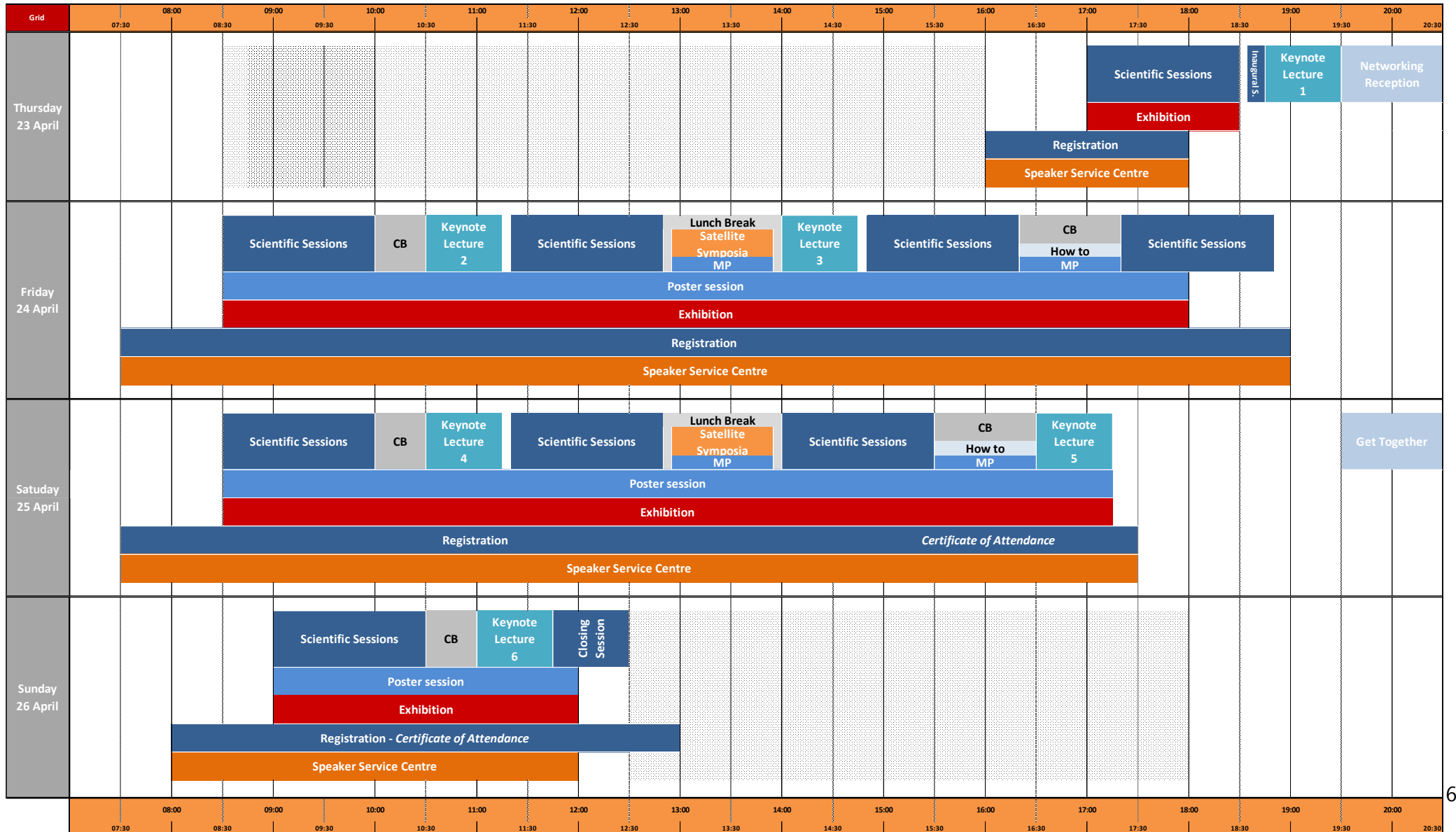
Rank	Country	2014	2016	2018
		Barcelona	Florence	Vienna
1	United Kingdom	106	92	84
2	Germany	81	58	72
3	Netherlands	55	57	69
4	Austria	11	14	61
5	Italy	61	145	50
6	Russian Federation	20	22	37
7	Spain	90	44	31
8	France	43	36	24
9	Sweden	11	8	23
10	Hungary	36	9	20

Breakdown of attendance by region



Congress Schedule

FCVB 2020



Industry Participation

FCVB 2018 Partners

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.

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



[Amacord](#)

[Amgen \(Europe\) GmbH](#)

[Bayer Pharma AG](#)

[Beckman Coulter GmbH](#)

[Biomedica Medizinprodukte GmbH & Co KG](#)

[BioVendor](#)

[Boehringer Ingelheim International](#)

[Daiichi Sankyo Europe GmbH](#)

[IonOptix Ltd](#)

[KU Leuven](#)

[Medizinische Ausstellungen](#)

[Miltenyi Biotec GmbH](#)

[Orion Pharma](#)

[Oxford University Press](#)

[PeproTech](#)

[Philips](#)

[Portola Pharmaceuticals Inc](#)

[Promega](#)

[Sanofi SpA Italy](#)

[Scintica Instrumentation](#)

[Technoclone Herstellung von Diagnostika](#)

[Transonic Systems](#)

[University of Glasgow](#)

[Vinci Biochem Srl](#)



Exhibition - Showcase your products, services and activities

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

These sessions are the perfect forum for delegates to learn and exchange on the latest scientific information and developments from the industry.



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.

Exhibition

Industry Offer

The exhibition will be an integral part of FCVB 2020 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:

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



1,500€

Exhibitor Badges

Exhibitors will be provided with an allocation of Scientific Exhibitor Badges and General Exhibitor Badges. General Exhibitor badges will not give access to the scientific sessions of the congress except for those sessions sponsored by the exhibitor.

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

Application deadline: 31 October 2019

Exhibition Timetable

Thursday 23 April 2020	08:00 – 16:00	Exhibition build-up
	17:00 – 18:30	Exhibition OPEN
Friday 24 April 2020	08:30 – 18:00	Exhibition OPEN
	10:00 – 10:30	Coffee Break
	12:45 – 14:00	Lunch Break
	16:15 – 17:15	Poster Discussions / Coffee Break
Saturday 25 April 2020	08:30 – 17:15	Exhibition OPEN
	10:00 – 10:30	Coffee Break
	12:45 – 14:00	Lunch Break
	15:30 – 16:30	Poster Discussions / Coffee Break
Sunday 26 April 2020	09:00 – 12:00	Exhibition OPEN
	10:30 – 11:00	Coffee Break
	13:00 – 18:00	Exhibition Dismantling

Sponsored Sessions

Industry Offer

Satellite Symposia



Companies are invited to organise a series of Industry Sponsored Sessions to be included in the FCVB 2020 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: 160 to 320 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.

Timeslot

Date	Timeslot	Exhibitor Price	Non-Exhibitor Price
Friday 24 April	12:55 – 13:55 60 mins	€10 000	€14 000
Saturday 25 April	12:55 – 13:55 60 mins	€8 000	€12 000

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

- Room rental
- Dedicated listing on the FCVB Scientific Programme & Planner, in the FCVB Programme at a Glance and Mobile App
- 1 advert
- Access and use of audiovisual equipment in lecture room

Companies organising a non-exhibitor Satellite Symposium will be provided with an allocation of Scientific Badges and General Badges.

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

Application deadline: 31 October 2019

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), in the FCVB Programme at a Glance and on the Mobile App.



All Industry Sponsored Sessions programmes are subject to FCVB Congress Programme Committee approval.

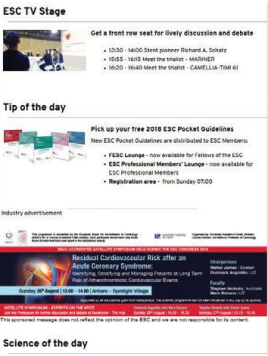
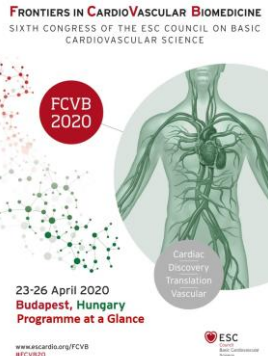

Sponsorship

Industry Offer

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.

Product	Description	Price (excl. VAT)
	<p>Delegate badge holder <i>No product advertising permitted – Exclusive Sponsorship</i></p> <p>Display your corporate name and logo on this highly visible marketing tool, which will be worn by all delegates.</p> <p><i>Reach & audience: all Congress delegates, ~800 pax</i></p> <p><i>Lifespan: Congress</i></p>	<p>€4 000</p>
	<p>eBlast - Pre-congress <i>No product advertising permitted</i></p> <p>Promote your exhibition space or Sponsored Sessions to all FCVB 2020 pre-registered delegates. A customised mailing will be sent out on 16 April 2020 to increase delegate awareness surrounding your activities.</p> <p><i>Reach & audience: all pre-registered delegates</i></p> <p><i>Lifespan: a few days prior to the Congress</i></p>	<p>€3 000</p>
	<p>eBlast - Post-congress <i>No product advertising permitted</i></p> <p>Prolong your congress activity 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 on 7 May 2020.</p> <p><i>Reach & audience: all registered delegates (about 800 pax) and targeted members from our database</i></p> <p><i>Lifespan: post-congress</i></p>	<p>€3 000</p>

Product	Description	Price (excl. VAT)
	<p>FCVB 2020 Mobile App <i>ESC permits product advertising in sponsor button only – Exclusive sponsorship</i></p> <p>Provide delegates with this indispensable tool and showcase your company’s involvement in our dedicated sponsor section which includes:</p> <ul style="list-style-type: none"> • 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 <p>This environmentally-friendly initiative is rapidly becoming the platform of reference for delegates who wish to have the Congress at their fingertips.</p> <p>With this mobile device tool, delegates are able to:</p> <ul style="list-style-type: none"> • Consult the daily updated Final Programme • Build their schedule with their sessions of interest • Navigate through the venue thanks to the intuitive floorplan <p><i>Reach & audience: Congress delegates and non-attendees who have downloaded the app</i> <i>Lifespan: pre-congress/Congress/post-congress</i></p>	<p>€5 000</p>
	<p>Mobile App Splash Adverts & Push Notifications <i>No product advertising permitted</i></p> <p>A virtual and innovative way for session organisers to reach out to delegates by offering electronic and catchy versions of their Adverts (Splash Advert) in the Mobile App. These Splash Adverts/Push notifications are to promote your sessions to delegates as a “Not to be missed”!</p> <p>The Splash Adverts have been scheduled according to the Satellite Symposia time slots.</p> <p>On the day of your sessions, the Mobile App (updated) will display your Splash Advert and 30’ before your scheduled sessions, Push Notifications containing a link directing delegates to your scientific programmes will be sent to users. Due to the limited number of Mobile App Splash Screen slots, be sure to reserve early.</p> <p><i>Reach & audience: Congress delegates and non-attendees who have downloaded the app</i> <i>Lifespan: Congress</i></p>	<p>€2 500</p>

Product	Description	Price (excl. VAT)
 <p>ESC TV Stage Get a front row seat for lively discussion and debate</p> <ul style="list-style-type: none"> • 10:30- 10:40 Direct poster Richard A. Cohen • 10:55- 11:05 Meet the exhibitors - 10/10/19 • 16:00- 16:40 Meet the exhibitors - CAMELLIA, TIM 61 <p>Tip of the day Pick up your free 2018 ESC Pocket Guidelines New ESC Pocket Guidelines are distributed to ESC Members</p> <ul style="list-style-type: none"> • ESC Lounge - now available for Fellows of the ESC • ESC Professional Members' Lounge - now available for ESC Professional Members • Registration area - from Sunday 07:00 <p>Industry advertisement</p> <p>Science of the day</p>	<p>e-daily News Advert <i>No product advertising permitted</i></p> <p>Our digital FCVB Congress News presenting key congress messages will be emailed daily to defined target audiences. One version will be sent to FCVB members including scientific articles, congress highlights, links to congress resources as well as news from FCVB. Registered delegates will receive a separate emailing with an additional focus on daily onsite activities. Take this opportunity to get your messages across to healthcare professionals worldwide (2 adverts maximum per sponsor).</p>	<p>€2 500 Per day</p>
 <p>FRONTIERS IN CARDIOVASCULAR BIOMEDICINE SIXTH CONGRESS OF THE ESC COUNCIL ON BASIC CARDIOVASCULAR SCIENCE</p> <p>FCVB 2020</p> <p>23-26 April 2020 Budapest, Hungary Programme at a Glance</p> <p>www.escardio.org/FCVB MFCV2020</p> <p>ESC European Society of Cardiology</p>	<p>Programme at a Glance Advertisements <i>ESC permits product advertising</i></p> <p>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.</p> <p><i>Reach & audience: all congress delegates ~800 pax</i></p> <p><i>Lifespan: congress</i></p>	<p>€2 500</p>
 <p>Heart failure in Greece: A word from the President of the Hellenic Society of Cardiology</p> <p>ESC 365 All Heart Failure congress resources in one online library</p> <p>See for yourself</p> <ul style="list-style-type: none"> • Call by the ESC 365 team for personal demonstration • or visit www.esc365.org/365 	<p>Single Congress News <i>No product advertising permitted - Exclusive sponsorship</i></p> <p>The FCVB Congress News is the official congress newspaper distributed onsite. It contains the latest news & science on cardiovascular biology, including congress highlights, and presents an exceptional opportunity for a sponsor to advertise on the back cover.</p> <p><i>Reach & audience: all Congress delegates, ~800 pax</i></p> <p><i>Lifespan: Congress</i></p>	<p>€2 500</p>

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 2019

Partner Services

Industry Offer

Meeting Rooms

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 Meeting Rooms.

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 2020 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.

Price available on request.

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

Application deadline: 31 October 2019

Application & Guidelines

FCVB 2020

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 “ESC Guidelines for Industry @ Congresses” and the complementary “ESC Guidelines for Industry @ FCVB 2020”.

The “ESC Guidelines for Industry @ Congresses” are available on www.escexhibition.org.

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

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

Key Dates

Opening - Call for Abstracts	16 August 2019
Call for Abstracts deadline	25 October 2019
Application deadline	31 October 2019
Early fee registration deadline	10 February 2020
Late registration deadline	16 March 2020
Last minute registration deadline	20 April 2020
FCVB 2020 - Budapest, Hungary	23 - 26 April 2020