

HEART FAILURE 2011

Congress organised by the Heart Failure Association of the ESC

INDUSTRY PROSPECTUS



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Gothenburg
Sweden
21-24 May 2011

www.escardio.org/HFA



HEART FAILURE
ASSOCIATION
OF THE ESC



EUROPEAN
SOCIETY OF
CARDIOLOGY

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Welcome Address

Dear Friends and Colleagues,

It is our great pleasure to announce the Heart Failure Congress 2011 - organized by the Heart Failure Association of the European Society of Cardiology (HFA of the ESC) which will be held in Gothenburg, Sweden from 21 May until 24 May 2011.

The Heart Failure Congress is an opportunity for everyone involved in the heart failure community to come together. Our objective is to provide a complete picture on heart failure, covering many fields of information, innovation and education, addressing the core topics and the associated technologies linked to heart failure to provide health care professionals with the knowledge and experience they would require everyday in their clinical practice.

The overall theme of this congress is co-morbidities as more and more patients with heart failure present with other conditions such as diabetes, lung disease, renal impairment...

We will also bring you up to date on devices and technologies (ICD, CRT, LVADs) and their management programmes. The sessions will address the topics in different formats from an expert lecture in a main session to an interactive educational session with case presentations to ensure we match your expectations and provide adequate educational value to each and every participant. Our faculty will also bring you a very practical and international perspective on the HFA Guidelines to incorporate in your clinical decision process.

The Heart Failure congresses have created a great focus on the original scientific contributions received during the call for abstracts (all abstracts to be submitted **before 14 January 2011**) a center stage Poster Area being the ideal platform to meet colleagues and peers to discuss specific topics of research and interest – as well as our dedicated oral abstract sessions and Award sessions.

Gothenburg is the ideal venue for a Congress with our profile and scope. The size of the city and the proximity between hotels and the congress venue together with cultural and social attractions will undoubtedly be a perfect addition to complete your congress experience! Hotel and restaurant prices are very reasonable, and the late spring weather at the end of May will be very enjoyable.

Gothenburg is the perfect place for our community to meet! We hope to see you there. Please make your plans early, as this promises to be a congress to remember.

John McMurray
(Glasgow, GB)
Heart Failure Association President

P. Ponikowski
(Wroclaw, PL)
Heart Failure Association President-Elect

K. Swedberg
(Gothenburg, SE)
Heart Failure 2011, Scientific Chairperson

Heart Failure General Congress Information

- **About Heart Failure 2011**

Heart Failure is the annual congress of the Heart Failure Association of the ESC and has firmly established itself as the premier European congress in its field. Its growth in popularity is reflected by the increase in submitted abstracts matched by the steadiness in delegate participation.

The Heart Failure Congress is an opportunity for everyone involved in the heart failure community to come together. Our objective is to provide a complete picture on heart failure, covering many fields of information, innovation and education, addressing the core topics and the associated technologies linked to heart failure to provide health care professionals with the knowledge and experience they would require everyday in their clinical practice

- **Heart Failure 2011 Organising Committee**

Board of the Heart Failure Association of the ESC

The new HFA Board will be elected during the HFA General Assembly at the Heart Failure Congress 2010. Please check our website for further information: www.escardio.org/HFA

J. Mc Murray (Glasgow, GB), **President**

P. Ponikowski (Wroclaw, PL), **President-Elect**

K. Dickstein (Stavanger, NO), **Immediate Past-President**

S. Anker (Berlin, DE), **Treasurer**

G. Filippatos (Athens, GR), **Chairperson Clinical Science Section**

A. Shah (London, GB), **Chairperson Basic Science Section**

T. Jaarsma (Groningen, NL), **Secretary**

M. Cowie (London, GB)

U. Dahlström (Linköping, SE)

I. Ekman (Gothenburg, SE)

T. Eschenhagen (Hamburg, DE)

G. Hasenfuss (Goettingen, DE)

S. Janssens (Leuven, BE)

A. Maggioni (Florence, IT)

Z. Papp (Debrecen, HU)

W. Paulus (Amsterdam, NL)

B. Pieske (Graz, AT)

M. Ryder (Dublin, IE)

P. Seferovic (Belgrade, RS)

D. Van Veldhuisen (Groningen, NL)

F. Zannad (Dommartin-les-Toul, FR)

D. Brutsaert (Brussels, BE): ex officio

- **Scientific Committee**

All HFA Board Members are part of the Scientific Committee

Karl Swedberg (Gothenburg, SE), **Scientific Chairperson**

Bert Andersson (Gothenburg, SE)

Odd Bech-Hanssen (Gothenburg, SE)

Kurt Boman (Skelleftea, SE)

Frieder Braunschweig (Stockholm, SE)

Ulf Dahlström (Linköping, SE)

Inger Ekman (Gothenburg, SE)

Michael Fu (Gothenburg, SE)

Anders Jeppsson (Gothenburg, SE)

Cecilia Linde (Stockholm, SE)

Lars Lund (Stockholm, SE)

Elmir Omerovich (Gothenburg, SE)

Martin Pilhall (Gothenburg, SE)

Annika Rosengren (Gothenburg, SE)

Maria Schaufelberger (Gothenburg, SE)

Hans Wedel (Gothenburg, SE)

Gerhard Wikström (Uppsala, SE)

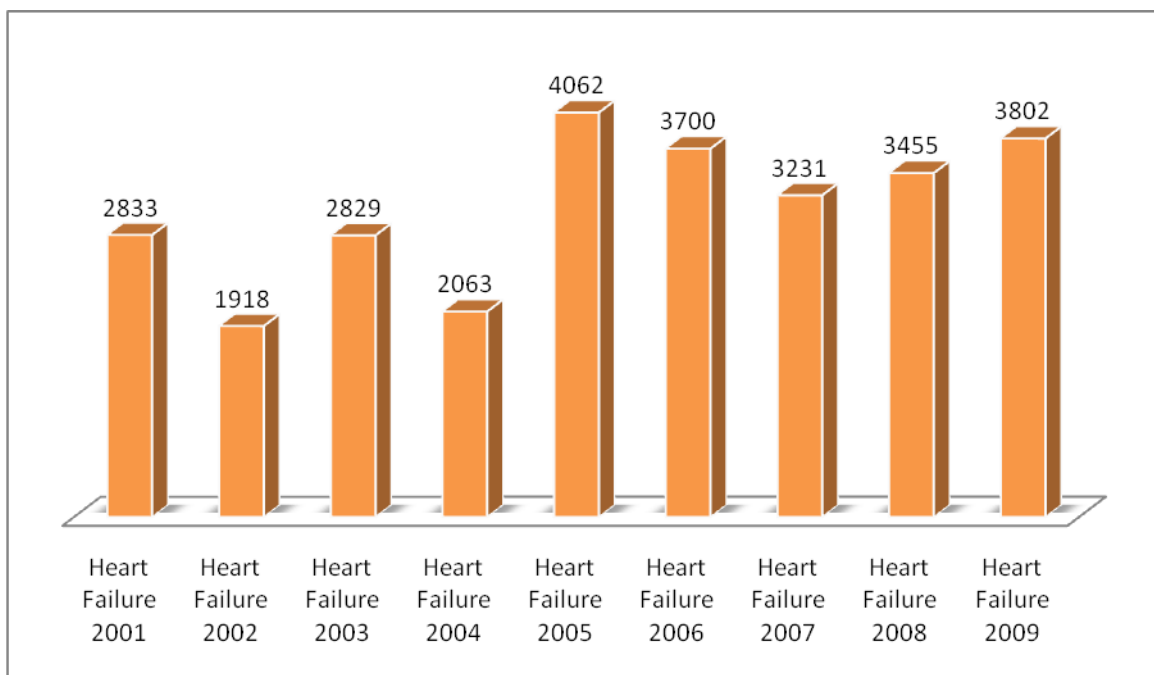
- **Why should I participate?**

Seize this unique opportunity to reach a field of international experts who practice the therapies and treatments for heart failure on a daily basis. Delegates will be eager to get a firsthand idea of the direction for new heart failure therapies and techniques providing you with an ideal opportunity to showcase products, announce trial results and provide hands-on experience for practice of new techniques. Make the most of Heart Failure 2011 with:

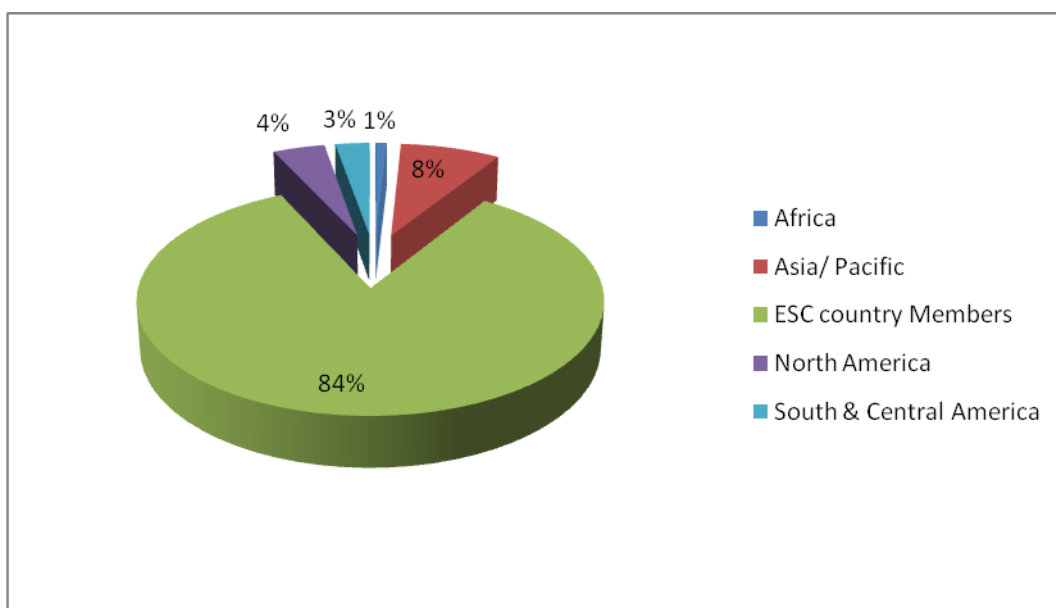
- **3,500** participants in the same location
- **1000 m²** net of commercial exhibition
- Association with expert scientific information (over **1,300 abstracts** submitted in 2010)
- **Over 75 scientific sessions** selected by the scientific committee
- 6 lecture rooms running parallel
- A variety of novel **industry sponsored sessions**

Heart Failure Facts & Figures

- **Previous Heart Failure Attendance**



- **Breakdown of active participants by region**



- **Top 8 countries**

	HF 2007	HF2008	HF 2009
United Kingdom	152	177	232
France	113	112	230
Italy	173	325	203
Greece	204	187	164
Romania	71	70	137
Spain	128	142	135
Germany	254	97	120
Netherland	196	177	114

Congress Venue, dates and opening hours

Thursday	19 May 2011	08:00 – 20:00	Exhibition build-up
Friday	20 May 2011	08:00 – 20:00	Exhibition build-up
Saturday	21 May 2011	14:15 – 18:00	Scientific Sessions
		18:00 – 19:15	Opening Ceremony followed by cocktail in the exhibition area
		17:15 – 21:00	Exhibition OPEN
Sunday	22 May 2011	09:00 – 18:00	Exhibition OPEN
Monday	23 May 2011	09:00 – 18:00	Exhibition OPEN
Tuesday	24 May 2011	08:30 – 12:30	Exhibition CLOSED (but Sessions still running)
		08:00 – 19:00	Dismantling

Venue & Dates

Heart Failure 2011 will be taking place in Gothenburg, Sweden from the 21 – 24 May 2011 at

Congress Centre
Gothenburg Convention Centre
Mässans Gata/Korsvägen
SE – 412 94 Gothenburg
Sweden
www.svenskamassan.se



The building is fully accessible to disabled persons.

Language

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

Heart Failure 2011 Scientific Programme

The programme is designed for an audience of cardiologists, internists, general physicians, basic scientists, epidemiologists, nurses, industry affiliates and other health care providers.

The scientific sessions will be organised in order to ensure each participant receives the information they require in the most appropriate format – no topic overlaps and different approaches to the topics (from main lectures led by experts to more educational, case based, interactive sessions).

Our final objective is to help delegates manage – in their daily practice – the growing burden of heart failure and to reduce the disease burden on HF patients in real life.

During the congress delegates can enjoy a comprehensive programme covering an extensive curriculum in a variety of session formats such as:

- Main sessions
- Educational Training sessions
- Debates
- “How To” sessions
- Late Breaking Trials & Clinical Trial Forum
- Basic Science sessions
- Posters and Moderated Posters
- Oral Abstract sessions
- Industry Satellite Symposia
- Clinical Interactive Sessions

Main themes and objectives

- **Co-morbidities and Heart Failure**

Explore in-depth the topics of Co-morbidities and Heart failure – Chronic Obstructive Pulmonary Disease (COPD), Diabetes, hypertension, as well as new areas such as cancer, cardio-renal syndrome – through main sessions led by experts, but also with the more practical angle of interactive educational sessions constructed on actual clinical cases.

- **Devices and Technology for Heart Failure in 2011**

Discuss critical decision making in the role of ICDs and CRT implantations and therapies. Review patient selection criteria for the use of implantable LVADS for heart failure treatment. Explore the developments of Telemonitoring and other monitoring management.

- **Education and Guidelines**

Understand the management of patients with heart failure and be provided with guidelines to improve outcomes in the heart failure population, with a practical application of the HFA guidelines to assist all heart failure professionals in their daily practice.

- **Latest Updates**

On devices and therapies, ongoing trials and research to understand the upcoming technologies, drugs and development in heart failure. Hear about the latest clinical trial data, patient registries.

- **Basic Science, Basic Sciences translated for the clinician**

When researchers meet and interact with clinicians to discuss the science that will lead tomorrow’s translational initiatives.

Heart Failure 2010 Industry Partners Participation

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

2010 Industry Partners

ALERE
BG Medicine, Inc.
Biotronik
Boston Scientific
BMEYE BV
BRAHMS
Cardiola AG
Experimetria Ltd.
European Society of Cardiology
GE Healthcare
German Competence Network Heart Failure
HF 2011 – Gothenburg Sweden
Heartware, Inc.
Hellenic Cardiology Society
HRA Research
Medispec Ltd.
Medtronic
Orion Pharma
Oxford University Press
Novartis Pharma
Pfizer Ltd
Philips Healthcare
ResMed Europe
Robert Bosch Healthcare GmbH
Scisense Inc.
Servier
St Jude Medical
Thoratec Corporation
Vifor Pharma Ltd.
Wisepress
Wolters Kluwer
Zoll CMS GmbH

1. Exhibition:

Showcase your products, services and activities to over 3,000 delegates from 100 different countries.



Exhibition Space

Provide delegates with a unique opportunity to catch a glimpse of the continuous therapeutic and technological developments in the Heart Failure discipline by showcasing your products in the technical exhibition.

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

Application Deadline: 1 November 2010

Price for space only: **€440 per m² excl. VAT**

Price for Publishers **€330 per m² excl. VAT**

The minimum exhibition space is 9 m²
(6 m² for publishers and booksellers)

Stand size between:	Number of Free Badges:
9 and 49m ²	10
50 and 99m ²	18
100m ² +	26

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.

Price for additional badges: €40 excl. VAT

Exhibitor badges will give access to lecturers when space is available.
To be sure of having a seat, a full registration is recommended.

Exhibition Opening Hours:

- Exhibition area of more than 2500 m² gross
- Opening Cocktail in the Exhibition
- Lunch/Coffee Breaks served in the exhibition

Saturday	21 May 2011	17:15 – 21:00	Opening Cocktail
Sunday	22 May 2011	09:00 – 18:00	Exhibition OPEN
		10:00 – 11:00	Coffee Break
		15:45 – 16:30	Coffee Break
Monday	23 May 2011	09:00 – 18:00	Exhibition OPEN
		10:00 – 11:00	Coffee Break
		15:45 – 16:30	Coffee Break
Tuesday	24 May 2011	08:00 – 19:00	Dismantling

2. Industry Sponsored Sessions:

Ensure your contribution to the outstanding Heart Failure scientific programme

Satellite Symposium or Mini-Satellite Symposium

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



Satellite Symposia, will be held within the Congress centre in lecture rooms ranging in capacity from 370 to 1000 seats.

Mini-Satellite Symposia will be held within the Congress centre in lecture rooms for a maximum of 180 people.

A limited number of time slots have been made available for Satellite and Mini-Satellite Symposia:

Price of a Satellite Symposium 75/90 minute session: €41,000 per session excl. VAT

Price of a Mini-Satellite Symposium 45 minute session: €30,000 per session excl. VAT



SATELLITE SYMPOSIA TIMESLOT

Sunday 22 May 2011 **12:45 – 14:00**
18:15 – 19:45

Monday 23 May 2011 **12:45 – 14:00**
18:15 – 19:45

MINI-SATELLITE SYMPOSIA TIMESLOT

Sunday 22 May 2011 **12:45 – 13:30**
18:15 – 19:00

Monday 23 May 2011 **12:45 – 13:30**
18:15 – 19:00



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

- Room rental
- 1 Delegate Bag Insert
- 1 Weblink
- 1 room Hostess
- Access and use of audiovisual equipment in lecture room

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

In order to hold a Satellite Symposium or Mini-Satellite Symposium, an Exhibition Stand of 9 m² minimum (or grant equivalent) is required.

Industry Sponsored Session Programmes will be published in the Heart Failure Final Programme and on the Heart Failure Web Site. All Satellite Symposia and Mini-Satellite Symposia programmes are subject to Heart Failure Board approval.

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.

Deadline for application: 5 November 2010

3. Sponsorship, Promotion and Advertising Opportunities Increase & enhance your company profile in Heart Failure

	<p>Abstracts CD-ROM Exclusive Sponsorship</p> <p>The Official Heart Failure 2011 Congress Abstract CD-Rom contains all accepted Abstracts at Heart Failure 2011 and will be available on site during the congress. This highly popular item is available for exclusive sponsorship offering sponsor association with the scientific content and excellent exposure as redemption vouchers within the official congress bag will guide delegates to the sponsor's booth as the sole collection point.</p> <p>Life-span: Congress permanent archive/reference material. Price includes production of the CD-ROM <u>but</u> excludes production of the voucher: €35,000 excl. VAT</p>
	<p>Web Space Exclusive Sponsorship</p> <p>The business style Internet Corner offers delegates internet access along with the scientific programme online, PC workstations and printers throughout the congress. The corporate name and logo of the sponsor displayed on all the screensavers of the Internet Corner offers excellent exposure. The sponsor can brand the area designated for the Web Space with corporate branding (no product names or references). Acknowledgement will be provided on congress web pages and in the Final Programme.</p> <p>Life-span: Congress Price: €20,000 excl. VAT (includes 8 computer terminals and 2 printers. Structure, furniture & branding to be provided by sponsor)</p>
	<p>Congress Bags Exclusive Sponsorship</p> <p>Secure high corporate visibility and association with the congress by exclusive sponsorship of the Heart Failure 2010 congress bag distributed to each registered delegate.</p> <p>Life-span: Congress permanent archive/reference material. Price including production: €20,000 excl. VAT</p>
	<p>Delegate Badge Laces Exclusive Sponsorship</p> <p>The popular and highly visible official Heart Failure 2011 badge laces are available for exclusive sponsorship. The sponsor's name and logo will be printed on the badge laces, distributed to all participants. Units supplied: 3,500.</p> <p>Life-span: Congress Price including production: €15,000 excl. VAT</p>



Notepads & Pens Exclusive Sponsorship

The official Heart Failure 2011 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 Heart Failure 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 & pens (price upon request).

Life-span: Congress & permanent archive

Price including production: €12,000 excl. VAT



Final Programme Advertisements

The Final Programme hard copy contains the full scientific programme details, exhibition and satellite information and congress references outlines. Hard copies will be placed in the official congress bag and distributed to each delegate, offering maximum exposure and recognition to the sponsor.

Life-span: Congress permanent archive/reference material.

Back Cover Advertisement: €10,000 excl. VAT

Inside Front Cover Advertisement: €9,000 excl. VAT

Inside Back Cover Advertisement: €8,000 excl. VAT



Final Programme Bookmark

The bookmark is attached to the Final Programme and is included in each Congress Bag.

Lifespan: Congress permanent archive/reference material.

Price Bookmark excluding production: €15,000 excl. VAT



Delegate Bags Inserts

The Delegate Bag Insert allows you to design an invitation in the form of a customised advertisement of your company satellite or exhibition activities (format A4, 2 pages maximum). Distributed in the official congress bags, this opportunity allows you to reach every delegate at the congress. One Delegate Bag Insert promotes one activity.

Lifespan: Congress

Price of 1 insert excluding production: €5,000 excl. VAT



Web Link

Invite delegates to your congress activities (exhibition or satellite) by designing a promotional page which we will post on the Heart Failure 2011 Congress Web Pages. One Web Link promotes one activity.

Lifespan: Pre-Congress & Congress

Price for 1 Web Link: €2,000 excl. VAT

Unrestricted Educational Grants

Industry Partners are invited to “associate” with the Scientific Programme of Heart Failure 2011, or a specific session through an Unrestricted Educational Grant which demonstrates a company’s support and association with an aspect of the Scientific Programme. Support is acknowledged for the chosen session in the Final Programme and on the Heart Failure Congress web pages. The supporting industry may not advertise or promote their grant association.

Unrestricted Educational Grant: €10,000 per session



Function Spaces

A limited number of Function Spaces have been made available in the congress centre for companies wishing to meet their guests in a quiet and intimate environment during the conference.

Planned activities must be submitted to the organisers for approval.

No training or showcasing of products/therapies may take place in the Function Spaces.

Companies are responsible for equipment and catering arrangements.

No industry sponsored presentations or formal gatherings may be held in or outside of the congress venue without prior approval by the ESC from **19- 26 May 2011 (included)**

Various Congress Packages are available, options and fees upon request. Please contact **Satellite@escardio.org**

Key Dates

My ESC Services open for Abstract Submission, Registration and Hotel Accommodation:	MONTH/YEAR
Abstract submission, Registration, Hotel accommodation and Advance Programme available online	15 November 2010
Abstract Submission deadline:	14 January 2011
Early Fee Registration deadline:	21 March 2011
Pre-Registration deadline:	18 April 2011
Heart Failure Congress:	21 – 24 May 2011

Applications & Guidelines for Industry Participation at Heart Failure 2011

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.

NB: Returning a signed application form implies a tacit agreement of the Heart Failure 2011 Guidelines for Industry Participation. The cancellation procedure stipulated on each application form strictly applies once received by the ESC.

The Heart Failure 2011 Guidelines for Industry Participation will be communicated to companies participating at Heart Failure 2011 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.

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

Contacts

The ESC Sales & Liaison Officer is dedicated to working with our industry partners on optimising the value of your participation in line with your individual corporate objectives, please contact Sponsorship@escardio.org (Tel: +33 (0)4 92 94 86 78) to discuss your company requirements at Heart Failure 2010.

- **Heart Failure Secretariat**

Heart Failure is organised by the **ESC Congress Division**:

ESC - 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
Email: HFsecretariat@escardio.org
Web Site: www.escardio.org

- **Exhibition**

Tel.: +33 (0)4 92 94 76 17
Fax: +33 (0)4 92 94 76 26
Email: HFexhibition@escardio.org

- **Satellite Symposia**

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

- **Sponsorship**

Tel: +33 (0)4 89 87 20 09
Fax: +33 (0)4 92 94 76 26
Email: Sponsorship@escardio.org



Venue

Congress Centre
Gothenburg Convention Centre
Mässans Gata/Korsvägen
SE - 412 94 Gothenburg
SWEDEN
www.svenskamassan.se

Please sign and return this form by mail or fax to:

Heart Failure Association of the ESC
The European Heart House
2035 Route des Colles, Les Templiers, BP 179
06903 Sophia Antipolis Cedex, France

Fax: +33 492 947 626 - Email: HFexhibition@escardio.org

EXHIBITION SPACE APPLICATION FORM

- Applications accepted from: **31 May 2010**
- **"First Come, First Served" Policy**
- **Stand Application deadline: 1 November 2010**

1. COMPANY NAME & ADDRESS The company name & address as it should appear in official listings

Name:

Contact Person:

Address:

Postal code:

City:

Country:

Tel:

Fax:

Email:

2. CORRESPONDENCE NAME & ADDRESS If the correspondence address above is different from the official address (including agency)

Name:

Contact Person:

Address:

Postal code:

City:

Country:

Tel:

Fax:

Email:

3. APPOINTED STAND CONSTRUCTION AGENCY An 'out of business hours' contact telephone number is required for logistics purposes

Name:

Contact Person:

Address:

'Out of Hours' Tel:

4. EXHIBIT SIZE, DIMENSIONS Price €440 per m², Minimum 9 m². Special price for Publishers € 330 per m²

Size requested

Length in metres:

Depth in metres:

Area in m² :

Height requested:

Publisher: Yes No

Postal code:

City:

Country:

Tel:

Fax:

Email:

5. STAND LOCATION – PROXIMITY TO COMPETITORS List any exhibitors you **do not** wish in proximity to your stand, by company name. *Note that we cannot prevent companies assigned after you from being located in your neighbourhood*

1.	2.	3.
4.	5.	6.

6. PRODUCTS / SERVICES List products / services to be exhibited at Heart Failure 2011 Meeting

7. ACCOUNTING DATA
 1. Only one invoice address may be used
 2. In all cases a credit / charge card number must be supplied as payment guarantee
 3. In the event that an invoice remains unpaid after a settlement date, the ESC reserves the right to deny access to the Congress

Company or agency to be invoiced:		Your Purchase Order Number:
Company VAT number (mandatory for EU-based entities):		
Contact Person:		
Address:		
Postal code:	City:	Country:
Tel:	Fax:	Email:
Payment will be made by bank transfer (details will be given on the invoice) or by credit card (please fill in the following information) to ESC.		
<input type="checkbox"/> Visa	<input type="checkbox"/> Euro card / Mastercard	<input type="checkbox"/> Amex
Credit / Charge Card N°:	Expiry Date:	Cardholder's name:

8. AGREEMENT I hereby agree to be bound by the conditions of participation outlined in the Industry Prospectus of Heart Failure 2011 Congress

Date:	Contact Name:	Signature: Mandatory
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9. MISCELLANEOUS To add other information relevant to your application, please note it here

Cancellation Policy: Cancellations of exhibits should be sent by registered mail to the Secretariat of the HFA of the ESC. If cancellation is received after the HFA of the ESC launched the invoicing process and before 14/02/2011, 50% of the total due amount will be charged. If the Stand is cancelled after 14/02/2011, the full stand rental fee will be charged. Only a registered letter receipt or fax reception report will be accepted as proof of cancellation date.
 "You have personal data which is, according to the Law on data processing and Civil Liberties 78-17 of 6 January 1978, registered with the ESC.
 You have the absolute right to access, amend and oppose any use of this personal data by contacting (in writing) the ESC National Society and Member Relations Department at the above-mentioned address. Unless otherwise informed, the ESC may send you information about its activities from time to time."

Please return this form to: ESC / Industry Services Department
The European Heart House, 2035 Route des Colles, Les Templiers, BP 179
06903 Sophia Antipolis FRANCE
Fax: +33(0)4 92 94 76 26 / Email: satellite@escardio.org

INDUSTRY SUPPORTED EDUCATIONAL SESSIONS APPLICATION FORM

SATELLITE SYMPOSIUM

MINI SATELLITE SYMPOSIUM

ORGANISING COMPANY use in all HEART FAILURE 2011 publications

- Applications for all congress activity must be submitted by the company under whose name each activity is to be organised.
- The correspondence for the above items should be made exclusively between this company and the ESC.
- The company is responsible for communicating any relevant documents to its staff and appointed agencies.

Company Name:		Contact Person:
Address:		
Postal code:	City:	Country:
Tel:	Fax:	Email:

APPOINTED AGENCY if applicable – One main contact person mandatory – Correspondence from non appointed agency will not be taken into consideration

- This named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name.
- The ESC has created "Guidelines for Industry Participation" as an essential tool for how to host an Industry Sponsored Session. It is obligatory that every appointed agency read these Guidelines and all other documents posted on "www.escehitation.org" website in order to have a proper working relationship with the ESC Congress Division.
- The ESC reserves the right to inform the Organising Company mentioned above if the appointed agencies have not examined or understood the reasoning behind the Guidelines and the companies will ensure effective communication is re-established.

Agency Name:		Contact Person:
Address:		
Postal code:	City:	Country:
Tel:	Fax:	Email:

INVOICING DATA Any and all changes post invoicing (addition of Purchase Order, changes of billing address...) will not be taken into account, invoices will not be reissued

Company Name:		Contact Person:
Invoicing Address:		VAT N° MANDATORY:
		PO N°:
Postal code:	City (& state, if applicable):	Country:
Tel:	Fax:	Email:

Payment will be made by bank transfer (details will be provided on the invoice)

We accept the contract terms & conditions and agree to abide by the regulations & conditions laid down for this event. I am authorised to sign this form on behalf of the applicant/Company.

Date:	Contact Name:	Signature:
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Please return this form to: ESC / Industry Services Department
The European Heart House, 2035 Route des Colles, Les Templiers, BP 179
06903 Sophia Antipolis FRANCE
Fax: +33(0)4 92 94 76 26 / Email: **satellite@escardio.org**

SATELLITE SYMPOSIUM submit one form per Satellite Symposium

Sessions organised by pharmaceutical & technical industries in cooperation between clinicians and researchers.

- Scientific programme announced in the HEART FAILURE 2011 Final Programme.
- **An exhibition stand of minimum 9 m² (or grant equivalent) is required**

DEADLINE: 5 NOVEMBER 2010

Proposed title:

Duration: 75 minutes 90 minutes

Sunday 22 May 2011

12:45 -14:00 (75-minute)

18:15 - 19:45 (90-minute)

Monday 23 May 2011

12:45 -14:00 (75-minute)

18:15 - 19:45 (90-minute)

Price of a Satellite Symposium 75/90 minute session: €41,000 (Excl. VAT)

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

- Room rental
- 1 Delegate Bag Insert
- 1 Weblink
- 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.

Lecture room capacity:

Lecture rooms ranging in capacity from 370 to 1000 seats
Lecture rooms assigned on a first come first served basis

Reception: Yes No

Please return this form to: ESC / Industry Services Department
The European Heart House, 2035 Route des Colles, Les Templiers, BP 179
06903 Sophia Antipolis FRANCE
Fax: +33(0)4 92 94 76 26 / Email: satellite@escardio.org

MINI-SATELLITE SYMPOSIUM submit one form per Mini-Satellite Symposium	
Participating companies may organise Mini-Satellite Symposium during specific 45-minute time slots. These Mini-Satellite Symposia, are shorter than Satellite Symposia and limited to 180 seats lecture rooms maximum.	
<ul style="list-style-type: none"> Scientific programme announced in the HEART FAILURE 2011 Final Programme. An exhibition stand of minimum 9 m² (or grant equivalent) is required 	
DEADLINE: 5 NOVEMBER 2010	
Proposed title:	
Duration: 45 minutes	
Sunday 22 May 2011 <input type="checkbox"/> 12:45 -13:30 <input type="checkbox"/> 18:15 - 19:00 Monday 23 May 2011 <input type="checkbox"/> 12:45 -13:30 <input type="checkbox"/> 18:15 - 19:00	Price of a Mini-Satellite Symposium 45 minute session: €30,000 (Excl VAT) The following items are included in the price of a Mini-Satellite Symposium: <ul style="list-style-type: none"> ➤ Room rental ➤ 1 Delegate Bag Insert ➤ 1 Weblink ➤ 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.
Lecture room capacity: 180 seats	Lecture room assigned on a first come first served basis
Reception: <input type="checkbox"/> Yes <input type="checkbox"/> No	

CANCELLATION POLICIES

Satellite and Mini-Satellite Symposium:

Cancellation must be sent in writing.

If cancellation is received before **15 February 2011**, 50% of the total due amount will be charged.

If cancellation is received on or after **15 February 2011** the full compensation fee will be invoiced.

"Disclosure of Information and Marketing. The ESC complies with EC directives, and is registered under the data protection laws in France, and takes all reasonable care to prevent any unauthorised access to your personal data. Our ESC staff and contractors have a responsibility to keep your information confidential. The ESC does not sell, trade, or rent your personal information to others. We may supply your information to trusted ESC contractors to perform specific services. Otherwise, we do not disclose personal information to any other person or organisation without your consent. If you are a delegate at an ESC organised Congress or meeting, when you visit exhibiting company stands, presenting your badge may enable them to retrieve the following personal data: first name(s), last name(s), address, telephone, fax, email, and professional activity information."

Please sign and return this form by mail or fax to:
 ESC
 Industry Services
 2035 Route des Colles, Les Templiers, BP 179
 06903 Sophia Antipolis Cedex, France
 Fax: +33-(0)4 92 94 76 26 - Email: Sponsorship@escardio.org

Official opening of sales: **31 May 2010**
“First Come, First Served” Policy
 Deadlines listed with items

SPONSORSHIP, PROMOTION & ADVERTISEMENT APPLICATION FORM (tick the appropriate box)		
	Deadline	Tick Yes
Advertisement Options – Product advertising allowed for these items only		
Final Programme Back Cover	€ 10,000 12/02/11	<input type="checkbox"/>
Final Programme Inside Front Cover	€ 9,000 12/02/11	<input type="checkbox"/>
Final Programme Inside Back Cover	€ 8,000 12/02/11	<input type="checkbox"/>
Bookmark in the Final Programme (excl. prod.).....	€ 15,000 12/02/11	<input type="checkbox"/>
Note Pads and Pens (incl. production)	€ 12,000 18/12/10	<input type="checkbox"/>
<u>No product advertising for the items listed below:</u>		
Promotion Options		
Delegate Bag Insert.....	€ 5,000 12/02/11	<input type="checkbox"/>
Web Link.....	€ 2,000/advert 12/02/11	<input type="checkbox"/>
Sponsorship Options		
Abstracts CD-ROM (excl. voucher production)	€ 35,000 18/12/10	<input type="checkbox"/>
Congress Bags (incl. production)	€ 20,000 18/12/10	<input type="checkbox"/>
Badge Laces (incl. production)	€ 15,000 18/12/10	<input type="checkbox"/>
Web Space	€ 20,000 06/11/10	<input type="checkbox"/>
Unrestricted Educational Grants	€ 10,000	<input type="checkbox"/>

Cancellation policy: Sponsorship and promotional products are assigned on a first-come, first-served basis. Companies will be invoiced upon assignment of items following receipt of their application form. Cancellation fees of 100% apply once an invoice has been issued.

Important: Payment will be made, by bank transfer, before the date indicated on your invoice or before the first day of the congress, whichever falls first.

Please note Weblinks and Delegate Bag Inserts may only advertise 1 item (promotion of an Industry Sponsored Session with a booth number is allowed). Should you wish to include all your stand activities or more than 1 Industry Sponsored session, you will be charged accordingly. No exceptions will be allowed.

Please sign and return this form by mail or fax to:

ESC
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06903 Sophia Antipolis Cedex, France
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COMPANY NAME – Indicate the name as it should appear in printed acknowledgments.		
Name:		
Contact Person:		
Address:		
Postal code:	City:	Country:
Tel:	Fax:	E-mail:

APPOINTED AGENCY (if any)		
Company Name:		
Contact Person:		
Address:		
Postal code:	City:	Country:
Tel:	Fax:	E-mail:

INVOICING DATA – Verify the invoicing information is correct.		
Company (or agency) to be invoiced:		
Contact Person:		
Address:		VAT N°: Mandatory
		PO N°: Mandatory
Postal code:	City:	Country:
Tel:	Fax:	E-mail:

We accept the contract terms & conditions and agree to abide by the Guidelines for Industry Participation for EUROECHO 2010. I am authorised to sign this application form on behalf of the company/applicant. We also accept to be invoiced for those items ticked off that are available listed on page 1 of this application form. Please return both pages of this application form.

Signature: Mandatory Here:

Organising Company: Applications for Sponsorship, Advertisement and other congress options must be submitted by the company under whose name the support will be acknowledged. All correspondence should be made exclusively between this company and the ESC with the exception of an explicit request from the supporting Company to Industry Services at the ESC.

Appointed Agency: Companies should inform the ESC, in writing, what agency is appointed by the supporting company. Otherwise no requests from agencies will be taken into consideration. This appointed agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name. It is not the role of any given agency to make initial enquiries or reservations with the ESC independently of the company

Advertising conditions: Product advertising is allowed only for those items where specifically indicated.