

HEART FAILURE UPDATE 2004

"From Hippocrates to Hypotheses"

INDUSTRY PROSPECTUS

**Wroclaw,
Poland**

12-15 June 2004

Hobby One Multimedia - +33 (0)4 92 13 00 33

Meeting organised by the ESC Working Group on Heart Failure



Welcome Address

Dear Colleague,
We warmly invite you to attend the Heart Failure Update Meeting 2004 in Wroclaw, Poland, organised by the Working Group on Heart Failure of the European Society of Cardiology.

At the beginning of the 21st century we have witnessed unprecedented progress in many fields of life, cardiology being no exception. However, despite all these developments, heart failure still remains a major challenge for scientists and clinicians. The increasing incidence and prevalence of heart failure, together with disappointingly high morbidity and mortality, entirely justify the growing interest in this health problem.

Heart failure was already recognised by the ancient masters of medicine, with Hippocrates providing a vivid description of this clinical syndrome. Since then the concepts of the nature of heart failure have evolved, but it is only recently that we have seen a revolution in our understanding of the biology of the syndrome and the fundamental mechanisms responsible for its progression.

Therefore we believe the title, “From Hippocrates to Hypotheses”, will constitute a good background against which to review the last 2000 years of discovery and failure in the area of heart disease, and that it will provide an ideal opportunity for discussing the hopes for the future.

The Meeting in Wroclaw will provide a comprehensive, up-to-date view on all major aspects of heart failure including basic science, pathophysiology, epidemiology, prognosis, management and prevention. There will be plenary, tutorial and poster sessions as well as educational symposia, organised in collaboration with the pharmaceutical industry, to present the results of the major heart failure trials.

We invite you to participate in the Meeting, and to submit for presentation your most recent scientific work. It will be an excellent opportunity to share your experience with outstanding experts in the field of heart failure.

Wroclaw is one of the most beautiful cities in Poland, lying at the intersection of transcontinental routes linking Scandinavia with Southern Europe and Western Europe with the Ukraine. Its remarkable history is reflected in its architectural and artistic heritage and in its rapid development, making it one of central Europe’s most exciting destinations.

We suggest that you highlight the date of the Wroclaw 2004 Heart Failure Update Meeting in your diary. The dates are June 12th to 15th, 2004. We look forward to meeting you in Wroclaw.

Helmut Drexler
Chairmen of the ESC
Working Group on Heart Failure

Piotr Ponikowski
Co-Chairman
Scientific Committee

Witold Ruzyllo
Co-Chairman
Scientific Committee

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YOUR ESC CONTACTS

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2035 Route des Colles
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Hotel and Social Events Dept:

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E-mail : HFhotel@escardio.org

Venue:

The Heart Failure Update Meeting 2004 will be held at the **Hala Ludowa**:
51-618 Wroclaw, ul
Wystawowa 1
Poland
Tel: +48 71 348 18 21 – Fax: +48 71 348 14 51
E-mail: office@interart.com.pl

Nucleus Members of the ESC Working on Heart Failure & Scientific Committee

OFFICERS AND MEMBERS OF THE ESC WORKING GROUP ON HEART FAILURE

H. Drexler (Hanover, DE), Chairman
M.S. Nieminen (Helsinki, FI), Secretary
M. Komajda (Paris, FR), Past-Chairman
D. Brutsaert (Antwerp, BE), Vice-Chairman
L. Erhardt (Malmö, SE), Treasurer
M. Böhm (Cologne, DE)
A.J. Cowley (Nottingham, GB)
K. Dickstein (Stavanger, NO)
A. Gavazzi (Bergamo, IT)
L. Lopez-Sendon (Madrid, ES)
J.J. Mercadier (Paris, FR)
M. Metra (Brescia, IT)
W. Ruzyllo (Warsaw, PL)
W.H. van Gilst (Groningen, NL)

SCIENTIFIC COMMITTEE

All Nucleus members are part of the Scientific Committee

W. Ruzyllo (Warsaw, PL), Co-chairman
P. Ponikowski (Wrocław, PL), Co-chairman

S.D. Anker (London, GB)
W. Banasiak (Wrocław, PL)
Z. Bilinska (Warsaw, PL)
A. Beresewicz (Warsaw, PL)
J. Korewicki (Warsaw, PL)
A. Cieslinski (Poznan, PL)

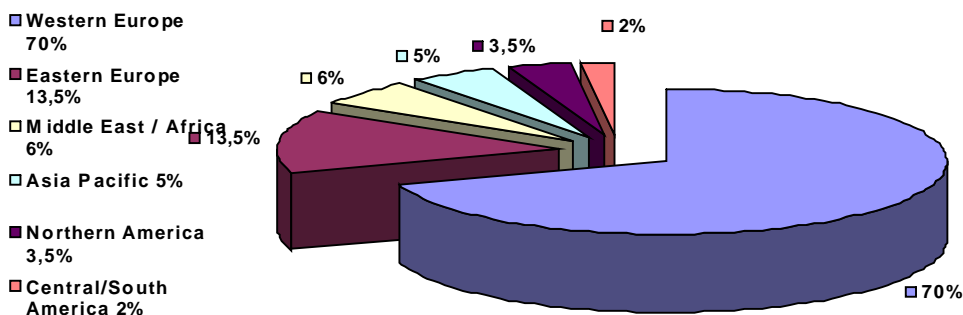
P. Mohacsi (Bern, CH)
M.F. Piepoli (Piacenza, IT)
P.A. Poole-Wilson (London, GB)
K. Swedberg (Gothenburg, SE)
M. Tendera (Katowice, PL)

Heart Failure Historic

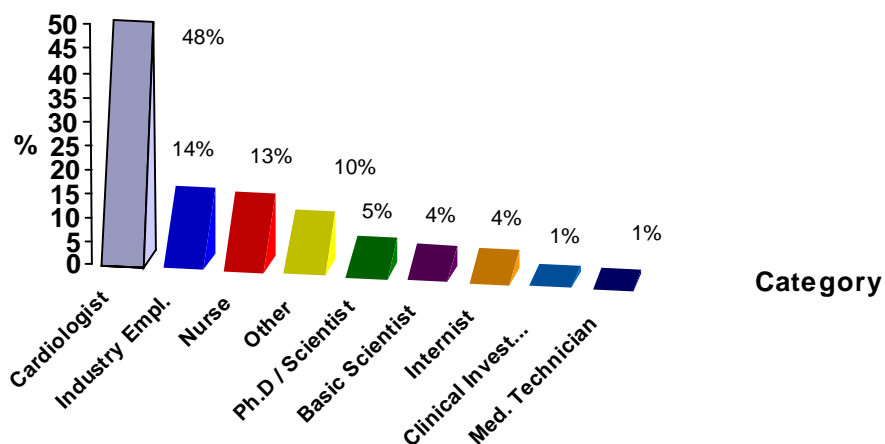
Previous Heart Failure Partners

Abbott / Orion Pharma	Cardiodynamics	IonOptix	Servier
Acorn Cardiovascular	CD Leycom	Meditron A/S	St. Jude Medical
Actelion	Datascience	Medtronic Europe S/A	Takeda
Amgen Inc.	Elsevier	Merck KGaA	Terumo
Arrow	Experimetria Ltd.	MSD	Thoratec Europe Ltd.
AstraZeneca	F. Hoffmann-La Roche	Myocor	TNO-Biomedical
Atcor Medical	Guidant	Myogen	T.S.M.D.
Biosite	GE Medical System	Novartis Pharma AG	Vasomedical
Blackwell Futura Ltd.	GlaxoSmithKline	Pharmacia	Wisepress
Breas Medical	Harcourt	Pulse Metrics	
Bristol Myer Squibb	Hugo Sachs Elektronik	Respironics	
Cardiac Science	Innovision A/S	Roche Diagnostics	

Heart Failure Update 2002, Oslo, Norway, Geographical Attendees



Heart Failure Update 2002, Oslo, Norway, Professional Attendees Repartition



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Sponsorship Opportunities

In order to help you to contribute in the best way to this meeting, we propose the following list of sponsorship items. Please do not hesitate to contact us if you have other ideas or wishes regarding your presence at this meeting.

DEADLINE FOR SPONSORSHIP APPLICATION: 5 NOVEMBER, 2003
All the following sponsorship items are based on a “first come first served” policy.

Acknowledgements

All Exhibitors and Sponsors of the Heart Failure Update 2004 Meeting will be acknowledged in the Final Programme.

Product Description

All Exhibitors of the Heart Failure Update 2004 Meeting are eligible for a free company listing and product description in the Final Programme.

All prices are in Euro and exclusive of VAT.

Exhibition Space

Price for space only is **Euro 400 / m²**.

The minimum exhibition space is 9 m².

To reserve space, please return the enclosed form to the ESC Exhibition Department.

Space will be assigned on a first come first served basis.

A certain number of free exhibitor **badges** will be made available to all exhibitors depending on the space size (see page 13).

Additional exhibitors' badges may be obtained at **Euro 40** each.

Satellite Symposia

To obtain permission to hold a Satellite Symposium, an exhibition stand of 9 m² or larger is required.

A limited number of lecture rooms are available for sponsored symposia.

Time slots*: Saturday 12 June: 14:30 - 16:00 and 16:30 - 18:00
Sunday 13 June: 12:35 - 13:50
Monday 14 June: 12:35 - 13:50 and 18:00 - 19:30

* No parallel Scientific Sessions during these time slots

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A non-exclusive programme slot is assigned on a “first-come, first-served basis”.
To reserve a time slot, please return the enclosed Satellite Symposium Application form to the ESC.

Basic fees: - **Euro 33,000** for a 90 minute session. **Room rental is not included in the fee.**
The rooms have capacities from 200 to 1,500 persons.
- 120 and 180 minutes sessions can also be organised. The fee is available upon request.

Note: Please read the Speakers and Chairmen of Satellite Symposia Policy page 16

Meet the Experts Sessions

A limited number of lecture rooms is available for these smaller sessions

Time slots*: Sunday, June 13, 12:45 - 13:30
Monday, June 14, 12:45 - 13:30

* No parallel Scientific Sessions during these time slots

Please note the following rules for the Meet the Experts sessions:

-The duration is 45 minutes maximum

-2 speakers only

-The attendance cannot exceed 50 persons and must be by invitation only

A non-exclusive programme slot is assigned on a first-come, first-served basis.

To reserve a time slot, please return the enclosed form to the ESC Exhibition Department.

Fee: Euro 18,000

Room rental is not included in the fee.

Note: Please read the Speakers and Chairmen of Satellite Symposia Policy page 16

Function Spaces

A certain number of function spaces are available in the building for companies wishing to entertain their guests during the conference.

The price is relative to the capacity of the room.

Flyers in Conference Bags

Conference Bags will be distributed to all registered delegates during the meeting.

An A4 (maximum size) leaflet can be placed in bags at **Euro 4,500**, excluding production.

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Web Links

Since the list of pre-registered participants is not longer available ESC offers the provision of a web link between the on-line ESC Heart Failure Update Meeting 2004 Advance and Final Programmes and a web page created by the Industries.

The "Promotional Material Web Link" is available to exhibiting companies only and may be used only to inform participants about the upcoming Heart Failure Update meeting.

Price for Web Link is: **Euro 480**

Advertisement (corporate and product adverts are accepted)

Exhibitors and sponsors can reach a large audience by taking advantage of advertising opportunities in the various programmes.

- **Advance Programme**

Circulation: 25,000

2nd and 3rd cover pages are available at **Euro 10,000** each

Back cover page is available at **Euro 12,000**

Inside page is available at **Euro 6,000**

- **Final Programme**

Circulation: to each registered delegate

2nd and 3rd cover pages are available at **Euro 10,000** each

Back Cover page is available at **Euro 12,000**

Inside page is available at **Euro 6,000**

- **Bookmark in the Final Programme** (corporate and product adverts are accepted)

Final Programmes will be inserted in the Congress Bags. A bookmark can be inserted in the Final Programme at **Euro 15,000**

Conference Bags (corporate only)

Exclusive Sponsorship of conference bags is available at **Euro 18,000**.

Please note that bags will be provided by the ESC and that the name of the conference, Heart Failure Update 2004 and the ESC logo are also printed on the bags.

Writing Pads and Pens

Exclusive sponsorship of pads and pens is available at **Euro 8,000**, material provided by the ESC.

The name of the conference, Heart Failure Update 2004 and the ESC logo are also printed on the Pads and Pens.

The sponsor can either have the company name on the Pads and Pens or a product name.

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Badge Laces

Exclusive sponsorship of badge laces is available at **Euro 15,000**.

This price does not include production costs. Material provided by the Sponsor upon ESC approval.

The sponsor can either have the company name on the laces or a product name.

SPECIAL PACKAGE: Conference Bags, Writing Pads and Pens

A special price for sponsorship of the bags, writing pads and pens is proposed: **Euro 24,000**.

The material will be provided by the ESC.

Abstracts CD-ROM

Price for sponsorship of abstracts CD-ROM is available upon request.

Web Space

Can be sponsored at **Euro 15,000**.

A page dedicated to the Web Space will be printed in the Final Programme, where the logo of the sponsor will appear.

The corporate name and logo of the sponsor will also be on the screensavers of the Web Space monitors.

Shuttle buses

The sponsor can either have the company name or a product name.

A shuttle buses can be provided to help participants to go from Hotels managed by the ESC to the Congress Centre and back.

Price available upon request.

Sponsorship of catering

- **Coffee Breaks** (corporate)

Coffee will be served five times during the meeting. Signs with the company sponsoring a coffee break will be placed on every serving station.

Prices available upon request.

- **Lunches** (corporate)

Companies are invited to subsidise lunches, which are planned on Sunday 13 June and Monday 14 June 2004 from 12:30 to 14:00.

The corporate name and logo of all sponsors will be mentioned in the catering area.

Prices available upon request.

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- **Conference Dinners** (corporate)

Companies are invited to subsidise the following dinners:

- **Faculty Dinner** on Saturday, June 12, 2004: **Euro 15,000**
This dinner is exclusively open to chairmen and speakers: 150 persons approx.
- **Congress Dinner** on Sunday, June 13, 2004
This Dinner is open to all participants; we expect around 300 persons approx.
Price available upon request.

The corporate name and logo of all sponsors will be printed on the menu and the invitation.

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General Conditions of Participation

Admission to Heart Failure Update 2004 Meeting

Sponsorship and participation in the exhibition is open to industries active in the field of cardiology. Marketing bureaus, consultants etc. can hire stand space in order to facilitate research or provide their services.

Application forms - Confirmation of Admission

The enclosed forms should be completed and returned to the ESC no later than **November 5, 2003**.

By completing the enclosed application forms the Industry will be listed in the "first come, first served" listing.

By signing the application forms the Industry accepts to respect the enclosed general conditions of participation and agreed to read the Guidelines that will be sent by **December 31, 2003** (please read the following chapter).

Further to the assignment of sponsorship item(s)(Satellite Symposia, Stand location, Function Spaces, Advertisement, Flyers in Conference Bags, Writing Pads and Pens, Badge Laces, Abstracts CD-ROM, Web Space, Sponsorship of catering ...) the ESC will invoice the Industry. The cancellation policy takes effect once the invoicing process has been launched by the ESC.

Guidelines

The Industry Guidelines will be sent by **December 31, 2003** to all Sponsors and Exhibitors.

The Industry is responsible for providing the Guidelines to its subcontractors.

Unless any comments on the complete Guidelines before **January 31, 2004**, the ESC will consider that Industries and their affiliates accepts the conditions included in this Industry Guidelines.

Any Exhibitor/Sponsor that is judged to have not followed the Industry Guidelines may be refused the opportunity to exhibit at any future meetings organised on behalf of the ESC.

Terms of Payment

The sponsorship fee must be paid in full before the event. Failure to do so will result in the automatic cancellation of the assignment.

Cancellations Policy

Cancellations by Exhibitors/Sponsors should be made by letter addressed to ESC. If the Exhibitor/Sponsor (except advertising) cancels a reservation after the ESC launched the invoicing

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process, 50 % of the total amount will be due. If the Exhibitor/Sponsor cancels a reservation after **March 15, 2004** no refund will be made, and the total amount for the item is due.

Cancellations of Advertising

If cancellation is received after the ESC launch the invoicing process and 2 months prior to the publication distribution, 50% of the total due amount will be charged.

If cancellation is received less than 2 months prior to the publication distribution, the full compensation fee will be invoiced.

Exhibition Information

Assignment of Space

Stands are assigned on a "first come first served basis".

General Information

ESC rents stand space in accordance with the compatibility of the items to be exhibited with the subject matter of the exhibition.

ESC will hire out the stand as 'SPACE ONLY', which means that the stand site will be rented out without any prefabricated walls, installations, furniture, electricity, carpet and furnishings, or any other technical supplies and facilities. The Exhibitor shall personally take care of the set-up and installation of the stand (which means carpet, walls (if needed or prescribed), furniture, electricity etc.).

The price of 'SPACE ONLY' is € 400 per m².

A reduced rate of € 300 per m² is offered to publishers, booksellers and journals.

The minimum exhibition space is 9 m² for Industries and 6m² for Publishers.

Immediately after allocation of the stand site the Exhibitor is advised to personally check the location and measurements of installations which might be found on the stand space assigned, the following items are given as examples: fire-alarm systems, junction boxes, technical inspection hatches, water supplies, drainage systems, columns. ESC does not accept responsibility for the detailed accuracy of the floor plans provided for Exhibitors' reference.

It is not allowed to actively canvass for clients outside the space assigned.

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Exhibitor Badges

Free Exhibitor Badges:

Exhibitors are entitled to a certain number of free badges; the number of these free badges for each Exhibitor will be determined according to the floor space allocated as shown below. Please note that company names other than those of listed exhibiting companies will not be produced or allowed.

All Exhibitor badges must be ordered by email. Deadline will be communicated in the Guidelines.

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

Exhibitor badges will give access to the scientific sessions when space is available. To be sure of having a seat in the lecture a full registration is recommended.

Additional Exhibitor Badges:

If the number of free Exhibitor badges is insufficient, extra badges (under company name only) may be purchased at a price of € 40 per badge plus VAT.

Stand Design and Construction

Exhibits must be displayed on stands for the entire duration of the exhibition; display of products other than those listed in the application is not permitted.

ESC is entitled to have exhibits removed from the stand if their display runs counter to the principles of fair competition or does not comply with the display programme.

Details of prices, given in the form of signboards or stand lettering, are not permitted, nor are references to sales of products already affected or details of suppliers and customers.

Every Exhibitor must submit an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand. **Only with the written approval of ESC shall the stand drawings be deemed released for construction.**

Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed.

Subtenants and other represented companies

Sharing the stand area with another company, regardless of whether this company is represented by its own exhibits and its own staff (subtenant) or only by its own exhibits (represented company), is not

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allowed, unless written approval is obtained from ESC. Transfer - even in part - of the rights and obligations arising from the rental contract to third parties is not permitted.

Satellite Symposia / Meet the Expert Session Information

As in previous years, the Working Group on Heart Failure invites companies in the cardiovascular field organise special sessions as part of the Heart Failure Update 2004 Meeting. These so-called Satellite Symposia / Meet the Expert Session will be allotted time slots during which no other type of scientific sessions will be held.

Exhibition Stand

To obtain permission to hold a Satellite Symposium, an exhibition stand of 9 m² or larger is required. Canceling your exhibition space at a later stage will also mean canceling your Satellite Symposium.

Room Assignment

Rooms are assigned by the ESC on a "first come, first served basis".

Satellite Programmes

The content of the Satellite Symposia have to be validated by the Scientific Committee of the Heart Failure Update 2004. The validation will be made by February 2004.

Duration

The Satellite Symposia should fit in the standard time unit of one 90-minute session, 120-minute session or one 180-minute session. The lunch time Satellite Symposia should not alter in any way the scientific sessions held in the room before and after the satellite symposia. Companies organising Satellites during the lunch time will be allowed to enter in the Lecture Rooms at 12:35 after the Scientific Session and have to leave the Lecture Rooms at 13:50 in order to let the ESC staff prepare the following Scientific Sessions.

The Meet the Expert Session should have duration of 45-minutes maximum.

Access - Badges

- Companies only have access to the rooms at their scheduled time slots.
- All involved in the operation of the Satellite Symposia / Meet the Expert Session (hostesses, film crew, technicians...) must also have a valid badge. (Exhibitors, active participant or day ticket badges).
- All persons attending the Satellite Symposium/Meet the Expert Session must be registered either as full participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The Satellite Symposium must be open to all registered Congress participants.
- The attendance of the Meet the Expert Session cannot exceed 50 persons and must be on invitation only.

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IMPORTANT: It is strictly forbidden to hold Satellite Symposia outside the Heart Failure Update 2004 Meeting premises between 09 June and 16 June, 2004

Speakers and Chairmen of Satellite Symposia/Meet the Expert Session Policy

If Satellite or Meet the Expert Session Speakers/Chairmen are active in the scientific programme the Industry organizing the Satellite Session will have to cover the expenses of the Speakers/Chairmen for the following items:

- Travel
- On-Site expenses
- The night prior the Satellite Symposium and the night after the Satellite Symposium

HEART FAILURE UPDATE 2004

"From Hippocrates to Hypotheses"

INDUSTRY PROSPECTUS

**Wroclaw,
Poland**

12-15 June 2004

Hobby One Multimedia +33 (0)4 92 13 00 33

Meeting organised by the ESC Working Group on Heart Failure



Welcome Address

Dear Colleague,
We warmly invite you to attend the Heart Failure Update Meeting 2004 in Wroclaw, Poland, organised by the Working Group on Heart Failure of the European Society of Cardiology.

At the beginning of the 21st century we have witnessed unprecedented progress in many fields of life, cardiology being no exception. However, despite all these developments, heart failure still remains a major challenge for scientists and clinicians. The increasing incidence and prevalence of heart failure, together with disappointingly high morbidity and mortality, entirely justify the growing interest in this health problem.

Heart failure was already recognised by the ancient masters of medicine, with Hippocrates providing a vivid description of this clinical syndrome. Since then the concepts of the nature of heart failure have evolved, but it is only recently that we have seen a revolution in our understanding of the biology of the syndrome and the fundamental mechanisms responsible for its progression.

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We invite you to participate in the Meeting, and to submit for presentation your most recent scientific work. It will be an excellent opportunity to share your experience with outstanding experts in the field of heart failure.

Wroclaw is one of the most beautiful cities in Poland, lying at the intersection of transcontinental routes linking Scandinavia with Southern Europe and Western Europe with the Ukraine. Its remarkable history is reflected in its architectural and artistic heritage and in its rapid development, making it one of central Europe’s most exciting destinations.

We suggest that you highlight the date of the Wroclaw 2004 Heart Failure Update Meeting in your diary. The dates are June 12th to 15th, 2004. We look forward to meeting you in Wroclaw.

Helmut Drexler
Chairmen of the ESC
Working Group on Heart Failure

Piotr Ponikowski
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YOUR ESC CONTACTS

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Hotel and Social Events Dept:

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E-mail : HFhotel@escardio.org

Venue:

The Heart Failure Update Meeting 2004 will be held at the **Hala Ludowa:**
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Nucleus Members of the ESC Working on Heart Failure & Scientific Committee

OFFICERS AND MEMBERS OF THE ESC WORKING GROUP ON HEART FAILURE

H. Drexler (Hanover, DE), Chairman
M.S. Nieminen (Helsinki, FI), Secretary
M. Komajda (Paris, FR), Past-Chairman
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J.J. Mercadier (Paris, FR)
M. Metra (Brescia, IT)
W. Ruzyllo (Warsaw, PL)
W.H. van Gilst (Groningen, NL)

SCIENTIFIC COMMITTEE

All Nucleus members are part of the Scientific Committee

W. Ruzyllo (Warsaw, PL), Co-chairman
P. Ponikowski (Wrocław, PL), Co-chairman

S.D. Anker (London, GB)
W. Banasiak (Wrocław, PL)
Z. Bilinska (Warsaw, PL)
A. Beresewicz (Warsaw, PL)
J. Korewicki (Warsaw, PL)
A. Cieslinski (Poznan, PL)

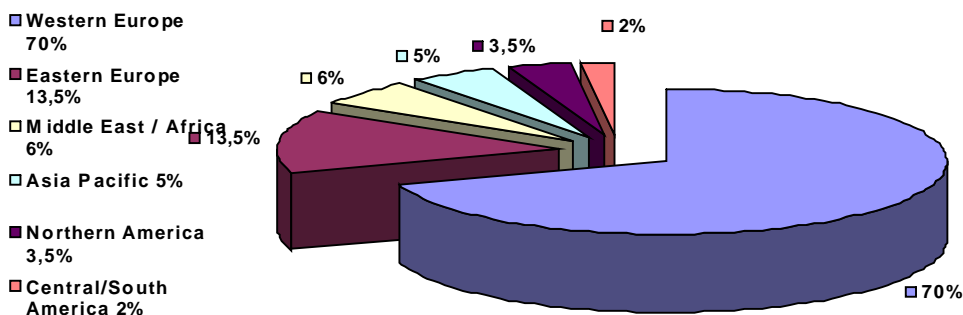
P. Mohacsi (Bern, CH)
M.F. Piepoli (Piacenza, IT)
P.A. Poole-Wilson (London, GB)
K. Swedberg (Gothenburg, SE)
M. Tendera (Katowice, PL)

Heart Failure Historic

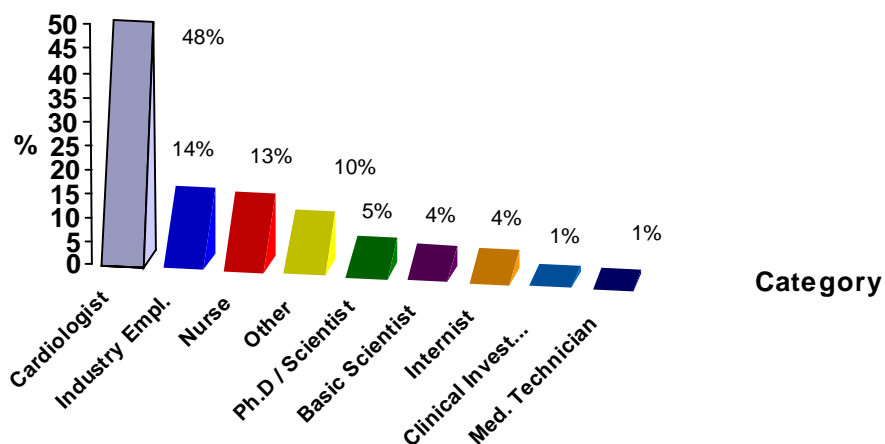
Previous Heart Failure Partners

Abbott / Orion Pharma	Cardiodynamics	IonOptix	Servier
Acorn Cardiovascular	CD Leycom	Meditron A/S	St. Jude Medical
Actelion	Datascience	Medtronic Europe S/A	Takeda
Amgen Inc.	Elsevier	Merck KGaA	Terumo
Arrow	Experimetria Ltd.	MSD	Thoratec Europe Ltd.
AstraZeneca	F. Hoffmann-La Roche	Myocor	TNO-Biomedical
Atcor Medical	Guidant	Myogen	T.S.M.D.
Biosite	GE Medical System	Novartis Pharma AG	Vasomedical
Blackwell Futura Ltd.	GlaxoSmithKline	Pharmacia	Wisepress
Breas Medical	Harcourt	Pulse Metrics	
Bristol Myer Squibb	Hugo Sachs Elektronik	Respironics	
Cardiac Science	Innovision A/S	Roche Diagnostics	

Heart Failure Update 2002, Oslo, Norway, Geographical Attendees



Heart Failure Update 2002, Oslo, Norway, Professional Attendees Repartition



HEART FAILURE UPDATE 2004

12-15 June 2004, Wroclaw, Poland

Sponsorship Opportunities

In order to help you to contribute in the best way to this meeting, we propose the following list of sponsorship items. Please do not hesitate to contact us if you have other ideas or wishes regarding your presence at this meeting.

DEADLINE FOR SPONSORSHIP APPLICATION: 5 NOVEMBER, 2003
All the following sponsorship items are based on a “first come first served” policy.

Acknowledgements

All Exhibitors and Sponsors of the Heart Failure Update 2004 Meeting will be acknowledged in the Final Programme.

Product Description

All Exhibitors of the Heart Failure Update 2004 Meeting are eligible for a free company listing and product description in the Final Programme.

All prices are in Euro and exclusive of VAT.

Exhibition Space

Price for space only is **Euro 400 / m²**.

The minimum exhibition space is 9 m².

To reserve space, please return the enclosed form to the ESC Exhibition Department.

Space will be assigned on a first come first served basis.

A certain number of free exhibitor **badges** will be made available to all exhibitors depending on the space size (see page 13).

Additional exhibitors' badges may be obtained at **Euro 40** each.

Satellite Symposia

To obtain permission to hold a Satellite Symposium, an exhibition stand of 9 m² or larger is required.

A limited number of lecture rooms are available for sponsored symposia.

Time slots*: Saturday 12 June: 14:30 - 16:00 and 16:30 - 18:00

Sunday 13 June: 12:35 - 13:50

Monday 14 June: 12:35 - 13:50 and 18:00 - 19:30

* No parallel Scientific Sessions during these time slots

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A non-exclusive programme slot is assigned on a “first-come, first-served basis”.
To reserve a time slot, please return the enclosed Satellite Symposium Application form to the ESC.

Basic fees: - **Euro 33,000** for a 90 minute session. **Room rental is not included in the fee.**
The rooms have capacities from 200 to 1,500 persons.
- 120 and 180 minutes sessions can also be organised. The fee is available upon request.

Note: Please read the Speakers and Chairmen of Satellite Symposia Policy page 16

Meet the Experts Sessions

A limited number of lecture rooms is available for these smaller sessions

Time slots*: Sunday, June 13, 12:45 - 13:30
Monday, June 14, 12:45 - 13:30

* No parallel Scientific Sessions during these time slots

Please note the following rules for the Meet the Experts sessions:

-The duration is 45 minutes maximum

-2 speakers only

-The attendance cannot exceed 50 persons and must be by invitation only

A non-exclusive programme slot is assigned on a first-come, first-served basis.

To reserve a time slot, please return the enclosed form to the ESC Exhibition Department.

Fee: Euro 18,000

Room rental is not included in the fee.

Note: Please read the Speakers and Chairmen of Satellite Symposia Policy page 16

Function Spaces

A certain number of function spaces are available in the building for companies wishing to entertain their guests during the conference.

The price is relative to the capacity of the room.

Flyers in Conference Bags

Conference Bags will be distributed to all registered delegates during the meeting.

An A4 (maximum size) leaflet can be placed in bags at **Euro 4,500**, excluding production.

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Web Links

Since the list of pre-registered participants is not longer available ESC offers the provision of a web link between the on-line ESC Heart Failure Update Meeting 2004 Advance and Final Programmes and a web page created by the Industries.

The "Promotional Material Web Link" is available to exhibiting companies only and may be used only to inform participants about the upcoming Heart Failure Update meeting.

Price for Web Link is: **Euro 480**

Advertisement (corporate and product adverts are accepted)

Exhibitors and sponsors can reach a large audience by taking advantage of advertising opportunities in the various programmes.

- **Advance Programme**
Circulation: 25,000
2nd and 3rd cover pages are available at **Euro 10,000** each
Back cover page is available at **Euro 12,000**
Inside page is available at **Euro 6,000**
- **Final Programme**
Circulation: to each registered delegate
2nd and 3rd cover pages are available at **Euro 10,000** each
Back Cover page is available at **Euro 12,000**
Inside page is available at **Euro 6,000**
- **Bookmark in the Final Programme** (corporate and product adverts are accepted)
Final Programmes will be inserted in the Congress Bags. A bookmark can be inserted in the Final Programme at **Euro 15,000**

Conference Bags (corporate only)

Exclusive Sponsorship of conference bags is available at **Euro 18,000**.

Please note that bags will be provided by the ESC and that the name of the conference, Heart Failure Update 2004 and the ESC logo are also printed on the bags.

Writing Pads and Pens

Exclusive sponsorship of pads and pens is available at **Euro 8,000**, material provided by the ESC.

The name of the conference, Heart Failure Update 2004 and the ESC logo are also printed on the Pads and Pens.

The sponsor can either have the company name on the Pads and Pens or a product name.

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Badge Laces

Exclusive sponsorship of badge laces is available at **Euro 15,000**.

This price does not include production costs. Material provided by the Sponsor upon ESC approval.

The sponsor can either have the company name on the laces or a product name.

SPECIAL PACKAGE: Conference Bags, Writing Pads and Pens

A special price for sponsorship of the bags, writing pads and pens is proposed: **Euro 24,000**.

The material will be provided by the ESC.

Abstracts CD-ROM

Price for sponsorship of abstracts CD-ROM is available upon request.

Web Space

Can be sponsored at **Euro 15,000**.

A page dedicated to the Web Space will be printed in the Final Programme, where the logo of the sponsor will appear.

The corporate name and logo of the sponsor will also be on the screensavers of the Web Space monitors.

Shuttle buses

The sponsor can either have the company name or a product name.

A shuttle buses can be provided to help participants to go from Hotels managed by the ESC to the Congress Centre and back.

Price available upon request.

Sponsorship of catering

- **Coffee Breaks** (corporate)

Coffee will be served five times during the meeting. Signs with the company sponsoring a coffee break will be placed on every serving station.

Prices available upon request.

- **Lunches** (corporate)

Companies are invited to subsidise lunches, which are planned on Sunday 13 June and Monday 14 June 2004 from 12:30 to 14:00.

The corporate name and logo of all sponsors will be mentioned in the catering area.

Prices available upon request.

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- **Conference Dinners** (corporate)

Companies are invited to subsidise the following dinners:

- **Faculty Dinner** on Saturday, June 12, 2004: **Euro 15,000**
This dinner is exclusively open to chairmen and speakers: 150 persons approx.
- **Congress Dinner** on Sunday, June 13, 2004
This Dinner is open to all participants; we expect around 300 persons approx.
Price available upon request.

The corporate name and logo of all sponsors will be printed on the menu and the invitation.

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General Conditions of Participation

Admission to Heart Failure Update 2004 Meeting

Sponsorship and participation in the exhibition is open to industries active in the field of cardiology. Marketing bureaus, consultants etc. can hire stand space in order to facilitate research or provide their services.

Application forms - Confirmation of Admission

The enclosed forms should be completed and returned to the ESC no later than **November 5, 2003**.

By completing the enclosed application forms the Industry will be listed in the "first come, first served" listing.

By signing the application forms the Industry accepts to respect the enclosed general conditions of participation and agreed to read the Guidelines that will be sent by **December 31, 2003** (please read the following chapter).

Further to the assignment of sponsorship item(s)(Satellite Symposia, Stand location, Function Spaces, Advertisement, Flyers in Conference Bags, Writing Pads and Pens, Badge Laces, Abstracts CD-ROM, Web Space, Sponsorship of catering ...) the ESC will invoice the Industry. The cancellation policy takes effect once the invoicing process has been launched by the ESC.

Guidelines

The Industry Guidelines will be sent by **December 31, 2003** to all Sponsors and Exhibitors.

The Industry is responsible for providing the Guidelines to its subcontractors.

Unless any comments on the complete Guidelines before **January 31, 2004**, the ESC will consider that Industries and their affiliates accepts the conditions included in this Industry Guidelines.

Any Exhibitor/Sponsor that is judged to have not followed the Industry Guidelines may be refused the opportunity to exhibit at any future meetings organised on behalf of the ESC.

Terms of Payment

The sponsorship fee must be paid in full before the event. Failure to do so will result in the automatic cancellation of the assignment.

Cancellations Policy

Cancellations by Exhibitors/Sponsors should be made by letter addressed to ESC. If the Exhibitor/Sponsor (except advertising) cancels a reservation after the ESC launched the invoicing

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process, 50 % of the total amount will be due. If the Exhibitor/Sponsor cancels a reservation after **March 15, 2004** no refund will be made, and the total amount for the item is due.

Cancellations of Advertising

If cancellation is received after the ESC launch the invoicing process and 2 months prior to the publication distribution, 50% of the total due amount will be charged.

If cancellation is received less than 2 months prior to the publication distribution, the full compensation fee will be invoiced.

Exhibition Information

Assignment of Space

Stands are assigned on a "first come first served basis".

General Information

ESC rents stand space in accordance with the compatibility of the items to be exhibited with the subject matter of the exhibition.

ESC will hire out the stand as 'SPACE ONLY', which means that the stand site will be rented out without any prefabricated walls, installations, furniture, electricity, carpet and furnishings, or any other technical supplies and facilities. The Exhibitor shall personally take care of the set-up and installation of the stand (which means carpet, walls (if needed or prescribed), furniture, electricity etc.).

The price of 'SPACE ONLY' is € 400 per m².

A reduced rate of € 300 per m² is offered to publishers, booksellers and journals.

The minimum exhibition space is 9 m² for Industries and 6m² for Publishers.

Immediately after allocation of the stand site the Exhibitor is advised to personally check the location and measurements of installations which might be found on the stand space assigned, the following items are given as examples: fire-alarm systems, junction boxes, technical inspection hatches, water supplies, drainage systems, columns. ESC does not accept responsibility for the detailed accuracy of the floor plans provided for Exhibitors' reference.

It is not allowed to actively canvass for clients outside the space assigned.

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Exhibitor Badges

Free Exhibitor Badges:

Exhibitors are entitled to a certain number of free badges; the number of these free badges for each Exhibitor will be determined according to the floor space allocated as shown below. Please note that company names other than those of listed exhibiting companies will not be produced or allowed.

All Exhibitor badges must be ordered by email. Deadline will be communicated in the Guidelines.

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

Exhibitor badges will give access to the scientific sessions when space is available. To be sure of having a seat in the lecture a full registration is recommended.

Additional Exhibitor Badges:

If the number of free Exhibitor badges is insufficient, extra badges (under company name only) may be purchased at a price of € 40 per badge plus VAT.

Stand Design and Construction

Exhibits must be displayed on stands for the entire duration of the exhibition; display of products other than those listed in the application is not permitted.

ESC is entitled to have exhibits removed from the stand if their display runs counter to the principles of fair competition or does not comply with the display programme.

Details of prices, given in the form of signboards or stand lettering, are not permitted, nor are references to sales of products already affected or details of suppliers and customers.

Every Exhibitor must submit an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand. **Only with the written approval of ESC shall the stand drawings be deemed released for construction.**

Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed.

Subtenants and other represented companies

Sharing the stand area with another company, regardless of whether this company is represented by its own exhibits and its own staff (subtenant) or only by its own exhibits (represented company), is not

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allowed, unless written approval is obtained from ESC. Transfer - even in part - of the rights and obligations arising from the rental contract to third parties is not permitted.

Satellite Symposia / Meet the Expert Session Information

As in previous years, the Working Group on Heart Failure invites companies in the cardiovascular field to organise special sessions as part of the Heart Failure Update 2004 Meeting. These so-called Satellite Symposia / Meet the Expert Session will be allotted time slots during which no other type of scientific sessions will be held.

Exhibition Stand

To obtain permission to hold a Satellite Symposium, an exhibition stand of 9 m² or larger is required. Canceling your exhibition space at a later stage will also mean canceling your Satellite Symposium.

Room Assignment

Rooms are assigned by the ESC on a "first come, first served basis".

Satellite Programmes

The content of the Satellite Symposia have to be validated by the Scientific Committee of the Heart Failure Update 2004. The validation will be made by February 2004.

Duration

The Satellite Symposia should fit in the standard time unit of one 90-minute session, 120-minute session or one 180-minute session. The lunch time Satellite Symposia should not alter in any way the scientific sessions held in the room before and after the satellite symposia. Companies organising Satellites during the lunch time will be allowed to enter in the Lecture Rooms at 12:35 after the Scientific Session and have to leave the Lecture Rooms at 13:50 in order to let the ESC staff prepare the following Scientific Sessions.

The Meet the Expert Session should have duration of 45-minutes maximum.

Access - Badges

- Companies only have access to the rooms at their scheduled time slots.
- All involved in the operation of the Satellite Symposia / Meet the Expert Session (hostesses, film crew, technicians...) must also have a valid badge. (Exhibitors, active participant or day ticket badges).
- All persons attending the Satellite Symposium/Meet the Expert Session must be registered either as full participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The Satellite Symposium must be open to all registered Congress participants.
- The attendance of the Meet the Expert Session cannot exceed 50 persons and must be on invitation only.

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IMPORTANT: It is strictly forbidden to hold Satellite Symposia outside the Heart Failure Update 2004 Meeting premises between 09 June and 16 June, 2004

Speakers and Chairmen of Satellite Symposia/Meet the Expert Session Policy

If Satellite or Meet the Expert Session Speakers/Chairmen are active in the scientific programme the Industry organizing the Satellite Session will have to cover the expenses of the Speakers/Chairmen for the following items:

- Travel
- On-Site expenses
- The night prior the Satellite Symposium and the night after the Satellite Symposium