

HEART FAILURE 2005

Lisboa

Lisbon, Portugal

11-14 June 2005

INDUSTRY PROSPECTUS

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



**OFFICIAL OPENING OF THE HEART FAILURE 2005
MEETING SPONSORSHIP:
MAY 1st 2004**

Meeting organised by
the ESC Working Group
on Heart Failure



Welcome Address

Dear Friends and Colleagues,

Despite recent advances in the understanding and treatment of heart failure, this syndrome remains a serious problem: prognosis is poor and an estimated two per cent of the European population is affected. Recent studies suggest that this figure may be even higher and that there may be as many as 50 million people with either suspected or confirmed heart failure in Europe and neighbouring countries. The high morbidity, hospitalisation and mortality rates associated with heart failure also impose a heavy financial burden on healthcare systems.

Ultimately, progress in heart failure management depends on ongoing multi-disciplinary investigation and subsequent changes in clinical practice in order to implement these advances. One of the objectives of the Working Group on Heart Failure of the European Society of Cardiology is to gather together all those interested in this area of medical knowledge -cardiologists, internists, basic scientists, geneticists, epidemiologists, cardiac nurses, and others -so that they can share new insights and thus contribute to improving the care of patients, which is our primary mission.

To this end, since 1995 we have held a large meeting every two years to provide an extensive update of all recent advances at basic and clinical levels. The next meeting, Heart Failure 2005, will be held in the beautiful city of Lisbon, the westernmost city in continental Europe “where the land ends and the sea begins”.

We invite you warmly to come and participate in this meeting, and share with us the joy of an exciting and challenging scientific programme, as well as the beauty of the enchanting city of Lisbon - a mix of the old and the new.

We look forward to meeting you in Lisbon in June 2005.

Yours sincerely,

Prof. Helmut Drexler
Chairman of the ESC
Working Group on Heart
Failure

Prof. Dirk Brutsaert
Vice Chairman of the ESC
Working Group on Heart
Failure

Prof. Hugo Madeira
Co-Chairman
Scientific Committee

Prof. Fátima Ceia
Co-Chairman
Scientific Committee

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YOUR ESC CONTACTS

Organisation:

European Society of Cardiology (ESC)
2035 Route des Colles
Les Templiers – BP 179
06903 Sophia Antipolis
France
Website: <http://www.escardio.org/>

Venue:

Lisbon Congress Centre:
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Hotel and Social Events Dept:

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E-mail : HFhotel@escardio.org

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

OFFICERS AND MEMBERS OF THE ESC WORKING GROUP ON HEART FAILURE

H. Drexler (Hannover, 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 (Homburg/Saar, DE)
K. Dickstein (Stavanger, NO)
A. Gavazzi (Bergamo, IT)
G. Jondeau (Boulogne-Billancourt, FR)
L. López-Sendón (Madrid, ES)
J.J.V. McMurray (Glasgow, GB)
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

H. Madeira (Lisbon, PT) Scientific Co-Chairman	J. Kjekshus (Oslo, NO)
F. Ceia (Lisbon, PT) Scientific Co-Chairman	C. Leclercq (Rennes, FR)
E. Arbustini (Pavia, IT)	J. Melo (Carnaxide, PT)
P. Bettencourt (Porto, PT)	A.L. Moreira (Porto, PT)
D. Brito (Lisbon, PT)	R. Pacher (Vienna, AT)
N. Cardim (Lisbon, PT)	W.J. Paulus (Aalst, BE)
J.M. Cardoso (Porto, PT)	M. Mendes Pedro (Lisbon, PT)
P. Charron (Paris, FR)	P.A. Poole-Wilson (London, GB)
J.G.F. Cleland (Kingston upon Hull, GB)	W.J. Remme (Utrecht, NL)
E. Erdmann (Köln, DE)	A.M. Shah (London, GB)
R. Ferrari (Ferrara, IT)	J. Rodrigues de Sousa (Lisbon, PT)
C. Fonseca (Lisbon, PT)	K. Swedberg (Gothenburg, SE)
G. Hasenfuss (Göttingen, DE)	L. Tavazzi (Pavia, IT)
F.D.R. Hobbs (Birmingham, GB)	F. Zannad (Nancy, FR)

Heart Failure History

PREVIOUS PARTNERS

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

HEART FAILURE / ISHR-ES 2003 ATTENDEES Strasbourg, France, June 21-24, 2003

Breakdown per Registration Item

2389 delegates
47 Accompanying person
390 Exhibitors

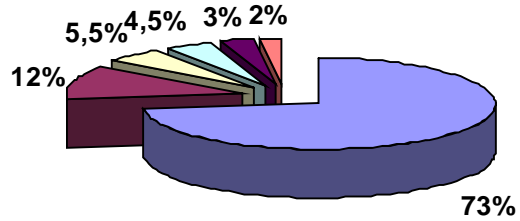
Final Total 2826

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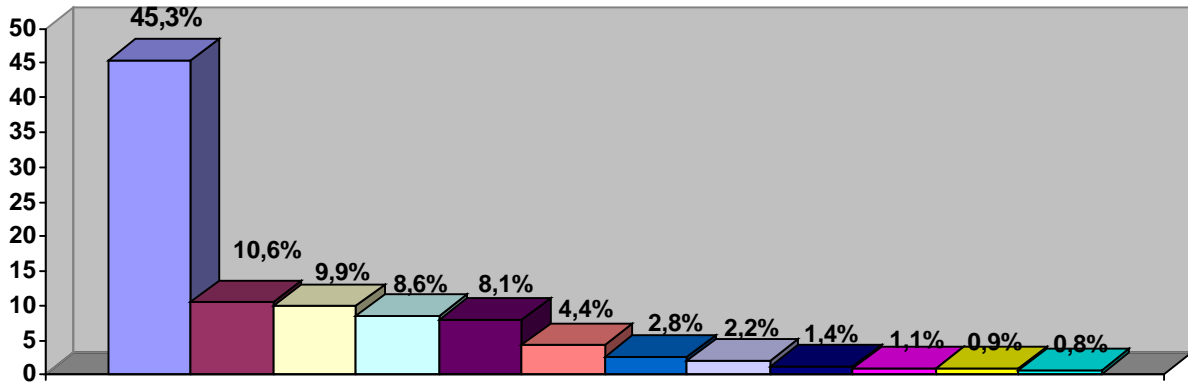
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HEART FAILURE / ISHR-ES 2003 GEOGRAPHICAL ATTENDEES

- Western Europe 73%
- Eastern Europe 12%
- Middle East/Africa 5,5%
- Northern America 4,5%
- Asia Pacific 3%
- Central/South America 2%



PROFESSIONAL DELEGATES



- Cardiologist - general 45,3%
- Nurse 10,6%
- Other 9,9%
- Cardiologist - heart failure 8,6%
- Basic Scientist 8,1%
- Student 4,4%
- Cardiologist - coronary care & intensive care 2,8%
- Cardiologist - clinical electrophysiology / pacing 2,2%
- Cardiologist - prevention / hypertension 1,4%
- Industry Employee 1,1%
- Press 0,9%
- Surgeon 0,8%

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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.

OFFICIAL OPENING OF THE SPONSORSHIP: May 1st, 2004

DEADLINE FOR SPONSORSHIP APPLICATION: 5 NOVEMBER, 2004

All the following sponsorship items are based on a “first come first served” policy.

Acknowledgements

All Exhibitors and Sponsors of the Heart Failure 2005 Meeting will be acknowledged in the Final Programme.

Product Description

All Exhibitors of the Heart Failure 2005 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 14).

Additional exhibitors' badges may be ordered 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 11 June: 14:30 - 16:00 and 16:30 - 18:00

Sunday 12 June: 12:35 - 13:50

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

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* No parallel Scientific Sessions during these time slots

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 lunch or evening session. **Room rental is not included in the fee.** The rooms have capacities from 250 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 12 June, 12:45 - 13:30

Monday 13 June, 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.

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 5000**, excluding production.

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Web Links

Since the list of pre-registered participants is no longer available ESC offers the provision of a web link between the on-line ESC Heart Failure Update 2005 Meeting Advance and Final Programmes and a web page created by the Industry.

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 25,000**.

Please note that bags will be provided by the ESC and that the name of the conference, Heart Failure 2005, and the ESC logo are also printed on the bags.

Writing Pads and Pens

Exclusive sponsorship of pads and pens is available at **Euro 12,000**, material provided by the ESC.

The name of the conference, Heart Failure 2005, 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.

Badge Laces

Exclusive sponsorship of badge laces is available at **Euro 20,000**.

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.

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SPECIAL PACKAGE: Conference Bags, Writing Pads and Pens

A special price for sponsorship of the bags, writing pads and pens is proposed: **Euro 35,000**.
The material will be provided by the ESC.

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 12 June and Monday 13 June 2005 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.

- **Faculty Dinner**
Companies are invited to subsidise the Faculty Diner/
Faculty Dinner is on Saturday 11 June 2005: **Euro 25,000**
This dinner is exclusively open to chairmen and speakers: 150 persons approx.
The corporate name and logo of all sponsors will be printed on the menu and invitations.

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General Conditions of Participation

Admission to Heart Failure 2005 Meeting

Sponsorship and participation in the exhibition is open to organisations 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, 2004**.

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

By signing the application forms the Organisation accepts the enclosed general conditions of participation and undertakes to read and accept the Guidelines that will be sent by **December 31, 2004** (please read the following chapter).

Following 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 invoice process has been launched by the ESC.

Guidelines

The Industry Guidelines will be sent by **December 31, 2004** to all Sponsors and Exhibitors.

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

Unless comments on the complete Guidelines are received by the ESC before **January 31, 2005**, the ESC will consider that Industry participants and their affiliates accept the conditions included in these Industry Guidelines.

Any Exhibitor/Sponsor which 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

Sponsorship fees must be paid in full before the event. Failure to do so will result in the automatic cancellation of the sponsored item(s) or activity(ies) and cancellation fees will be charged.

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, 2005** no refund will be made, and the total amount for the item will be due.

Cancellation of Advertising

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

If notice of cancellation is received less than 2 months prior to the distribution deadline of a publication , 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 Industry and 6m² for Publishers/Booksellers.

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. The ordering 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.

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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 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 2005 Meeting.

These so-called Satellite Symposia / Meet the Expert Sessions 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 2005. The validation will be made by February 2005.

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 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 their 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.

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- The attendance of the Meet the Expert Session cannot exceed 50 persons and must be on invitation only.

IMPORTANT: It is strictly forbidden to hold Satellite Symposia outside the Heart Failure 2005 Meeting premises between Tuesday 07 June and Thursday 16 June, 2005

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 Organisations organising the Satellite Session will have to cover the expenses of the Speakers/Chairmen for the following items: travel, on-site expenses, the night prior to the Satellite Symposium and the night following the Satellite Symposium.

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Questionnaire

Please fax this questionnaire to +33 (0)4 92 94 86 29

1. Where did you find information on the Heart Failure Update 2005 Meeting?
2. What kind of statistics would you like to learn more about?
3. Is your company more oriented to Education or Exhibition?
4. Would you be interested in an Industry Site visit in Lisbon?
5. Please take this opportunity to provide us with your ideas, feedback, and suggestions?