

HEART FAILURE 2006

Meeting organised by the Heart Failure Association of the ESC

Helsinki, Finland

17-20 June 2006

INDUSTRY PROSPECTUS

**OFFICIAL OPENING OF THE HEART FAILURE 2006
MEETING SPONSORSHIP: MAY 15 2005**

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www.escardio.org



HEART FAILURE
ASSOCIATION
OF THE ESC



EUROPEAN
SOCIETY OF
CARDIOLOGY®

HEART FAILURE 2006

WELCOME ADDRESS

Dear Friends and Colleagues

Progress in understanding basic mechanisms and in therapy of heart failure is remarkable. Still the syndrome remains a serious problem: prognosis is still poor and two percent of the European population is affected. The financial burden of heart failure on healthcare systems is heavy due to high morbidity, hospitalisation and mortality rates.

Multidisciplinary investigation is mandatory for progress in heart failure management. Clinical manifestations are modified by treatment, new alternatives are emerging. Yet, without subsequent implementation into the clinical praxis, no advance is seen in quality of life and survival of patients.

The objectives of the new European Heart Failure Association, an affiliate of the European Society of Cardiology, is to gather together all parties interested in this area of medical knowledge – cardiologists, internists, practicing general physicians, basic scientists, epidemiologists, cardiac nurses, and others – so that they can share new insights and thus contribute to improving the care of patients. This is our primary mission.

From 2004 on the Association has committed to organising a large annual congress in different locations within Europe to provide an extensive update of all recent advances of basic and clinical science. The next meeting, Heart Failure 2006, will be held in the beautiful city of Helsinki, the most Northern capital of European Union, built on the shore of the Baltic Sea connecting East and West, the Daughter of Baltic.

We warmly invite you to come and participate in this meeting, and we wish that you share with us the delights and merits of an exciting and challenging scientific program, as well as the beauty of Helsinki, the city of light nights in early June.

Yours Sincerely

Prof. D. Brutsert

President
Heart Failure Assoc.
of the ESC

Prof. K. Dickstein

President-Elect
Heart Failure Assoc.
of the ESC

Prof. M. Nieminen

Co-Chairman
Scientific Committee

Prof. M. Halinen

Co-Chairman
Scientific Committee

HEART FAILURE 2006

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HEART FAILURE MEETING/ESC CONTACTS

Venue:

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Secretariat:

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E-mail: HFsecretariat@escardio.org

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Exhibition:

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E-mail: HFexhibition@escardio.org

Scientific:

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E-mail: HFscientific@escardio.org

Hotel and Social Events:

Tel: +33 (0) 4 92 94 18 27
Fax: +33 (0) 4 92 94 76 16
E-mail: HFhotel@escardio.org

HEART FAILURE 2006

BOARD OF THE HEART FAILURE ASSOCIATION OF THE ESC & SCIENTIFIC COMMITTEE BOARD MEMBERS

BOARD OF THE HEART FAILURE ASSOCIATION OF THE ESC

D. Brutsaert (Antwerp, BE)	President
H. Drexler (Hannover, DE)	Immediate Past-President
K. Dickstein (Stavanger, NO)	Chairman Clinical Section & President-Elect
S. Richard (Montpellier, FR)	Chairman Basic Science Section
M. Metra (Brescia, IT)	Secretary
L. Erhardt (Malmö, SE)	Treasurer
J.L. Balligand (Brussels, BE)	J.L. Lopez-Sendon (Madrid, SP)
M. Böhm (Homburg/Saar, DE)	J.J.V. McMurray (Glasgow, GB)
G. Condorelli (Rome, IT)	M.S. Nieminen (Helsinki, FI)
A. Gavazzi (Bergamo, IT)	W.J. Paulus (Aalst, BE)
G. Hasenfuss (Göttingen, DE)	P. Ponikowski (Wroclaw, PL)
S. Hatem (Paris, FR)	S. Richard (Montpellier, FR)
G. Heusch (Essen, DE)	A. Shah (London, GB)
T. Jaarsma (Groningen, NL)	A. Strömberg (Linköping, SE)
G. Jondeau (Boulogne-Billancourt, FR)	W.H. van Gilst (Groningen, NL)

SCIENTIFIC COMMITTEE

All Board Members of the Heart Failure Association of the ESC are part of the Scientific Committee.

Board of the Heart Failure Working Group of the Finnish Cardiac Society

M.S. Nieminen	Co-Chairman of the Scientific Committee
M. Halinen	Co-Chairman of the Scientific Committee
K. Peuhkurinen	L. Lehtonen
V.- P. Harjola	K. Nikus

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PREVIOUS INDUSTRY PARTNERS

Abbott / Orion Pharma
Acorn Cardiovascular
Actelion
AD Instruments
Amgen Inc.
Arrow
AstraZeneca
Atcor Medical
Biosite
Blackwell Futura Ltd.
Breas Medical
Bristol Myers- Squibb
Cardiac Science
Cardiodynamics
Cardiome Pharma Corp.
CD Leycom
Datascience
Elsevier
Experimetria Ltd.
F. Hoffmann-La Roche
Guidant
GE Healthcare
GlaxoSmithKline
Harcourt
Hugo Sachs Elektronik
Innovision A/S

IonOptix
KRKA
Meditron A/S
Medtronic Europe S/A
Merck KGaA
Merck Sharpe & Dohme
Myocor
Myogen
Novartis Pharma AG
Orqis
Pfizer Inc
Polpharma
Pulse Metrics
Respironics
Roche Diagnostics
Sanofi-Aventis
Servier International
St. Jude Medical
Takeda Pharmaceuticals
Terumo
Thoratec Europe Ltd.
TNO-Biomedical
T.S.M.D.
Vasomedical
Vifor International
Wisepress

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PREVIOUS HEART FAILURE MEETINGS STATISTICS

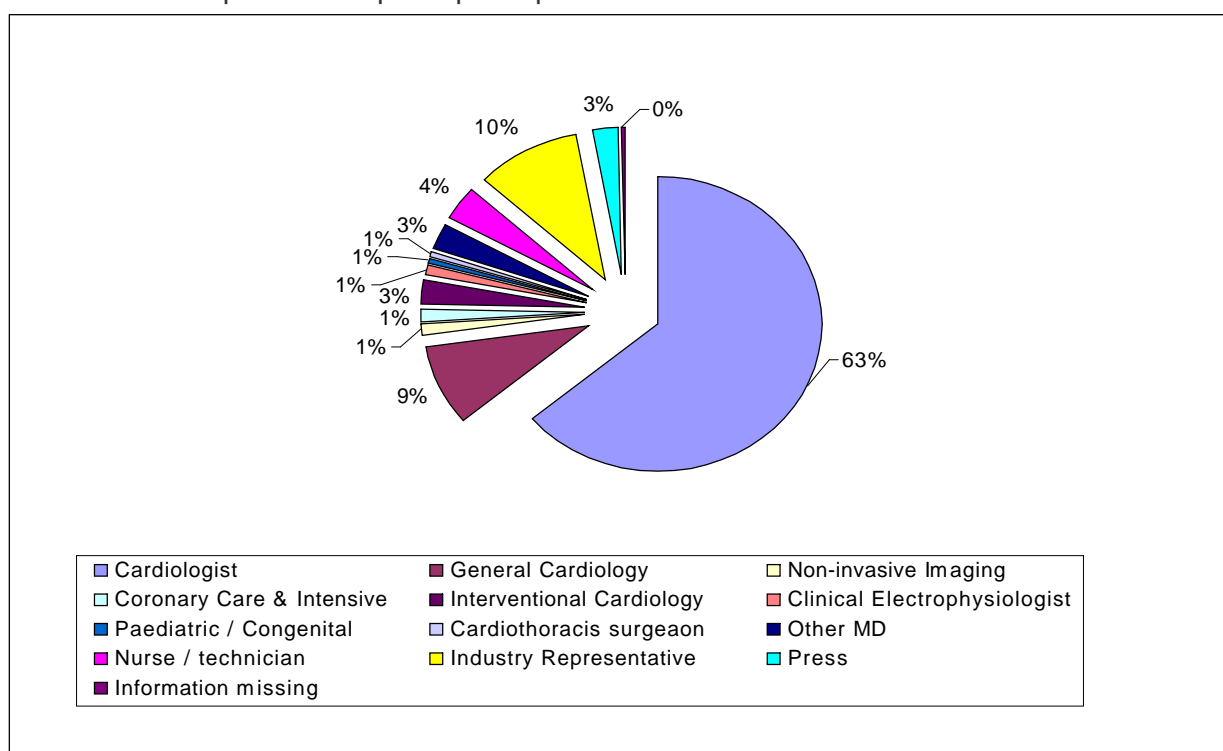
HEART FAILURE / ISHR-ES 2003 Strasbourg, France, June 21-24, 2003

2389 Delegates
47 Accompanying Persons
390 Exhibitors
2826 Total Attendance

HEART FAILURE UPDATE 2004 Wroclaw, Poland June 12-15, 2004

1795 Delegates
29 Accompanying Persons
239 Exhibitors
2063 Total Attendance

Heart Failure Update 2004 participants per Profession



ABSTRACT STATISTICS

Heart Failure / ISHR-2003 – Strasbourg, France

Number of abstracts submitted: 1046
Number of abstracts accepted: 565

Heart Failure Update Meeting 2004 – Wroclaw, Poland

Number of abstracts submitted: 766
Number of abstracts accepted: 429

HEART FAILURE 2006

SPONSORSHIP & PROMOTION OPPORTUNITIES

With a view to maximising their presence at and accentuating their input into this most important annual convention, our Heart Failure Industry Partners are invited to acknowledge the following Sponsorship and Promotional opportunities at Heart Failure Meeting 2006. Your entire Exhibition, Satellite, Meet the Expert Session, Promotion and Sponsorship needs can be addressed by contacting HFsponsorship@escardio.org

DEADLINES

Official Launch of Sponsorship Application Process:	May 15, 2005
Deadline for Sponsorship Application:	November 4, 2005

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

ACKNOWLEDGEMENTS

All Exhibitors and Sponsors of the Heart Failure 2006 Meeting will be acknowledged in the Final Programme.

PRODUCT DESCRIPTION

All Exhibitors of the Heart Failure 2006 Meeting are eligible for a free company listing and a product description in the Final Programme.

PRICING

All prices are in Euro (€) and exclusive of VAT.

<h2>EXHIBITION SPACE</h2>

Price for space only: **€ 400 per m²** excluding VAT
The minimum exhibition space is 9 m².
Space will be assigned on a first come first served basis.

To reserve your exhibition space, please return the enclosed form to the ESC Exhibition Department or contact HFexhibition@escardio.org

Badges

A certain number of free exhibitor badges will be made available to all exhibitors depending on the requested stand size.

Additional exhibitors' badges may be ordered, at an extra charge, please contact HFexhibition@escardio.org for further information and detail.

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SATELLITE SYMPOSIA

Cost: 90 Minute Session: **€33,000** excluding VAT for a lunch or evening session.
Room rental is not included in the fee. The rooms have capacities from 450 to 1,200 persons.

120/180 Minute Session: Sessions of this length can also be organised.

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

A limited number of lecture rooms are available at the following timeslots:

Time slots*:	Saturday	17 June: 14:30 - 16:00 and 16:30 - 18:00
	Sunday	18 June: 12:35 - 13:50
	Monday	19 June: 12:35 - 13:50 and 18:00 - 19:30

* 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 or contact HFsponsorship@escardio.org

Note: Please read the Speakers and Chairmen of Satellite Symposia Policy on page 15.

MEET THE EXPERTS SESSIONS

Cost: **€18,000** excluding VAT
(Room rental is not included in the fee)

A limited number of lecture rooms are available at the following timeslots:

Time slots*:	Sunday	18 June, 12:45 - 13:30
	Monday	19 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.

Note: Please read the Speakers and Chairmen of Satellite Symposia Policy on page 15.

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. For Further information, contact HFsecretariat@escardio.org

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ADVERTISEMENT AND PROMOTIONAL OPPORTUNITIES

Exhibitors and Sponsors can reach a large audience by taking advantage of the many advertising and promotion opportunities before and at Heart Failure 2006.

Advance Programme

Circulation: 20,000 - 25,000

2nd and 3rd cover pages

€10,000 per page

Back cover page

€12,000

Inside pages

€6,000 per page

Final Programme

Circulation: to each registered delegate

2nd and 3rd cover page

€10,000 per page

Back cover page

€12,000

Inside pages

€6,000 per page

Bookmark in the Final Programme

€15,000

Circulation: to each registered delegate

Exclusive Bookmark inserted into Final Programme

Flyers in Conference Bags

€5,000 per insert

This is a highly popular Flyer/Invite, created by your company; inserted into the official congress bag, highlighting exhibition and/or Satellite activity at Heart Failure 2006.

Weblinks

€1,000 per link

In order to allow Exhibiting companies, Satellite Symposia and Meet the Experts Session organisers to promote their booth or sponsored sessions, a 'Weblink', in the form of an on-line Invite, is available for sponsorship. Linked to the Heart Failure Web site, your satellite or Exhibition on-line advertisement will be available to all delegates accessing the Heart Failure/ESC Website three months prior to the Heart Failure Meeting.

Conference Bags

€25,000

Circulation: to each registered delegate

Exclusive Sponsorship of the official Heart Failure Delegate Bags.

Produced by ESC

Heart Failure 2006, ESC, HFA and Corporate Logo included.

Writing Pads and Pens

€12,000

Circulation: to each registered delegate

Produced by ESC

Heart Failure 2006, ESC, HFA and Corporate Logo included.

Company/Product Name allowed.

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Badge Laces**€12,000**

Circulation: to each registered delegate
This price does not include production costs.
Material provided by the Sponsor upon approval by ESC.
Company/Product Name allowed.

Delegate Bags, Notepads & Pens Package**€35,000**

Sponsorship of the bags, writing pads and pens
Material provided by the ESC.

Web Space**€15,000**

Exclusive sponsorship of official Heart Failure Webspace
One page Advert in Final Programme
Acknowledgement on-site with prominent corporate branding.
Official corporate Screen-savers on all Webspace monitors.

Shuttle BusesPrice available upon request

Exclusive sponsorship of the official Heart Failure Meeting
Shuttle Service. (Routes to/from Congress centre covering major Hotels)
Company/Product Name allowed.

SPONSORSHIP OF CATERING

Faculty Dinner**€25,000**

Exclusive Sponsorship of the Official Heart Failure Faculty Dinner
Saturday 17 June 2006, approximately 150-200 persons
This dinner is exclusively open to chairmen and speakers.
Acknowledgement on all menus and invitations with prominent corporate branding.

Coffee BreaksPrice available upon request

Coffee will be served five times during the meeting.
Acknowledgement at all serving stations with prominent corporate branding.

LunchesPrice available upon request

Companies are invited to subsidise lunches taking place:
Sunday 18 June 2006 from 12:30 to 14:00.
Monday 19 June 2006 from 12:30 to 14:00.
Acknowledgement within all catering areas with prominent corporate branding.

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GENERAL CONDITIONS OF PARTICIPATION

APPLICATION POLICY

Sponsorship and participation in the exhibition is open to companies 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 4, 2005**.

By completing the enclosed application forms the Industry will be served on a "first come, first served" basis.

By signing the application forms each company accepts the enclosed general conditions of participation and undertakes to read and accept the Guidelines that will be sent by **December 30, 2005** (please read the following chapter).

Following 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 and so forth the ESC will invoice the companies involved. **The cancellation policy takes effect once the invoice process has been launched by the ESC.**

GUIDELINES

The Industry Guidelines will be sent by **December 30, 2005** to all Sponsors and Exhibitors.

The participating company is responsible for providing the Guidelines to its subcontractors.

Unless comments on the complete Guidelines are received by the ESC before **January 27, 2006**, the ESC will consider that participating companies 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 & CANCELLATION POLICY

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.

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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 process, 50 % of the total amount will be due. If the Exhibitor/Sponsor cancels a reservation after **March 17, 2006** no refund will be made, and the total amount for the item will be due.

CANCELLATION OF ADVERTISEMENT

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 cancellation fee of 100% will apply.

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 and/or 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.

No company is at any stage permitted to actively canvass for clients outside their assigned exhibition space.

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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 an extra cost. Please contact HFexhibition@escardio.org or consult the Guidelines for Industry Participation for further details.

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 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.

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SATELLITE SYMPOSIA / MEET THE EXPERT SESSIONS

The Heart Failure Associations invites companies in the cardiovascular field to organise special sessions as part of the Heart Failure 2006 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 must be validated by the Scientific Committee of the Heart Failure 2006 Meeting. The validation will be made by February 2006.

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.
- 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 2006 Meeting premises between Tuesday 13 June and Thursday 22 June, 2006

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.