

# HEART FAILURE 2008

**INDUSTRY PROSPECTUS**

14 - 17 June 2008

ITALY

**MILAN**



HEART FAILURE  
ASSOCIATION  
OF THE ESC



EUROPEAN  
SOCIETY OF  
CARDIOLOGY®

# HEART FAILURE 2008

Dear Friends and Colleagues,

Despite impressive advances in our knowledge of its mechanisms and treatment, heart failure remains one of the most challenging diseases both for basic research and clinical practice. Improved treatment of most cardiovascular diseases and increased longevity are causing a steadily increase in the number of persons affected by this syndrome. Heart failure remains associated with poor quality of life, frequent hospitalisations and, ultimately, a high mortality. To date, it is the most important cause of hospitalisations in patients aged >65 years in Western countries and it is associated with a higher mortality rate than most of malignancies. Its high prevalence and poor prognosis make it a major cause of expenses and use of health care resources.

The primary mission of the Heart Failure Association of the European Society of Cardiology is to “to improve quality of life and longevity, through better prevention, diagnosis and treatment of heart failure, including the establishment of networks for its management, education and research”. The organisation of a large international meeting is an essential component of our activity. It gives the possibility to gather all those interested in heart failure, including cardiologists, internists, practicing general physicians, basic scientists, epidemiologists, cardiac nurses, industry affiliates and others, so that they can share new insights and improve their knowledge and clinical practice.

From 2004 on, the Heart failure Association is organising a large annual meeting in different European congress locations providing an extensive update on all recent advances in basic and clinical science. The next meeting, Heart Failure 2008, will be held in the beautiful and lively city of Milan, an easily reachable city from any country throughout the world, an ideal link between North and South of Europe.

We warmly invite you to come and participate at this meeting, and we hope that you will share with us the delights and merits of an exciting and challenging scientific programme, as well as the beauty of Milan.

Yours sincerely,

**Prof. Kenneth Dickstein**  
President,  
Heart Failure Association of the ESC

**Prof. John McMurray**  
President Elect,  
Heart Failure Association of the ESC

**Prof. Marco Metra**  
Chairman,  
Scientific Committee

**Dr. Antonello Gavazzi**  
Co-Chairman,  
Scientific Committee

# HEART FAILURE 2008

## BOARD of the Heart Failure Association of the ESC

K. Dickstein (Stavanger, NO)	President
D. Brutsaert (Antwerp, BE)	Immediate Past-President
J. McMurray (Glasgow, UK)	Chairman Clinical Section & President-Elect
A. Shah (London, UK)	Chairman Basic Sciences Section
T. Jaarsma (Groningen, NL)	Secretary
P. Ponikowski (Wroclaw, PL)	Treasurer

S. Anker (Berlin, DE)	S. Hatem (Paris, FR)
J.J. Balligand (Brussels, BE)	G. Jondeau (Boulogne-Billancourt, FR)
G. Condorelli (Rome, Italy)	J.L. Lopez-Sendon (Madrid, ES)
M. Cowie (London, UK)	M. Metra (Brescia, IT)
U. Dahlström (Linköping, SE)	W. Paulus (Amsterdam, NL)
H. Drexler (Hannover, DE)	S. Richard (Montpellier, FR)
G. Filippatos (Athens, GR)	A. Strömberg (Linköping, SE)
G. Hasenfuss (Göttingen, DE)	

K. Swedberg (Göteborg, SE), ex-officio, Editor-in-Chief of the European Journal of Heart Failure

## Scientific Committee

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

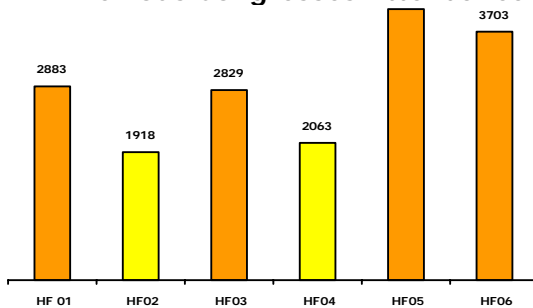
**M. Metra** (Brescia, IT), Chairperson of the Scientific Committee  
**A. Gavazzi** (Bergamo, IT), Co-Chairperson of the Scientific Committee  
G. Condorelli (Rome, IT)  
L. Dei Cas (Brescia, IT)  
R. Ferrari, (Ferrara, IT)  
C. Fiorentini (Milan, IT)  
A-P. Maggioni (Florence, IT)  
L. Tavazzi (Pavia, IT)

# HEART FAILURE 2008

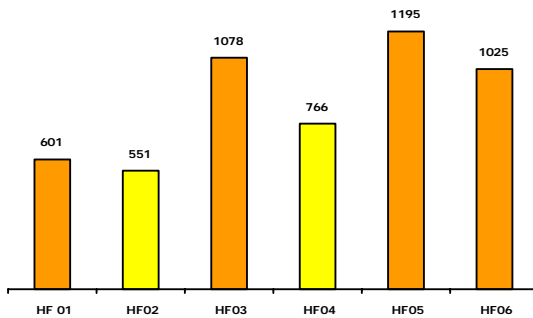
## Congresses Fast facts

- 3500 professionals in the same location
- 6 Lecture Rooms running in parallel
- Around 60 scientific sessions selected by the scientific committee
- A choice of Industry Sponsored Sessions
- More than 1000 m<sup>2</sup> of exhibition
- Coffee Breaks and Lunches offered in the exhibition

### Previous Congresses Attendance



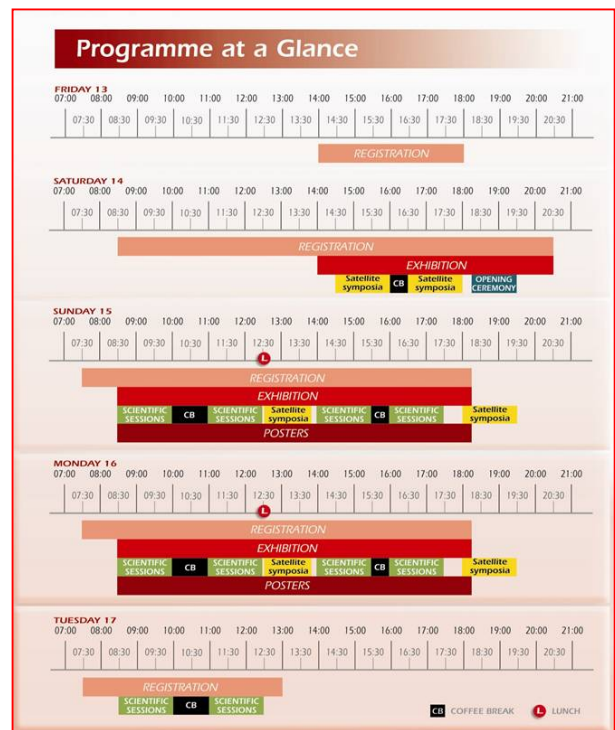
### Previous Congresses Abstracts Submission



Update



Main



### IMPORTANT DATES

- Advance programme ready in **November 2007**
- All on line services open in **November 2007**
- Abstract Submission Deadline, **January 14, 2008**
- Early Registration Deadline, **March 31, 2008**
- Late Registration Deadline, **May 15, 2008**

# HEART FAILURE 2008

## Industry Partners 2002-2007

Abbott Laboratories  
Acorn Cardiovascular, Inc.  
AD Instruments Ltd  
Amgen  
Arrow International Inc.  
AstraZeneca AB  
Atcor Medical  
Berlin Heart AG  
Biosite Europe  
Biotronik GbmH & Co. KG  
Blackwell Futura Ltd.  
Boston Scientific  
Breas  
Bristol-Myers Squibb  
Cardiodynamics  
Cardiome Pharma Corp  
Dade Behring  
Elsevier Science  
Experimetria Ltd  
Finapres Medical Systems BV  
GE Healthcare  
GlaxoSmithKline  
Hugo Sachs Elektronik - Harvard  
Apparatus GmbH  
Innovision A/S  
Ionoptix Europe  
KRKA Polska SP Z.O.O.  
Medispec Ltd.  
Meditron Stethoscopes AS  
Medtronic  
Menarini International  
Merck KGaA  
Merck Sharp & Dohme Norge AS  
Myogen GmbH  
Nanogen Point-Of-Care Diagnostics  
Division  
NovaCardia  
Novartis Pharma AG  
Orion Pharma  
Orqis International GmbH  
Otsuka America Pharmaceuticals Inc  
PDL Biopharma  
Pfizer Inc.  
Pharmacia Corporation  
Polpharma  
ResMed Schweiz AG  
Respironics International  
Roche Diagnostics GmbH  
Sanofi Aventis  
Servier  
Sigma Tau S.P.A.  
St. Jude Medical  
Synovate Healthcare  
Takeda Pharmaceutical Company Ltd  
Terumo Heart Inc.  
Thoratec Corporation  
TNO-Biomedical Instrumentation  
TSMD  
Vifor International  
Wisepress Online Bookshop Ltd.

## SHOPPING LIST

All Exhibition, Satellite and Sponsorship forms in this document should be completed, signed and returned no later than the given deadlines.

The HEART FAILURE 2008 Industry Guidelines will be released to Industry no later than December 2007. Therein you will find listed:

- Exhibition Guidelines and Procedures
- Satellite Symposia & Meet The Expert Guidelines and Procedures
- Registration and Accommodation references and contacts
- Related Terms and Conditions

**Faculty Dinner and Coffee Breaks could also be sponsored**, prices are available upon request !

All Congress Industry Partners will be notified within the Final programme and the Website via:

- a listing of all Industry Partners
- a dedicated 'Product Description' (maximum 100 words).

Should you have any request or any questions, please contact us at [HFsponsorship@escardio.org](mailto:HFsponsorship@escardio.org).

**ESC On line Congress library for Exhibitors, Sponsors, satellite Organisers:**

[www.escexhibition.org](http://www.escexhibition.org)

- **Industry Prospectus**
- **Applications forms**
- **Guidelines**
- **Supplier contacts**

# HEART FAILURE 2008

All prices are in Euros and exclusive of VAT



## **NEW! For Satellite Organisers Only: Satellite PLUS Package**

This year we are offering a special package including 3 sponsorship items to promote your Satellite Symposium. Promote your Satellite activities through these communications tools. Please note, this is only available when taken with a Satellite Symposium.

### **Satellite PLUS includes:**

- 1 Satellite Symposia (90 mn, room rentle not included)
- 1 Delegate Bag Insert
- 1 Information Screens Advert
- 1 Weblink

**Satellite PLUS price:**

**€ 40,000**

## **NEW! Support the Moderated Poster Agora**

### **Linking *Science & Industry***

Making a strong visual link between exhibits and the science at this congress, the moderated poster area at Heart Failure (affectionately termed the 'Agora') is a new high profile presentation stage for those abstracts strong enough to be selected for presentation with author accompaniment. In effect, this area is taking a lecture room and stripping the walls away to expose the science within to all around.

Your support will be recognised by large banners either side of the stage area underlined with an acknowledgement from the HFA of ESC.

Don't miss out, as this is an exclusive support opportunity offered on a 'first come, first served' basis. Sign up by completing the sponsorship form on page 18 and sending to [HFsponsorship@escardio.org](mailto:HFsponsorship@escardio.org) or by fax to +33 4 92 94 76 26.

**Agora support price:**

**€ 16,000**

## **NEW! Promotion Package**

**In order to promote your company's activities, this new package allows you to prepare your promotion, in advance, by offering 3 popular sponsorship items at a special price.** This package includes 3 different tools to promote your company's activities leading up to and during the congress. Promote before the congress online via a Weblink, on-site with a Delegate Bag Insert and ensure every delegate at the congress is aware of your company's activities by projecting a stand invitation on the Information Screens Service available within the congress centre.

### **Promotion package includes:**

- 1 Delegate Bag Insert
- 1 Information Screens Advert
- 1 Weblink

**Promotion package price:**

**€ 9,000**

# HEART FAILURE 2008

## **EXHIBITION**

*All prices are in Euros and exclusive of VAT*

- Coffee Breaks and Lunches will be offered within the Exhibition Hall
- Delegate circulation will be arranged to give maximum exposure to Exhibitors
- Exhibitors are entitled to a certain number of free badges: 9 to 49m<sup>2</sup> 10 free badges  
50 to 99m<sup>2</sup> 18 free badges



Price for space only:

**€ 440 per m<sup>2</sup>**

Price for Publishers:

**€ 330 per m<sup>2</sup>**

Deadline for Stand Space Application:

**November 2, 2007**

- Minimum Exhibition Space is 9m<sup>2</sup>
- Application Form available at the end of this document
- Exhibition Guidelines will be available by December 2007

### **Exhibition will be open\***

Saturday 14 June, 14:00 - 20:30 - Opening Cocktail in Exhibition at 19:15

Sunday 15 June, 08:30 - 18:15

Monday 16 June, 08:30 - 18:15

### **Set Up & Dismantle\***

Thursday 12 June, Set up

Friday 13 June, Set up

Saturday 14 June, morning, decoration only

Tuesday 17 June, Dismantle

More information will be available in the Industry Guidelines (published by December 2007)

\* Subject to alteration

#### **Heart Failure Exhibition contact**

Tel.: +33 (0)4 92 94 86 68

Fax.: +33 (0)4 92 94 76 26

E-mail: [HFexhibition@escardio.org](mailto:HFexhibition@escardio.org)



# HEART FAILURE 2008

## **SPONSORED SESSIONS**

*All prices are in Euros and exclusive of VAT*

A limited number of time slots are available for Sponsored Sessions to be organised by Companies during Heart Failure 2008.

- All Sponsored sessions programmes will be published in the Final Programme and on the Web Site.
- The below cost includes one hostess and use of basic audiovisual equipment in the room.
- Cost of additional equipment, furniture, food and beverages will be at the expense of the Company sponsoring the Session.

## **SATELLITE SYMPOSIA**



Price for satellite session:

**€ 33,000**

- Sessions have a duration of 75 or 90 minutes
- Room capacity: 400 to 1500 pax
- A minimum stand space of 9m<sup>2</sup> is required
- Room rental is not included in the fee.

Deadline for Satellite Application:

**November 2, 2007**

**Satellite PLUS Package:** see page 7 for details.

Available satellite time slots\*:

- Saturday 14 June: 14:30 - 15:30 and 17:00 - 18:30
- Sunday 15 June: 12:35 - 13:50 and 18:00 - 19:30
- Monday 16 June: 12:35 - 13:50 and 18:00 - 19:30

\*No parallel Scientific Sessions during these timeslots.

## **MEET THE EXPERT SESSIONS**



Price for Meet the Expert Session:

**€ 18,000**

- Sessions are 45 minutes long
- Attendance on invitation only, 75 pax maxi
- A minimum stand space of 9m<sup>2</sup> is required
- Room rental is not included in the fee.

Deadline for application:

**November 2, 2007**

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

- Sunday 15 June: 12:45 – 13:30
- Monday 16 June: 12:45 – 13:30

\*No parallel Scientific Sessions during these timeslots.

**Promotion Package:** see page 7 for details

# HEART FAILURE 2008

## SPONSORSHIP & ADVERTISING

*All prices are in Euros and exclusive of VAT*

### Abstract CD-ROM

The official abstract CD-ROM of the Congress will be distributed on the sponsor's booth to all delegates against voucher. The voucher will be inserted in all conference bags. The below price includes production of CD-ROM, but excludes production of voucher.



Abstract CD-ROM support Price:  
Deadline for application:

**€ 35,000**  
**November 2, 2007**

### Webspaces

Exclusive sponsorship of the official Heart Failure 2008 Webspaces.

Included in this package is a One page Advert in the Final Programme, acknowledgement on-site with prominent branding. 8 Pc and 2 printers provided by the ESC. This is the visual heart of the congress. Webspaces is an area 36m<sup>2</sup>.

Price:  
Deadline for application:

**€ 18,000**  
**November 2, 2007**

### Congress Bags

Exclusive sponsorship of the official Congress Bag with Sponsor name and logo permitted. This is the official and exclusive Heart Failure delegate bag and is one of the most popular items within the sponsorship remit. Units supplied (min.3,500)



Exclusive sponsorship  
(Incl. production cost)  
Deadline for Application:

**€ 19,000**  
**January 15, 2008**

### Writing Pads & Pens

The Official Congress Notepads and Pens will be placed in every Congress Delegate Bag, ensuring maximum target group reach with the Sponsor Corporate Logo and name permitted.

Units supplied (min.3,500).



Exclusive sponsorship  
(Including production cost)  
Deadline for Application:

**€ 9,000**  
**January 15, 2008**

### Delegate Bags, Writing pads & Pens Package

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

Exclusive sponsorship:  
Deadline for Application:

**€ 25,000**  
**January 15, 2008**

# HEART FAILURE 2008

## **Badge Laces/Lanyards**

Exclusive sponsorship of the official Congress Badge Lanyards, with company name and Logo which will be available to all registered delegates at the Congress, this is the only Badge Lace or Lanyard provided at Heart Failure 2008 congress. Units supplied 3,500.



Exclusive sponsorship:  
(Including production cost)  
Deadline for Application:

**€ 20,000**  
**January 15, 2008**

## **Delegate Bag Insert**

A highly popular Flyer/Invite created by Industry highlighting your company participation at Heart Failure 2008 with Exhibition and/or Satellite activity. Inserted in the Congress Delegate Bags, the promotional inserts/invitations will go directly into the hands of thousands of delegates.



Price for 1 page insert:  
Deadline for Application:

**€ 5,000**  
**March 3, 2008**

## **Information Screens Service**

Information Screen technology will be used at HF Congress 2008 displaying the complete and detailed Scientific Programme. Your company can associate with this high-tech and maximum exposure advertisement opportunity displaying your corporate name and logo or announcing your satellite or booth location to all delegates at Heart Failure 2008 Congress.



Price:  
Deadline for application:

**€ 5,000**  
**March 3, 2008**

## **Web Link**

In order to allow Exhibiting companies, Satellite Symposia and Meet the Experts Session organizers 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 Website, 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 Congress.



Price per Web Link:  
Deadline for application:

**€ 1,000**  
**March 3, 2008**

## **Function Spaces**

Function Spaces are available in the Congress Centre for companies wishing to meet their guests during the conference. No training or showcasing of products/therapies may take place in the function space. Planned activities must be submitted in writing to the organisers for approval. Companies are responsible for equipment and catering arrangements. Prices are available upon request. Please contact: [hfsponsorship@escardio.org](mailto:hfsponsorship@escardio.org)

# HEART FAILURE 2008

## Advertisement in the Advance Programme

Containing the detailed Scientific Programme of HEART FAILURE 2008; more than 15,000 cardiologists will receive a copy of the Advance Programme either as a hard copy or by email. With maximum exposure this is the only Congress Programme available from November 2007 until the congress itself in June 2008.



Back Cover Advertisement	<b>€ 12,000</b>
Inside Front or Inside Back Cover Advertisement	<b>€ 10,000</b>
Deadline for Application:	<b>September 14, 2007</b>

## Advertisement in the Final Programme

Ultimate, definitive Programme for HEART FAILURE 2008 in printed version, with full Scientific agenda, Exhibition and Satellite Information and Congress Reference outlines. Hard copies are placed in each Delegate Bag (min. 3,500 units) at the congress offering maximum exposure and recognition to the sponsor.



Back Cover Advertisement:	<b>€ 12,000</b>
Inside Front Cover Page Advertisement	<b>€ 10,000</b>
Inside Back Cover Page Advertisement	<b>€ 10,000</b>
Inside Page Advertisement:	<b>€ 6,000 per page</b>
Deadline for application:	<b>March 3, 2008</b>

## Bookmark in the Final Programme

Exclusive Bookmark attached to the Final Programme  
Circulation: to each registered delegate



Price <i>(excluding production costs)</i>	<b>€ 15,000</b>
Deadline for application:	<b>March 3, 2008</b>
Deadline for application:	<b>March 3, 2008</b>

## Belly Band around the Final Programme

Wrap around the Final Programme  
Circulation: to each registered delegate



Price <i>(excluding production costs)</i>	<b>€ 10 000</b>
Deadline for application:	<b>March 3, 2008</b>



# HEART FAILURE 2008



**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-(0)4 92 94 76 26 - E-mail: [HFexhibition@escardio.org](mailto:HFexhibition@escardio.org)

## EXHIBITION SPACE APPLICATION FORM

- Applications accepted from: **June 10 2007**
- **"First Come, First Served" Policy**
- **Stand Application deadline: 2 November 2007**

<b>1. COMPANY NAME &amp; ADDRESS</b> The company name & address as it should appear in official listings			
Name:			
Contact Person:			
Address:			
Postal code:	City:	Country:	
Tel:	Fax:	E-mail:	
<b>2. CORRESPONDENCE NAME &amp; ADDRESS</b> If the correspondence address above is different from the official address (including agency)			
Name:			
Contact Person:			
Address:			
Postal code:	City:	Country:	
Tel:	Fax:	E-mail:	
<b>3. APPOINTED STAND CONSTRUCTION AGENCY</b> An 'out of business hours' contact telephone number is required for logistics purposes			
Name:			
Contact Person:			
Address:			'Out of Hours' Tel:
<b>4. EXHIBIT SIZE, DIMENSIONS</b> Price €440 per m <sup>2</sup> , Minimum 9 m <sup>2</sup> . Special price for Publishers € 330 per m <sup>2</sup>			
Size requested	Length in metres:	Depth in metres:	Area in m <sup>2</sup> :
Height requested:		Publishers :    Yes <input type="checkbox"/> No <input type="checkbox"/>	
Postal code:	City:	Country:	
Tel:	Fax:	E-mail:	

HF 2008 Exhibition Space Application Form page 1 of 2

<b>5. STAND LOCATION – PROXIMITY TO COMPETITORS</b> List any exhibitors you <b>do not</b> wish in proximity to your stand, by company name. <i>Note that we cannot prevent companies assigned after you from being located in your neighbourhood</i>		
1.	2.	3.
4.	5.	6.

<b>6. PRODUCTS / SERVICES</b> List products / services to be exhibited at Heart Failure 2008 Meeting

<b>7. ACCOUNTING DATA</b>		
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:	E-mail:
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:

<b>8. AGREEMENT</b> I hereby agree to be bound by the conditions of participation outlined in the Industry Prospectus of Heart Failure 2008 Congress		
Date:	Contact Name:	Signature:

<b>9. MISCELLANEOUS</b> 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 16/02/ 2008, 50% of the total due amount will be charged. If the Stand is cancelled after 16/02/2008, 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."*



# HEART FAILURE 2008



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

The European Heart House  
2035 Route des Colles, Les Templiers, BP 179  
06903 Sophia Antipolis Cedex, France

Fax: +33-(0)4 92 94 76 20 - E-mail: [satellite@escardio.org](mailto:satellite@escardio.org)

Official Sponsorship Opening: **10 June 2007**

**“First Come, First Served” Policy**

## **SPONSORED SESSIONS APPLICATION & ACCOUNTING FORM**

(Tick the appropriate box)

**SATELLITE SYMPOSIUM**

**MEET THE EXPERTS**

**SATELLITE SYMPOSIUM PLUS PACKAGE**

Satellite + 1 Bag Insert, 1 Information Screens Advert and 1 Weblink

### **ORGANISING COMPANY**

Name:

Contact Person:

Address:

Postal code:

City:

Country:

Tel:

Fax:

E-mail:

### **APPOINTED AGENCY (if any)**

Name:

Contact Person:

Address:

Postal code:

City:

Country:

Tel:

Fax:

E-mail:

### **Organising Company**

Applications for Satellite Symposia and Meet the Experts sessions must be submitted by the company under whose name each session is to be organised. We would like to draw your attention to the fact that 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 its appointed agencies.

### **Appointed Agency**

Companies should inform the ESC, in writing, what agency is appointed for which symposia. 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.

<b>SATELLITE SYMPOSIUM (submit one form per Satellite Symposium)</b>		
<b>DEADLINE: 02 NOVEMBER 2007</b>		
Proposed title:		
Duration: <input type="checkbox"/> 75 or 90 minutes		
Preference date:	<input type="checkbox"/> Saturday, 14 June 2008 <input type="checkbox"/> 14:30 – 16:00 <input type="checkbox"/> 16:30 – 18:00  <input type="checkbox"/> Sunday, 15 June 2008 <input type="checkbox"/> 12:35 – 13:50* <input type="checkbox"/> 18:00_19:30  <input type="checkbox"/> Monday, 16 June 2008 <input type="checkbox"/> 12:35 – 13:50* <input type="checkbox"/> 18:00 – 19:30  *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 session.	Cost:  - Basic price Lunch or evening session: € 33.000  - Satellite Plus Package € 40 000  - Plus room rental.
Lecture room capacity:		
Reception: <input type="checkbox"/> Yes <input type="checkbox"/> No		

<b>MEET THE EXPERTS SESSION (submit one form per Meet the Experts)</b>		
<b>DEADLINE: 02 NOVEMBER 2007</b>		
Proposed title:		
Duration: <input type="checkbox"/> 45 minutes		
Preference date:	<input type="checkbox"/> Sunday, 15 June 2008 <input type="checkbox"/> 12:45 – 13:20  <input type="checkbox"/> Monday, 16 June 2008 <input type="checkbox"/> 12:45 – 13:20	Cost:  - Basic price: 18.000€  - Plus room rental.
Lecture room capacity: The attendance cannot exceed 50 persons and must be by invitation only.		

<b>ACCOUNTING DATA FORM - the same invoicing address is mandatory for all items -</b>			
Company or agency to be invoiced:		Your Purchase Order Number:	
Contact Person:			
Address:			VAT N°: <b>Mandatory</b>
Postal code:	City:	Country:	
Tel:	Fax:	E-mail:	
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 Card N°:	Expiry Date:	Cardholder's name:	
Date:	Contact Name:	Signature:	

Cancellation Policy: Cancellations of Satellite Symposia should be sent by registered mail to Heart Failure Secretariat. If cancellation is received after the ESC launched the invoicing process and before 17/03/2008, 50% of the total due amount will be charged. If the Satellite Symposium is cancelled after 17/03/2008 date the full compensation fee will be invoiced.  
 \*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.





# HEART FAILURE 2008



**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 - E-mail: [HFsponsorship@escardio.org](mailto:HFsponsorship@escardio.org)

Official Sponsorship Opening: **10 June 2007**

**"First Come, First Served" Policy**

## SPONSORSHIP & ADVERTISEMENT APPLICATION FORM (tick the appropriate box)

**Tick Yes**

### Advertisement Options

Advance Programme Back Cover (deadline: 14/09/07) ..... € 12,000 .....

Advance Programme Inside Front Cover (deadline: 14/09/07) . € 10,000 .....

Advance Programme Inside Back Cover (deadline: 14/09/07).. € 10,000 .....

Final Programme Back Cover (deadline: 03/03/08) ..... € 12,000 .....

Final Programme Inside Front Cover (deadline: 03/03/08) ..... € 10,000 .....

Final Programme Inside Back Cover (deadline: 03/03/08) ..... € 10,000 .....

Final Programme Inside Page (deadline: 03/03/08) ..... € 6,000 .....

### Promotion Options

Bookmark (deadline: 03/03/08) ..... € 15,000 .....

Belly Band (deadline: 03/03/08) ..... € 10,000 .....

Delegate Bag Insert (deadline: 03/03/08) ..... € 5,000 .....

Web Link (deadline: 03/03/08) ..... € 1,000 per advert .....

Information Screens Advertisement (deadline: 03/03/08) ..... € 5,000 .....

Promotion Package (deadline: 03/03/08) ..... € 9,000 .....

1 Bag Insert, 1 Information Screens Advert + 1 Weblink

### Sponsorship Options

Conference Bags (deadline: 15/01/08) ..... € 19,000 .....

Writing Pads and Pens (deadline: 15/01/08) ..... € 9,000 .....

Badge Laces (deadline: 15/01/08) ..... € 20,000 .....

SPECIAL PACKAGE: Conference Bags, Writing Pads and Pens . € 25,000 .....

Web Space (deadline: 02/11/07) ..... € 18,000 .....

AGORA - Moderated Poster Area (deadline: 02/11/07) ..... € 16,000 .....

Abstracts CD-ROM (deadline: 02/11/07) ..... € 35,000 .....

# HEART FAILURE 2008

<b>COMPANY</b>		
Name:		
Contact Person:		
Address:		
Postal code:	City:	Country:
Tel:	Fax:	E-mail:

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

<b>ACCOUNTING DATA FORM - the same invoicing address is mandatory for all</b>		
Company or agency to be invoiced:		Your Purchase Order Number:
Contact Person:		
Address:		VAT N°: <b>Mandatory</b>
		PO N°:
Postal code:	City:	Country:
Tel:	Fax:	E-mail:
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 Card N°:	Expiry Date:	Cardholder's name:
Date:	Contact Name:	Signature:

Cancellation Policy: Cancellations of Sponsorship should be sent by registered mail to Heart Failure Secretariat. If cancellation is received after the ESC launched the invoicing process and before 16/02/2008, 50% of the total due amount will be charged. If the Sponsorship is cancelled after 16/02/2008 the full compensation fee will be invoiced.

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.