

HEART FAILURE 2008

Congress organised by the Heart Failure Association of the ESC

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

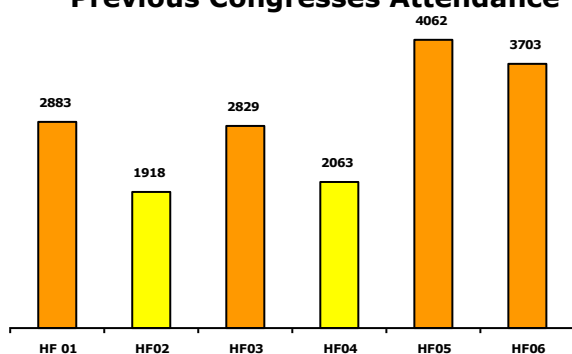
M. Metra (Brescia, IT), Chairperson of the Scientific Committee
A. Gavazzi (Bergamo, IT), Co-Chairperson of the Scientific Committee
G. Condorelli (Rome, IT)
L. Dei Cas (Brescia, IT)
R. Ferrari, (Ferrara, IT)
C. Fiorentini (Milan, IT)
A-P. Maggioni (Florence, IT)
L. Tavazzi (Pavia, IT)

HEART FAILURE 2008

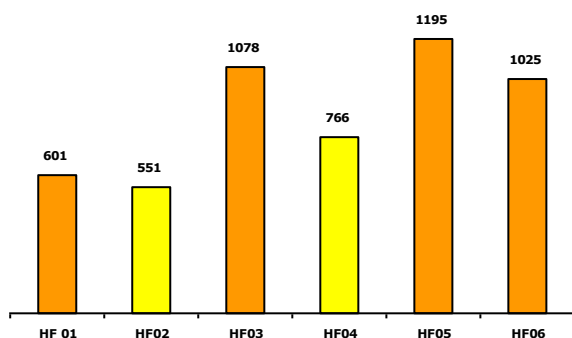
Congresses Fast facts

- **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 m² of exhibition**
- **Coffee Breaks and Lunches offered in the exhibition**

Previous Congresses Attendance



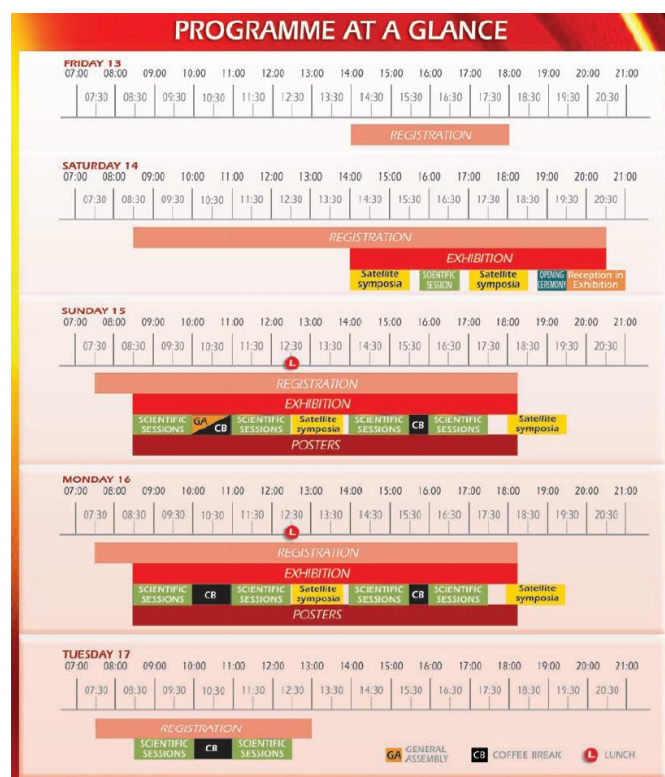
Previous Congresses Abstracts Submission



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 Sponsorship@escardio.org.

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

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 Sponsorship@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 49m² 10 free badges
50 to 99m² 18 free badges



Price for space only:

€ 440 per m²

Price for Publishers:

€ 330 per m²

Deadline for Stand Space Application:

November 2, 2007

- Minimum Exhibition Space is 9m²
- 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 77 55

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

E-mail: 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 9m² 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 9m² 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

Webpace

Exclusive sponsorship of the official Heart Failure 2008 Webpace.

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. Webpace is an area 36m².

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: Satellite@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
Inside Front or Inside Back Cover Advertisement
Deadline for Application:

€ 12,000
€ 10,000
September 14, 2007

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:
Inside Front Cover Page Advertisement
Inside Back Cover Page Advertisement
Inside Page Advertisement:
Deadline for application:

€ 12,000
€ 10,000
€ 10,000
€ 6,000 per page
March 3, 2008

Bookmark in the Final Programme

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



Price
(excluding production costs)
Deadline for application:
Deadline for application:

€ 15,000
March 3, 2008
March 3, 2008

Belly Band around the Final Programme

Wrap around the Final Programme
Circulation: to each registered delegate



Price
(excluding production costs)
Deadline for application:

€ 10 000
March 3, 2008



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

EXHIBITION SPACE APPLICATION FORM

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

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

Name:

Contact Person:

Address:

Postal code:

City:

Country:

Tel:

Fax:

E-mail:

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

Name:

Contact Person:

Address:

Postal code:

City:

Country:

Tel:

Fax:

E-mail:

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

Name:

Contact Person:

Address:

'Out of Hours' Tel:

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

Size requested

Length in metres:

Depth in metres:

Area in m² :

Height requested:

Publishers : Yes ☐ No ☐

Postal code:

City:

Country:

Tel:

Fax:

E-mail:

HF 2008 Exhibition Space Application Form page 1 of 2

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

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

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

7. ACCOUNTING DATA

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

Company or agency to be invoiced:		Your Purchase Order Number:	
Company VAT number (mandatory for EU-based entities):			
Contact Person:			
Address:			
Postal code:	City:	Country:	
Tel:	Fax:	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:	

8. AGREEMENT 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:
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9. MISCELLANEOUS To add other information relevant to your application, please note it here

Cancellation Policy: Cancellations of exhibits should be sent by registered mail to the Secretariat of the HFA of the ESC.

If cancellation is received after the HFA of the ESC launched the invoicing process and before 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."

HF 2008 Exhibition Space Application Form page 2 of 2



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

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.

SATELLITE SYMPOSIUM (submit one form per Satellite Symposium)		
DEADLINE: 02 NOVEMBER 2007		
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 <small>*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.</small>	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		

MEET THE EXPERTS SESSION (submit one form per Meet the Experts)		
DEADLINE: 02 NOVEMBER 2007		
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.		

ACCOUNTING DATA FORM - the same invoicing address is mandatory for all items -			
Company or agency to be invoiced:		Your Purchase Order Number:	
Contact Person:			
Address:			VAT N°: Mandatory
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.

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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: Sponsorship@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

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:

INVOICING DATA - the same invoicing address is mandatory for all items -		
Company or agency to be invoiced:		Your Purchase Order Number:
Contact Person:		
Address:		VAT N°: Mandatory
		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.