

Nuclear Cardiology and Cardiac CT

Netherlands
Amsterdam
15-18 May 2011

Industry Prospectus

www.icnc10.org

Organised in conjunction with



Nuclear Cardiology
and Cardiac CT
ESC Working Group



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President's Welcome Address

It is our great pleasure to formally announce ICNC10, the International Conference of Non-Invasive Cardiovascular Imaging, which will be held in Amsterdam, Netherlands, from 15 - 18 May 2011. The ICNC meeting, a key international scientific event for nuclear cardiology and cardiac CT imaging, is celebrating its 20 year anniversary. Biennially, it provides the opportunity for practitioners from all over the world to gather to learn about new advances and to exchange scientific ideas and experiences in a unique environment. The upcoming meeting will provide an exciting and diversified scientific programme which offers a full spectrum of educational opportunities ranging from continuing education to cutting-edge presentations of new and original scientific research. A core curriculum, as well as advanced and research tracks will be available. As in the past, submitted abstracts will come from a wide geographical area which reinforces the message that ICNC is an important international scientific event. Many "Read with the Experts" case review sessions will allow participants to improve their interpretative skills for cardiac CT and SPECT and PET examinations.

ICNC10 will also provide a unique opportunity by which our Industry Partners may network with the most influential non-invasive cardiologists and cardiovascular imaging specialists from across the world. Unique to this meeting will be an even greater emphasis on presentations by young investigators. In addition to the awards and grants we already offer such as the ESC Working Group Travel Grants and the free registration for presenters in the Young Investigator Awards session, this year we will be offering the Amsterdam Young Scientist Award. This prestigious award is generously provided by the city of Amsterdam and will carry a stipend of €5 000 to the winner chosen onsite.

The venue of ICNC10 is the beautiful city of Amsterdam, one of the greatest small cities in the world. From its canals to world-famous museums and historical sites, Amsterdam is one of the most romantic and beautiful cities in Europe. It is an important cultural and tourist centre, known worldwide for its architecture and cuisine. The ICNC organisers have selected this city for its popularity not only within Europe but because it is a favoured destination from the Americas, Asia and throughout the world.

During the three days of scientific sessions, attendees will explore new directions in nuclear cardiology and cardiac CT, and meet with our colleagues from all around the globe. An active social programme will also be featured and our Host Committee will help to plan a splendid Opening Ceremony and grand Gala Dinner.

We hope that you will consider attending ICNC10 in Amsterdam. It promises to be a conference to remember.

**Rob Gropler,
MD, US**

**Juhani Knuuti,
MD, FI**

ICNC General Congress Information

- **What is ICNC?**

ICNC, the International Conference of Non-Invasive Cardiovascular Imaging is a key international scientific event for nuclear cardiology and cardiac CT imaging, gathering together non-invasive cardiologists and cardiovascular imaging specialists worldwide. The ICNC meeting will celebrate its 20 year anniversary in Amsterdam this year.

- **About ICNC10**

ICNC10 is designed to provide imaging professionals with multiple opportunities to obtain the latest information in clinical practice, cutting-edge scientific advances, and technological skills in nuclear cardiology and cardiac imaging.

- **ICNC10 Organising Committee**

Juhani Knuuti - Organising Co-Chair

Rob Gropler - Organising Co-Chair

Frank Bengel - Industry Liaison

Jeroen Bax - Scientific Advisor

Bob Hendel - Meeting Advisor

- **Why should I participate?**

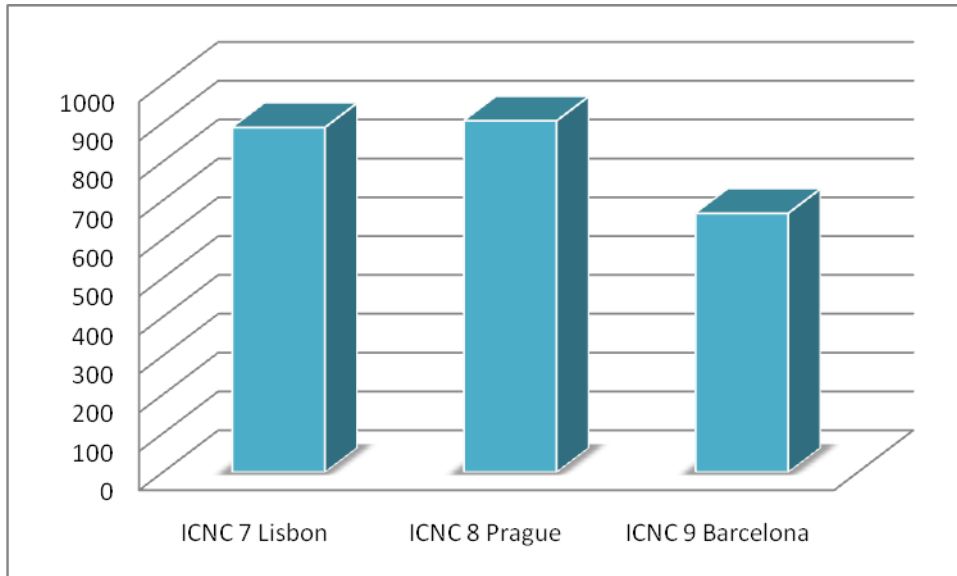
ICNC10 presents an exciting opportunity to participate in this dynamic section of cardiovascular medicine at a time when so many new therapies and diagnostic evaluations are available. Industry can network with some of the most influential non-invasive cardiologists and cardiovascular imaging specialists from across the world.

- **800** participants in the same location
- **Over 50 scientific sessions** selected by the scientific committee
- **Over 350 abstracts submitted**
- **4 lecture rooms** running in parallel
- A variety of novel **industry sponsored sessions**
- **300 m²** net of commercial exhibition

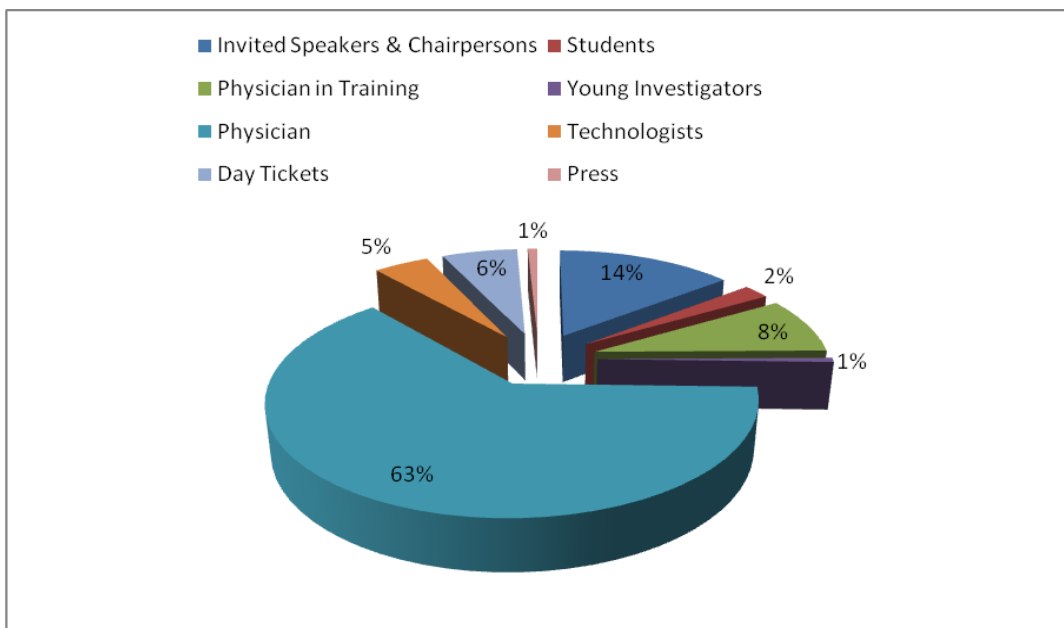


ICNC Facts & Figures

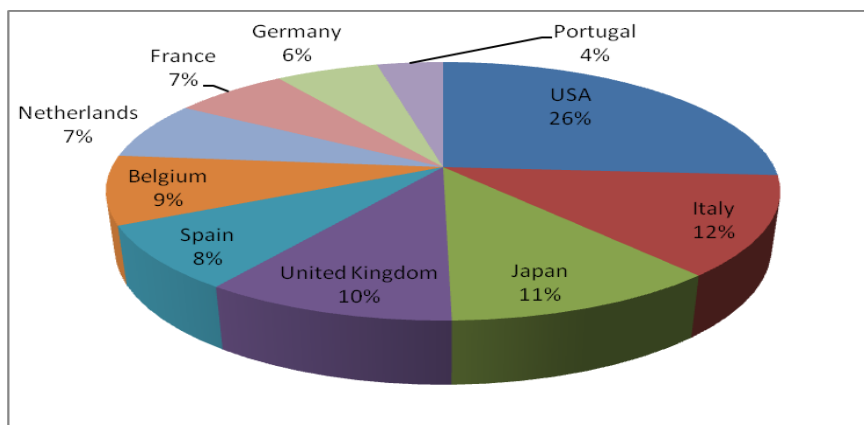
- **Previous ICNC Attendance**



- **Breakdown of active participants**



- **Top Ten Participation by Country**



ICNC Congress Venue, Dates & Opening Hours

- **Venue & Dates**

ICNC10 will be taking place in **Amsterdam from 15 – 18 May 2011** in **Amsterdam, The Netherlands.**

Convention Centre of Amsterdam RAI

Europaplein 2 – 22, 1078 GZ
Amsterdam, The Netherlands

- **Congress dates and opening hours:**

Friday	13-May-11	08:00 – 20:00	Exhibition build-up
Saturday	14-May-11	08:00 – 20:00	Exhibition build-up
Sunday	15-May-11	16:30 – 18:30	Opening Ceremony & Reception
Monday	16-May-11	08:30 – 17:30	Exhibition OPEN
Tuesday	17-May-11	08:30 – 17:30	Exhibition OPEN
Wednesday	18-May-11	08:30 – 15:00	Exhibition CLOSED (but Sessions still running)
		16:00 – 24:00	Dismantling

- **Language**

The official language during the Congress is English. No translation is available.

ICNC10 Scientific Programme

The Scientific Programme has been put together by the ICNC10 Programme Committee in close collaboration with the ESC Working Groups and Associations.

The scientific programme committee has for one of its aims, to provide a comprehensive programme that extends from research sessions to hands-on practical courses. Basic science will be included in the programme and most recent clinical trials will be presented and commented.

During the congress delegates can enjoy a comprehensive programme covering an extensive curriculum in a variety of session formats such as:

- Plenary Sessions
- Debates
- Read with the Experts
- Abstract Investigation Sessions
- Industry Satellite Symposia
- Advances in nuclear cardiology & cardiac CT

➤ **ICNC INDUSTRY PARTNERS PARTICIPATION**

The following is the list of Industry Partners who have participated in previous editions of the ICNC Congress:

- American Society of Nuclear Cardiology
- Astellas Pharma US, Inc
- Bracco Diagnostics Inc
- Bristol-Myers Squibb Medical Imaging
- Capintec, Inc
- Certification Board of Nuclear Cardiology
- Covidien
- CV Therapeutics Europe
- Digirad
- European Association of Nuclear Medicine
- European Society of Cardiology
- Fujifilm RI Pharma Co., Ltd
- GE Healthcare
- INVIA Medical Imaging Solution
- Mediso Medical Imaging Systems
- Nihon Medi-Physics co., Ltd
- Philips Medical Systems
- Siemens Medical Solutions
- WeAidU in Europe AB
- Wisepress

Industry activities at ICNC10

ICNC10 offers four days of unprecedented scientific, promotional and networking opportunities for companies active in the field of echocardiography. Ensure your company is considered as a key player in the field by your presence in the following areas:

Exhibition: Present your product, services and delegates to over 800 delegates by showcasing your company in the exhibition hall.

Industry Sponsored Sessions: Present your latest scientific data and ensure your contribution to the scientific programme by organising a satellite symposium open to all delegates.

Official Sponsorship: Present your company as an official sponsor of ICNC10 for distinguished association with the congress and its scientific programme.

Important:

All requests for exhibition space, satellite symposia or sponsorship opportunities will be allocated on a first come, first served basis. All prices listed within this document are exclusive of VAT unless otherwise indicated; payment is in Euro (€) only

Sponsors recognition: In addition to the manner of recognition shown below, sponsors will be acknowledged in all ICNC10 printed material and on the ICNC10 Web Site.



1. Exhibition: Showcase your products, services and activities to over 800 delegates from 100 different countries

• **Exhibition Space**

The Exhibition will be centrally situated in the congress centre and participants will be encouraged to walk through the exhibition area to go to the lecture rooms and poster sessions.

Application Deadline: 26/11/2010



Price for space only: **€345 per m²**
Price for Publishers **€250 per m²**

The minimum exhibition space is 9 m²
(6 m² for publishers and booksellers)

• **Exhibitor Badges**

Exhibitors are entitled to a certain number of free badges to staff their stand. The number of free badges for each exhibitor will be determined according to the floor space allocated as shown below.

Stand size between:	Number of Free Badges:
9 and 49m²	8
50 and 99m²	16
100m² +	24

Price for additional badges: €33.00

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

2. Industry Sponsored Sessions: Satellite Symposia

- **Ensure your contribution to the outstanding ICNC scientific programme**



Participating companies may organise scientific sessions at dedicated time slots, known as Satellite Symposium. These industry sponsored sessions are the perfect forum through which you may reach your target audience with the latest scientific information and developments.

Satellite organisers may organise receptions before or after the Satellite Symposium. Lunch boxes may also be distributed before or after the symposia.

In order to hold an Industry Sponsored Sessions, an Exhibition Stand of 9 m² minimum (or grant equivalent) is required.

- **Satellite Symposia** will be held within the Congress centre in lecture rooms ranging in capacity from **200 to 800 seats**.

Industry Sponsored Sessions scientific programmes will be published in ICNC10 Final Programme and on the ICNC10 Web Site. All Industry Sponsored Sessions programmes are subject to ICNC approval.

- **Price of a Satellite Symposium 75/90 minute session: €25,000 per session (10% discount on 2nd symposium)**

The following items are included in the price of a Satellite Symposium:

- Room rental
- 1 Delegate Bag Insert
- 1 Weblink
- 1 Information Screen Advertisement
- 1 Hostess dedicated to the lecture room
- Access and use of audiovisual equipment in lecture room

Note: The full list of equipment will be communicated upon room assignment. Cost of additional equipment, furniture, food and beverage will be at the expense of the sponsor.

A limited number of time slots have been made available for Satellite Symposia as follows:

Satellite Symposia	
DATE	TIME-SLOT
Monday 16 May 2011	12.35 – 13.50
Monday 16 May 2011	18.15 – 19.45
Tuesday 17 May 2011	12.35 - 13.50

Deadline for application: 26/11/2010

3. Sponsorship, Promotion and Advertising Opportunities

- **Abstracts CD-ROM Exclusive Sponsorship**

Exclusive Sponsorship of the Official ICNC10 Congress Abstract CD-Rom. Contains all accepted Abstracts at ICNC10 and will be **available on site** during the congress. Redemption vouchers within delegate bags guide delegates to the Sponsor's booth (sole collection point).

Life-span: Congress permanent archive/reference material.
Price including production: €15,000
Deadline to apply: 1 March 2011

- **Web Space Exclusive Sponsorship**

The business style Internet Corner offers delegates internet access along with the scientific programme online, PC workstations and printers throughout the congress. The corporate name and logo of the sponsor displayed on all the screensavers of the Internet Corner offer excellent exposure. The sponsor will also be acknowledged on the page dedicated to the Web Space printed in the Final Programme.

Life-span: Congress
Price: €10,000
Deadline to apply: 1 March 2011

- **Note Pads & Pens Exclusive Sponsorship – Product**



Exclusive sponsorship of the official ICNC10 note pads and pens inserted in the all the delegate bags. The sponsor's logo and the ICNC logo will be printed on the pads and on the pens. The sponsor may also provide its own note pads (with corporate adverts on the cover page & pens (price upon request).

Life-span: Congress & permanent archive
Price including production: €5,000
Deadline to apply: 1 September 2010

- **Official Congress Bags Exclusive Sponsorship**

Add your company name to the ICNC10 congress bag distributed to each registered delegate as its exclusive sponsor! Recycled and recyclable material with embossed branding. Units supplied: 3,000.

Life-span: Congress permanent archive/reference material.
Price including production: €15,000
Deadline to apply: 1 September 2010

- **Delegate Badge Laces Exclusive Sponsorship**



The popular and highly visible official ICNC10 badge laces are available for exclusive sponsorship. The sponsor's name and logo will be printed on the badge laces, distributed to all participants.

Life-span: Congress permanent archive/reference material.
Price including production: €10,000
Deadline to apply: 1 September 2010

- **Final Programme Advertisements – Product Advertising allowed**



The ICNC10 final programme hard copy contains full scientific programme details, exhibition and satellite information and congress references outlines. Hard copies will be placed in each delegate bag distributed at the congress, offering maximum exposure and recognition to the sponsor.

Life-span: Congress permanent archive/reference material.
Back Cover Advertisement: €7,500
Inside Back Cover Advertisement: €4,000
Deadline to apply: 1 February 2011

- **Final Programme Bookmark - Product Advertising allowed**

The belly band or the bookmark displays Exclusive Advertisement and is wrapped around/or inserted in the Final Programme into each delegate's Congress Bag as per the sponsor's preference.

Lifespan: Event & after-event reference/archive
Price including production: €5,000
Deadline to apply: 1 March 2011

- **Delegate Bags Inserts**



A highly popular insert and/or goodie created by Industry highlighting your ICNC10 participation with your Exhibition or Satellite Symposium invitation (format A4, 2 pages maximum). When the delegates collect their delegate bag, the promotional inserts/invitations will go directly into the hands of thousands of delegates.

Lifespan: Event & after-event reference/archive
Price of one insert (excl. production costs): €5,000
Deadline to apply: 1 March 2011

- **Web Link**

Industry-created web page on the official ICNC10 Web Site highlighting your congress satellite and/or exhibition stand activities. Use these pages to benefit from the important traffic on the ICNC10 web site to maximise attendance at your satellite and on your stand.
 Life-span: Pre-event and event promotion.

Lifespan: Event & after-event reference/archive
Price for 1 Web Link: €2,000
Deadline to apply: 1 March 2011

- **Social / Function Sponsorship**

Please contact us for means of supporting the social functions at ICNC10. These are important opportunities for members of the echocardiography to meet and network. Please contact us for further details at sponsorship@escardio.org

- **On-site Promotion / Advertisements**

Various opportunities for on-site promotion/ advertisements in the form of panels, banners, towers and others may be available. Please contact us for further details at sponsorship@escardio.org

- **Unrestricted Educational Grants**

Industry Partners are invited to "associate" with the Scientific Programme of ICNC10, or a specific session through an Unrestricted Educational Grant which demonstrates a company's support and association with an aspect of the Scientific Programme.

The Supporting Industry may not advertise or promote their grant association.

€5,000 per session

4. Function Spaces

- **Organise private meetings at ICNC10**



A limited number of Function Spaces have been made available in the congress centre for companies wishing to meet their guests in a quiet and intimate environment during the conference.

Planned activities must be submitted to the organisers for approval. No training or showcasing of products/therapies may take place in the Function Spaces.

Companies are responsible for equipment and catering arrangements.

Various Congress Packages are available, options and fees upon request. Please contact icncsecretariat@escardio.org

KEY DATES

My ESC Services open for Abstract Submission, Registration and Hotel Accommodation:	MONTH/YEAR
Abstract Submission deadline:	13 October 2010
Early Fee Registration:	7 February 2011
Pre-Registration Registration:	11 April 2011
ICNC10 Congress:	15 – 18 May 2011

Applications & Guidelines for Industry Participation at ICNC10

All Exhibition, Satellite and Sponsorship forms should be completed, signed and returned as soon as possible, items will be assigned based on the accrued points ranking.

Returning a signed application form implies a tacit agreement of the ICNC10 Guidelines for Industry Participation.

The ICNC10 Guidelines for Industry Participation will be communicated to the participating companies in due course to help with your organisation of the event.

All Terms and Conditions regarding your participation will be detailed in these Guidelines for Industry Participation.

Should you require any further information regarding the application process, please contact us at Sponsorship@escardio.org

Contacts

The **ESC Sales & Liaison Officer** is dedicated to working with our industry partners on optimising the value of your participation in line with your individual corporate objectives, please contact sponsorship@escardio.org (Tel: **+33 (0)4 92 94 86 78**) to discuss your company requirements at ICNC10.

ICNC is organised by the **ESC Congress Division**:

ICNC Secretariat:

ESC - European Heart House
2035, route des Colles - Les Templiers - BP 179
06903 Sophia Antipolis, FRANCE
Tel.: +33 (0)4 92 94 76 00
Fax: +33 (0)4 92 94 76 01
Email: ICNC@escardio.org
Web Site: www.escardio.org/ICNC

Exhibition:

Tel.: +33 (0)4 92 94 76 17
Fax: +33 (0)4 92 94 76 26
Email: EEexhibition@escardio.org

Satellite Symposia:

Tel: +33 (0)4 89 87 20 03
Fax: +33 (0)4 92 94 76 26
Email: satellite@escardio.org

Sponsorship:

Tel: +33 (0)4 89 87 20 09
Fax: +33 (0)4 92 94 76 26
Email: sponsorship@escardio.org

Venue:

Convention Centre of Amsterdam RAI
Europaplein 2 – 22, 1078 GZ
Amsterdam, The Netherlands

