

Industry Prospectus



Nuclear Cardiology and Cardiac CT

BERLIN Germany
5 - 8 May 2013



www.icnc11.org

Organised in conjunction with



Nuclear Cardiology
and Cardiac CT
ESC Working Group



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WELCOME ADDRESS FROM THE PRESIDENT

Dear Colleagues and Friends,

It is our great pleasure to formally announce ICNC11, the International Conference of Non-Invasive Cardiovascular Imaging, which will be held in Berlin, Germany, from 5 - 8 May 2013.

The ICNC meeting, a key international scientific event for nuclear cardiology and cardiac CT imaging, has been organising meetings for more than 20 years. 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.

ICNC11 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 two new categories of grants, the ICNC Grants and the ICNC Young Scientist Award. These 20 grants attributed to abstract presenters and young cardiologists will be generously provided by the ICNC Organising Committee and will carry a stipend of €1 500 per person. The Young Scientist Award will carry a stipend of €5 000 to the winner chosen onsite. The impetus for the increase in Travel Awards is to invest resources from previous successful meetings to the future of the field.

The venue of ICNC11 is the beautiful city of Berlin. Berlin is recognisable as a city of medical sciences by its expertise, diversity and the way that research, educational and business entities closely interact. Germany's capital city combines all the things necessary for a successful congress. It is one of the most history rich, eclectic and affordable capital cities in Europe!! Delegates on a budget can find affordable accommodation and meals, all within walking distance of the congress centre. 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 ICNC11 in Berlin. It promises to be a conference to remember.

Frank Bengel, DE
Organising Committee Co-Chairperson

Rob Gropler, US
Organising Committee Co-Chairperson

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 ICNC11**

ICNC11 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.

- **ICNC11 Organising Committee**

Frank Bengel, DE - Organising Co-Chair
Robert Gropler, US - Organising Co-Chair
Robert Beanlands, CA - Industry Liason
Robert Hendel, US - Meeting Services
Juhani Knuuti, FI - Scientific Advisor

- **Why should I participate?**

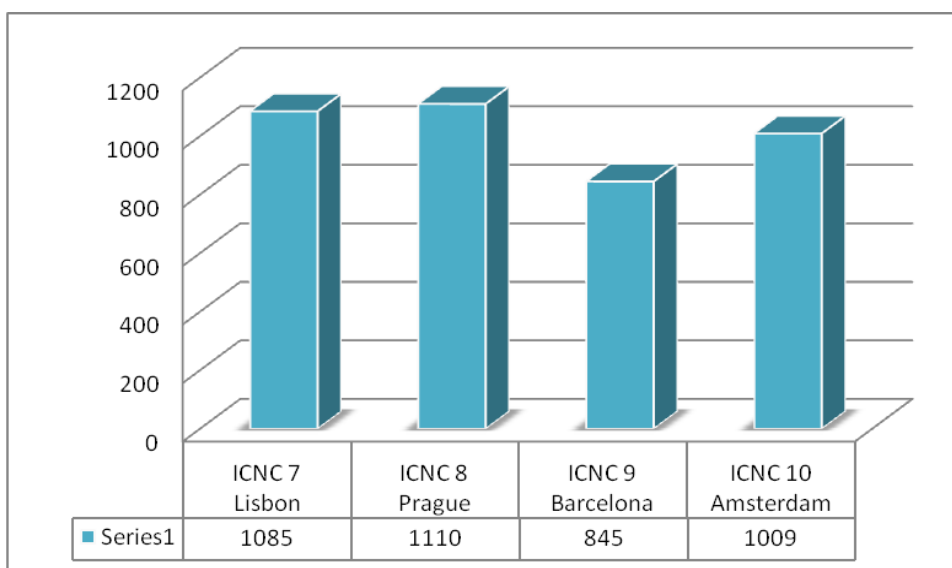
ICNC11 presents an exciting opportunity to participate in this dynamic section of cardiovascular medicine at a time when so many new therapies and diagnostic evaluations are available. Industry can network with some of the most influential non-invasive cardiologists and cardiovascular imaging specialists from across the world.

- **More than 1 000** participants in the same location
- **Over 50 scientific sessions** selected by the scientific committee
- **Over 300 abstracts submitted**
- **4 lecture rooms** running in parallel
- A variety of novel **industry sponsored sessions**
- **260 m²** net of commercial exhibition

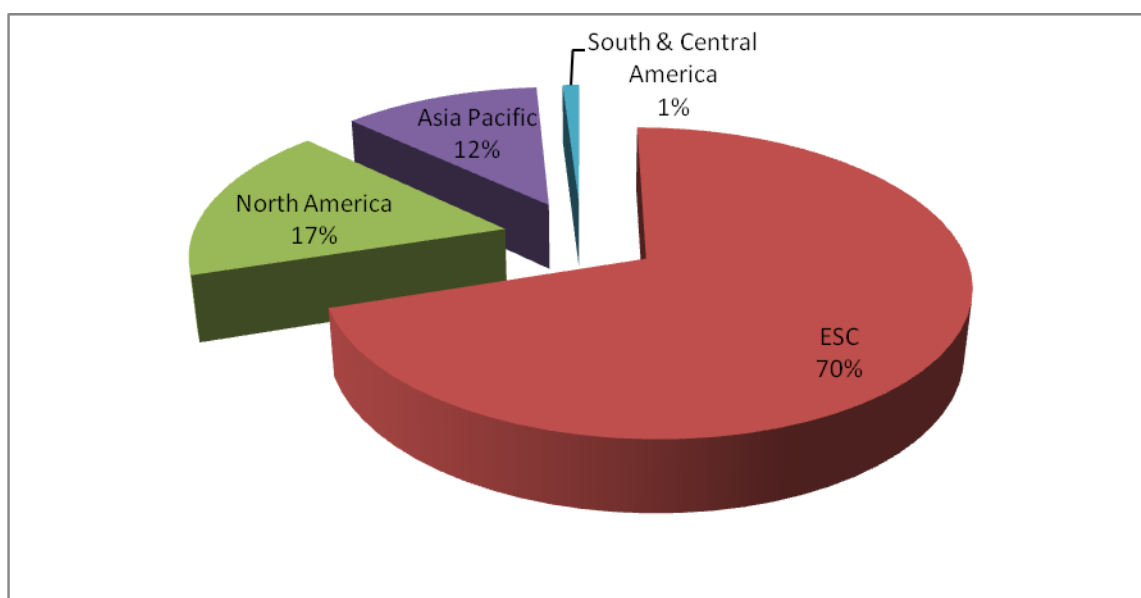


FACTS & FIGURES

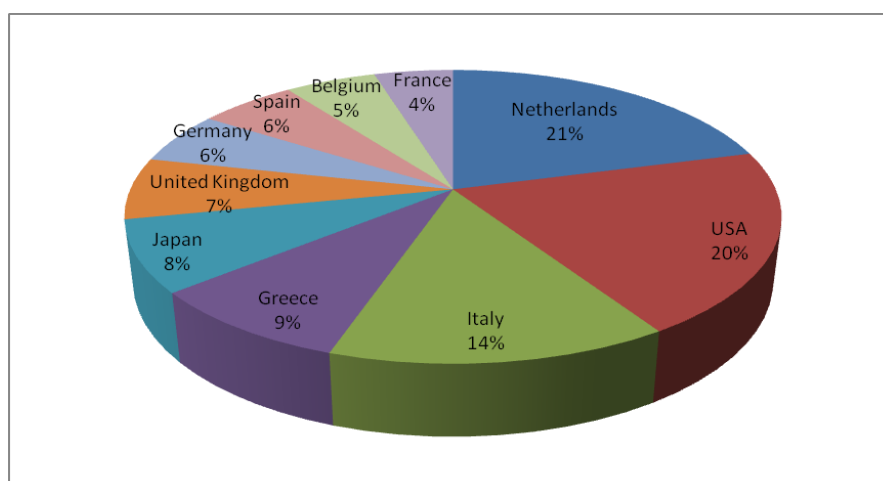
- Previous ICNC Attendance



- Participants by region



- Top Ten Participation by Country



ICNC CONGRESS VENUE, DATES & OPENING HOURS

- **Venue & Dates**

ICNC11 will take place **from 5 – 8 May 2013** in **Berlin, Germany**.

Berliner Congress Centre (bcc)

Alexanderstr. 11
10178 Berlin
www.bcc-berlin.de

- **Congress dates and opening hours:**

Friday	3-May-13	10:00 – 18:00	Exhibition build-up
Saturday	4-May-13	08:00 – 18:00	Exhibition build-up
Sunday	5-May-13	15:00 – 19:00	Exhibition OPEN
		16:30 – 19:00	Opening Ceremony & Reception
Monday	6-May-13	08:30 – 17:30	Exhibition OPEN
Tuesday	7-May-13	08:30 – 17:30	Exhibition OPEN
Wednesday	8-May-13	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.



ICNC11 SCIENTIFIC PROGRAMME

The International Conference of Non-Invasive Cardiovascular Imaging, which will be held in Berlin, Germany, from 5-8 May 2013 will include a scientific programme specifically crafted for all researchers involved in nuclear cardiology, cardiac computed tomography and all related fields of studies.

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.

ICNC11 will present an wide array of topics related to the fields of Nuclear Cardiology, Cardiac CT, PET & SPECT technologies.

Debates & Controversies - featuring up to three debatable arguments. These sessions provide a lively yet balanced discussion on controversial issues.

How to session: provides practical, informative and has a great educational value - session devoted to the demonstration by experts of their practical approach to specific procedures.

Main session: presents experts' reviews on major topics in the field of nuclear cardiology and cardiac CT. These sessions constitute the 'Core Curriculum' for participants who want an up-to-date or 'state-of-the-art' overview.

Read with the Experts: discussions around practical cases and latest research & publications. Two experts will explain difficulties, pitfalls and limitations whilst putting the results in perspective. Focus on learning from various cases/research presentations.

Symposia: allows for in-depth discussions on developments in the various fields of Nuclear cardiology and cardiac CT and structured around four to five presentations

➤ **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
CAPINTEC Inc
Certification Board of Nuclear Cardiology/Certification Board of Cardiovascular Computed Tomography
Covidien Pharmaceuticals
DIGIRAD Corporation
EANM / ECNC
EXINI Diagnostics AB
GE Healthcare
IDB Holland bv
INVIA Medical Imaging Solutions
Jubilant DraxImage Inc
LANTHEUS MEDICAL IMAGING Inc
Medis Medical Imaging Systems
Philips Medical Systems
Philips Healthcare
Positron Corporation
Rapidscan Pharma Solutions EU Ltd
SIEMENS AG Healthcare Sector
Toshiba Medical Systems Europe BV
Wisepress Medical Bookshop
Wolters Kluwer

INDUSTRY ACTIVITIES AT ICNC11

ICNC11 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 1 000 delegates by showcasing your company in the exhibition hall.

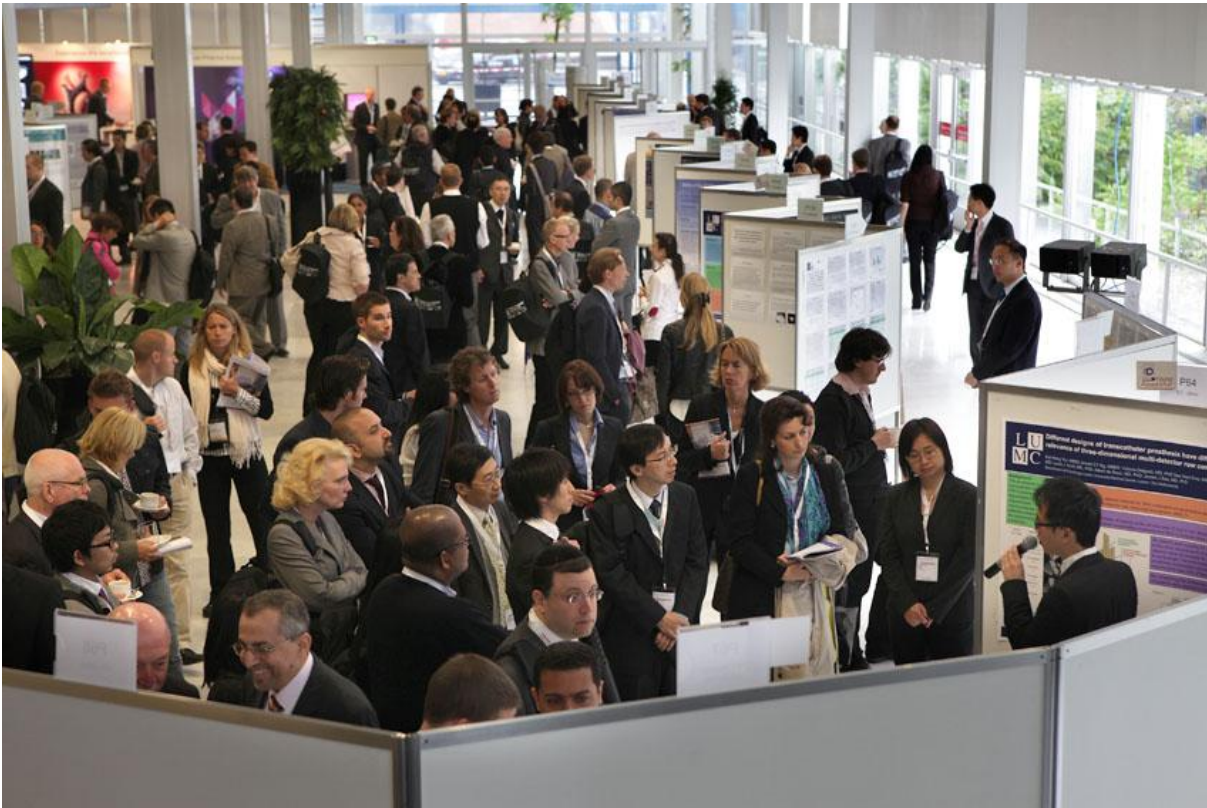
Industry Sponsored Sessions: Present your latest scientific data and ensure your contribution to the scientific programme by organising a satellite symposium or Hands-On Tutorials open to all delegates.

Official Sponsorship: Present your company as an official sponsor of ICNC11 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

Sponsor recognition: In addition to the manner of recognition shown below, sponsors will be acknowledged in all ICNC11 printed material and on the ICNC11 Web Site.



1. Exhibition: Showcase your products, services and activities to over 1000 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: 26/11/2012



Price for space only: **€345 per m²**
Price for Publishers **€230 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 Exhibitor Badges:	Number of Free Scientific Badges:
9 and 49m²	4	4
50 and 99m²	8	8
100m² +	12	12

Price for additional badges: €35.00 per badge plus VAT if applicable.

Exhibitor badges are reserved for staff working directly in the organisation and management of exhibits, satellite symposia and sponsored activities.

Scientific badges give access to the ICNC11 Scientific Sessions, there is no access to Scientific Session for Exhibitor Badges.

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, under the form of Satellite Symposium or Hands-On Tutorials. These industry sponsored sessions are the perfect forum through which you may reach your target audience with the latest scientific information and developments.

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

- **Satellite Symposia**

Satellite Symposia will be held within the Congress centre in lecture rooms ranging in capacity from **300 to 760 seats**.

Industry Sponsored Sessions scientific programmes will be published in ICNC11 Final Programme and on the ICNC11 Web Site. All Industry Sponsored Sessions programmes are subject to ICNC approval.

Satellite Symposia Pricing

Exhibitors

- ✓ **60 minute session: €25,000**
- ✓ **75 minute session: €27,000**

Non Exhibitors

- 60 minute session: €35,000**
- 75 minute session: €37,000**

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
- Slot to promote the session onsite in the Industry Display Racks

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

Satellite Symposia	
DATE	TIME-SLOT
Monday 6 May 2013	12.35 – 13.35
Monday 6 May 2013	12.35 - 13.50
Monday 6 May 2013	18.15 – 19.15
Monday 6 May 2013	18.15 – 19.30
Tuesday 7 May 2013	12.35 - 13.35
Tuesday 7 May 2013	12.35 - 13.50

- **Hands-On Tutorials**

Hands-On Tutorials offer companies a means of associating with the educational requirements of delegates in an exclusive and intimate environment. These industry sponsored tutorials provide participants with an opportunity for hands-on and/or one to- one learning from clinical and/or technical experts on specific areas of expertise. Hands-On Tutorials are organised in dedicated rooms for a limited number of delegates. One room is allocated per company for the duration of the congress. Audiovisual and other necessary equipment must be covered by the supporting company.

Hands-On Tutorials Pricing

Exhibitors

- ✓ **€12,000 per Hands-On Tutorial excl. VAT**

Non-Exhibitors

- ✓ **€22 000 per Hands-On Tutorials excl. VAT**

Hands-On Tutorials run from Monday 6 May 2013 to Tuesday 7 May 2013 (08:30 to 18:00).

Price includes:

- Basic room set-up (basic electricity, audiovisual, seating for 50 pax theatre style: all customisation needs to ordered additionally by the sponsor).
- Dedicated listing in the Scientific Programme Online, Advance & Final Programme, Mobile Application.
- Slot to promote the session onsite in the Industry Display Racks.

Deadline for application: 26/11/2012



3. Sponsorship, Promotion and Advertising Opportunities

- **Abstracts CD-ROM Exclusive Sponsorship**



Exclusive Sponsorship of the Official ICNC11 Congress Abstracts CD-Rom. Contains all accepted abstracts at ICNC11 and will be **available on site** during the congress. Redemption vouchers in congress bags guide delegates to the sponsor's booth (sole collection point).

Life-span: Congress permanent archive/reference material.
Price including production: €15,000 (does not include the production of the voucher)

Deadline to apply: 1 March 2013

- **Delegate Lounge Exclusive Sponsorship**



The Delegate Lounge 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 Lounge offer excellent exposure.

Life-span: Congress

Price: €10,000

Deadline to apply: 1 March 2013

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



Exclusive sponsorship of the official ICNC11 note pads and pens inserted in all the delegate bags. The sponsor's logo and the ICNC11 logo will be printed on the pads and on the pens. The sponsor may also provide 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 2012

- **Official Congress Bags Exclusive Sponsorship**



Add your company name to the ICNC11 congress bag distributed to each registered delegate as the exclusive sponsor! Made from 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 2012

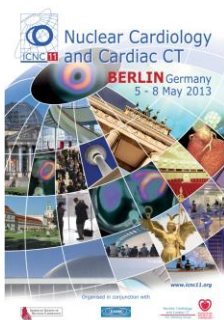
- **Delegate Badge Laces Exclusive Sponsorship**



The popular and highly visible official ICNC11 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: €12,000
Deadline to apply: 1 September 2012

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



The ICNC11 final programme hard copy contains full scientific programme details, exhibition and satellite information and congress references. 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: €10,000
Inside Back Cover Advertisement: €5,000
Deadline to apply: 1 February 2013

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



The bookmark displays an exclusive advertisement inside the Final Programme provide to each and every delegate in their Congress Bag.

Lifespan: Event & after-event reference/archive
Price including production: €7,500
Deadline to apply: 1 March 2013

- **Delegate Bags Inserts**



A highly popular insert and/or goodie created by industry highlighting your ICNC11 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 2013

- **Weblink**



Industry-created web page on the official ICNC11 website highlighting your congress satellite and/or exhibition stand activities. Use these pages to benefit from the important traffic on the ICNC11 website 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 2013

- **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 ICNC11, 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.

4. Function Spaces

- **Organise private meetings at ICNC11**

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
Online Services Abstract Submission:	Early July 2012
Abstract Submission deadline:	12 October 2012
Early Registration Deadline:	18 February 2013
Advance Registration Deadline:	3 April 2013
Pre-Registration Deadline	30 April 2013
ICNC11 Congress:	5 – 8 May 2013

APPLICATIONS & GUIDELINES FOR INDUSTRY PARTICIPATION AT ICNC11

All Exhibition, Satellite and Sponsorship forms should be completed, signed and returned as soon as possible, items will be assigned based on a first come, first served.

Returning a signed Order Form implies a tacit agreement of the ICNC11 Guidelines for Industry Participation.

The ICNC11 Guidelines for Industry Participation will be communicated to the participating companies in due course to help with the 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 industry_services@escardio.org

CONTACTS

The **ESC** is dedicated to working with our industry partners on optimising the value of your participation in line with your individual corporate objectives, please contact industry_services@escardio.org to discuss your company requirements at ICNC11.

ICNC11 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: ICNCservices@escardio.org

Satellite Symposia:

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

Sponsorship:

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

Venue:

Berliner Congress Centre (bcc)
Alexanderstr. 11
10178 Berlin
www.bcc-berlin.de

