

www.escardio.org

VIENNA

AUSTRIA

1-5 SEPTEMBER 2007



Introduction

The European Society of Cardiology (ESC) and Prous Science invite corporate partners to sponsor the development and distribution of official ESC CONGRESS 2007 education and communication products.

As the official provider of web and multimedia products for the ESC CONGRESS 2007, Prous Science will bring its extensive broadcasting experience from major congresses, technological know-how and medical publishing experience to extend the reach of scientific knowledge beyond the conference hall, providing sound and timely educational content to target audiences.

All of the products may be translated into foreign languages and can include extra features such as interviews with local investigators to give the product additional value to national/regional audiences.

ESC CONGRESS 2007 Highlights CD-ROM



- ✓ Includes 10 high-interest sessions, with synchronized slides and audio
- ✓ Sponsor is acknowledged by corporate logo on front packaging and phrase "Supported by an educational grant by...".
- ✓ EBAC CME-accredited
- ✓ Potential distribution to all congress delegates. Attraction to sponsor's booth and a chance to have one-to-one contact with all delegates
- ✓ Priority Points Awarded by ESC
- ✓ Corporate name recognition on all pre- and post-promotional materials (flyer in delegates' bag, mailing to members, etc.)



PROUS SCIENCE

ESC CONGRESS 2007 Virtual Sessions

- ✓ Available just 48h after the actual session, a selection of sessions will be made available on the Internet, with synchronized slides and audio
- ✓ Display of corporate logo (with link to corporate website) on the Virtual Sessions webpages during the broadcasts and for the following 12 months
- ✓ Link from www.escardio.org to the Virtual Sessions
- ✓ Priority Points Awarded by ESC
- ✓ Corporate name recognition on all pre- and post-promotional materials (flyer in delegates' bag, mailing to members, etc.)

Next-day CD-ROM

- ✓ CD-ROM of any session produced within 24h of it taking place
- ✓ Includes synchronized slides and audio of selected session
- ✓ Distribution of CD-ROM can be done at sponsor's booth, thus attracting delegates to booth and giving sponsor one-to-one contact with delegate.
- ✓ Sponsor is acknowledged by corporate logo on front packaging and phrase "Supported by an educational grant by..."

Specialty Track CD-ROM

- ✓ Overview of a particular disease-specific or sub-specialty topic
- ✓ Specialty Track CD-ROM can include up to five ESC sessions on a specific topic.
- ✓ Includes synchronized slides and audio of selected session
- ✓ Distribution is carried out by sponsor post-congress
- ✓ Sponsor is acknowledged by corporate logo on front packaging and phrase "Supported by an educational grant by..."



Translated or Multi-language Versions

Any of the above-mentioned products can be translated (into one language or more) for distribution in specific territories.

ESC Congress 2005
2005年9月3-7日、スウェーデン、ストックホルム

ESC2005にて発表された主要な臨床試験結果の中からPREAMI (Perindopril and Remodelling in Elderly with Acute Myocardial Infarction) 試験およびASCOT-BPLA (The Anglo-Scandinavian Cardiac Outcomes Trial: Blood Pressure-Lowering Arm) 試験の最新情報を要約したスライドが収録したウェブキャストとしてお届けします。完全日本語吹き替え版は10月中旬に配信予定です。

Hot Line I: Heart failure/cardiac function

PREAMI: Perindopril and Remodelling in Elderly with Acute Myocardial Infarction
Riccardo Ferrari
University Hospital of Ferrara, Ferrara, Italy

英語版 日本語版
録音版

Clinical Trial Update I

ASCOT-BPLA: The Anglo-Scandinavian Cardiac Outcomes Trial: Blood Pressure-Lowering Arm.
Prof. Peter S. Sever
Imperial College London, London, UK

英語版 日本語版
録音版

ASCOT-BPLA: The Anglo-Scandinavian Cardiac Outcomes Trial: Blood Pressure-Lowering Arm.
試験結果
Shozo Prof. Björn Dahlöf
Sahlgrenska University Hospital/Östra, Gothenburg, Sweden

英語版 日本語版
録音版

ASCOT-BPLA: The Anglo-Scandinavian Cardiac Outcomes Trial: Blood Pressure-Lowering Arm.
試験の解説と意義
Prof. Neil Powrie
Imperial College London, London, UK

英語版 日本語版
録音版

第一製薬はフィナンシャルスポンサーとして本教育プログラムを支援しています。



Satellite Symposium Webcast and/or CD-ROM

Satellite Symposium webcast available through www.escardio.org.

Sponsor benefits:

- ✓ Maximizes the reach of your satellite symposium beyond the congress
- ✓ Display of corporate logo (with link to corporate website) on the webcast site during the broadcasts and for the following 12 months.
- ✓ Webcast link from www.escardio.org
- ✓ Name recognition on high-quality and valued product
- ✓ Promotional items available such as flyers

Webcasts from the
World Congress of Cardiology 2006
2-6 September
BARCELONA - SPAIN

Scientific Sessions

Satellite Symposia

Technical Instructions

Contact Us

Highlights CD-ROM

Satellite Symposia

Advances in stroke prevention in atrial fibrillation: novel therapeutic approaches
Satellite Symposium organised by Bayer HealthCare AG / Scios, Inc.

Factor Xa inhibition in acute coronary syndromes: towards a new paradigm
Satellite Symposium organised by GlaxoSmithKline

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EUROPEAN SOCIETY OF CARDIOLOGY

WORLD HEART FEDERATION

PROUS SCIENCE



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Satellite Symposium Print Proceedings

Your company can commission proceedings from its satellite symposium. Prous Science medical writers, with ample experience in the field of cardiology, will cover the event and all the reports are co-produced by experienced cardiovascular specialists.

Some of the print coverage project possibilities include:

- ✓ Symposium proceedings supplement to “Drugs of Today” (indexed in Pub Med)
- ✓ Full product-specific coverage (satellite symposia, interviews, industry abstracts and more)
- ✓ News coverage for specific product (Clinical trials, therapeutic area, guidelines, etc.) for company internal use

Customized Educational Products

Should you be interested in supporting a customized web or multimedia educational product not mentioned in this brochure please contact Prous Science to discuss.

FOR MORE INFORMATION & PRICING, PLEASE CONTACT:

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