

THE EUROPEAN ASSOCIATION OF ECHOCARDIOGRAPHY (EAE)
PRESENTS

Athens - Greece
5-8 December

2012 Euroecho & other imaging modalities

The 16th Annual Meeting of the European Association of Echocardiography, a Registered Branch of the ESC,
in cooperation with the Working Group on Echocardiography of the Hellenic Cardiological Society

INDUSTRY PROSPECTUS

www.escardio.org/EAE



CONTENTS

| | |
|---|----|
| Welcome Address from the President | 4 |
| EUROECHO General Congress Information | 5 |
| EUROECHO Committee..... | 7 |
| EUROECHO Facts & Figures..... | 8 |
| Industry at EUROECHO 2012: | 9 |
| Exhibition..... | 9 |
| Industry Sponsored Sessions..... | 10 |
| Imaging Campus..... | 11 |
| Organise your meetings | 12 |
| Sponsorship | 13 |
| Additional Information..... | 16 |
| Contacts..... | 17 |

WELCOME ADDRESS FROM THE PRESIDENT

Dear Friends & Colleagues,

Next December the European Association of Echocardiography (EAE) will come back to Athens, the cradle of the western civilisation, to run the 2012 edition of its annual meeting EUROECHO & other Imaging Modalities.

Over the years, EUROECHO has grown more and more to become one of the largest echo meeting in the world. Since the meeting has also expanded its focus to other imaging modalities (i.e. Magnetic Resonance Imaging, Nuclear Cardiology and Cardiac CT), it now represents a unique opportunity for in-depth education around non-invasive imaging of cardiovascular diseases.

Usual symposia, satellite sessions, imaging campus, advanced and basic teaching courses will offer a comprehensive educational portfolio brought together by the Scientific Programme Committee, chaired by Prof. Lancelotti, which will meet the educational needs of more than 3000 colleagues who are expected to attend the meeting. Special sessions will be organised for the young community by the EAE Club 35 committee and, as happened in Budapest, dedicated initiatives will highlight original research and acknowledge presenters of the best rated abstracts.

As usual during EUROECHO you will also have the opportunity to take the certification exam in transthoracic, transesophageal and congenital heart diseases, to test your expertise and have it certified at a European level.

However, EUROECHO is not only education and science; it is also a great opportunity to meet the greatest experts in cardiovascular imaging in the world, to exchange ideas and projects with colleagues who share the same clinical or scientific interest coming from all over the world, and to visit one of the largest exhibitions on cardiovascular imaging and related products.

Finally, the congress venue will be located in the city centre of Athens, close to the Acropolis and the Parthenon, one of the 7 wonders of the modern world. Athens has the most glorious history, a city worshipped by Gods and people, where democracy was born as well as most of the wise men of ancient times.



Doctor Luigi P. Badano
EAE President 2010 - 2012

EUROECHO GENERAL CONGRESS INFORMATION

EUROECHO has now established itself as the foremost meeting on non-invasive cardiovascular imaging. The increasingly strong international attendance confirms that interest in EUROECHO now reaches far beyond our European borders.

» EUROECHO Fast Facts

- **More than 3,600** healthcare professionals
- **140 scientific sessions** selected by the scientific committee
- Over **1,200 abstracts submitted in 2011**
- **7 lecture rooms** running in parallel
- **360** international faculty
- Attendance from **over 87 countries**
- A variety of novel **industry sponsored sessions**
- More than **650 m²** of commercial exhibition
- **34** imaging campus sessions
- A selection of relevant **sponsorship & advertising opportunities**

» EUROECHO 2012 Format

The Programme Committee has planned a comprehensive and exciting programme that explores the core topics of **Echocardiography** as well as **multimodality imaging** techniques and their application in clinical practice. Many session types dedicated to clinical imaging, joint sessions with other sub-specialities and educational sessions with designed learning objectives in a variety of session formats such as:

- Oral Abstract Sessions
- Awards
- Controversies / Debate Sessions
- Highlight Sessions
- Main Sessions
- Posters and Moderated Poster Sessions
- Satellite Symposia
- Imaging Campus Workshops
- Teaching Courses
- Clinical Pathways Sessions
- Clinical Imaging Sessions

» Venue

Megaron Athens International Conference Centre
Vass. Sofias Ave. and Kokkali 1
Athens 115 21, Greece

Email: maicc@megaron.gr

Web Site: www.megaron.gr

» Opening hours

| | Tuesday 4 | Wednesday 5 | Thursday 6 | Friday 7 | Saturday 8 |
|--------------------|---------------|---------------|--------------------------------|---------------|---------------|
| Registration | 14:00 – 18:00 | 07:30 – 18:30 | 07:30 – 18:30 | 07:30 – 18:30 | 07:30 – 13:00 |
| Exhibition | | 10:00 – 18:30 | 09:30 – 18:00 | 09:30 – 18:00 | |
| Satellite Symposia | | 12:45 – 13:45 | 12:45 – 13:45 18:15 – 19:45 | 12:45 – 13:45 | |
| Imaging Campus | | | 09:00 – 17:30 | 09:00 – 17:30 | |

» Language

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

» Timetable

| | 07:30 | 08:30 | 09:30 | 10:30 | 11:30 | 12:30 | 13:30 | 14:30 | 15:30 | 16:30 | 17:30 | 18:30 | 19:45 |
|--------------------|-------|-------|--|---------------------|---------------------------------------|---|---------------------------------------|---|---------------------------------------|------------------|---------------------------------------|----------------------------|-------|
| TUESDAY 4 | | | | | | | | REGISTRATION Speaker Service Centre | | | | | |
| WEDNESDAY 5 | | | TEACHING COURSES | TEACHING COURSES | TEACHING COURSES | SATELLITE 12:45-13:45 YIA 12:45 – 13:45 | TEACHING COURSES | | Opening Ceremony | Opening Cocktail | | | |
| THURSDAY 6 | | | REGISTRATION Speaker Service Centre | EXHIBITION | SCIENTIFIC SESSIONS Imaging Campus | POSTERS | SCIENTIFIC SESSIONS Imaging Campus | SATELLITE 12:45-13:45 YIA 12:45 – 13:45 | SCIENTIFIC SESSIONS Imaging Campus | POSTERS | SCIENTIFIC SESSIONS Imaging Campus | SATELLITE 18:15 – 19:45 | |
| FRIDAY 7 | | | REGISTRATION Speaker Service Centre | EXHIBITION | SCIENTIFIC SESSIONS Imaging Campus | POSTERS | SCIENTIFIC SESSIONS Imaging Campus | SATELLITE 12:45-13:45 | SCIENTIFIC SESSIONS Imaging Campus | POSTERS | SCIENTIFIC SESSIONS Imaging Campus | | |
| SATURDAY 8 | | | REGISTRATION Speaker Service Centre | SCIENTIFIC SESSIONS | POSTERS | SCIENTIFIC SESSIONS | | | | | | | |
| | 07:00 | 08:00 | 09:00 | 10:00 | 11:00 | 12:00 | 13:00 | 14:00 | 15:00 | 16:00 | 17:00 | 18:00 | 19:00 |
| | 07:30 | 08:30 | 09:30 | 10:30 | 11:30 | 12:30 | 13:30 | 14:30 | 15:30 | 16:30 | 17:30 | 18:30 | 19:45 |

» CME Accreditation

An application has been made to the European Board for Accreditation in Cardiology (EBAC) for CME accreditation of this event.

EUROECHO COMMITTEE

EUROECHO 2012 ORGANISING COMMITTEE

Dr. Luigi Badano, President EAE
Prof P. Lancellotti, President Elect EAE
Prof. Jose Luis Zamorano, Past President EAE
Prof. F. Fläschkamp, Treasurer EAE
Dr. B.A. Popescu, Secretary

Councillors

T. Edvardsen
M. Galderisi
J.J. Gomez de Diego
A. Hagendorff
O. Miller
E. Plonska-Gosciniak
F. Rigo
R. Senior

EUROECHO 2012 PROGRAMME COMMITTEE

| | |
|---|-------------|
| Prof P. Lancellotti, Chairman Programme Committee | J. Hung |
| Georgios Karatasakis, Local host | B. Lung |
| Dr. JJ Gomez de Diego, Dr. Magne, Scientific programme Directors | O. Miller |
| Dr. S Wiegiers, ASE Representative | A. Neskovic |
| Prof P. Kaufmann, F. Rademakers, S. Achenbach: Scientific Programme Co-Chairs | N. Özer |
| N. Bruining | P. Pibarot |
| N. Cardim | E. Plonska |
| B. Cosyns | R. Sicari |
| E. Donal | J.U. Voigt |
| L. Ernande | P. Wouters |
| A. Hagendorff | |

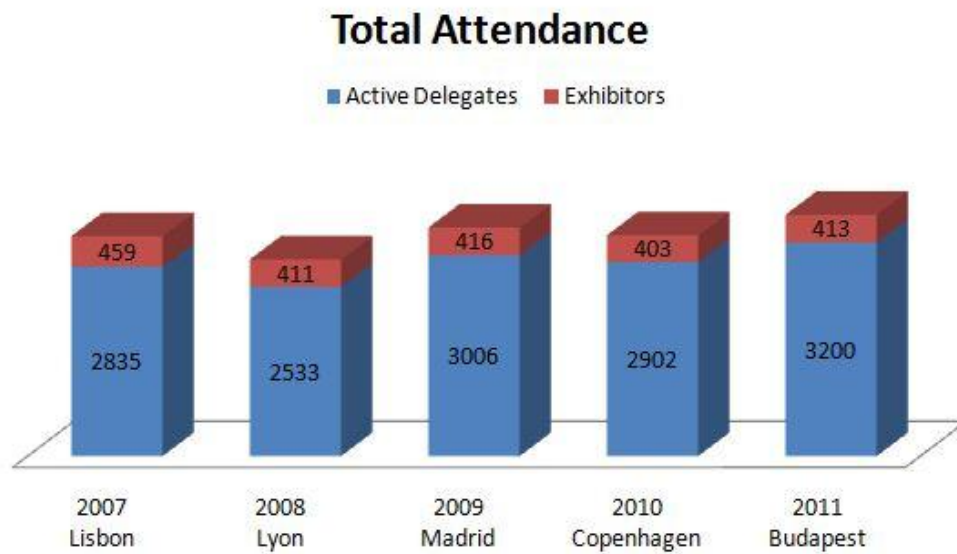
EUROECHO 2012 Scientific Programme

EUROECHO & other Imaging Modalities 2012, the annual meeting of the **European Association on Echocardiography**, has doubled in size over the last few years and impact to become one of the largest and most important scientific meeting on non-invasive cardiovascular diagnosis anywhere in the world. EUROECHO is a great opportunity to explore many topics with experts as well as interact with international faculty members.

2012 Main Themes:

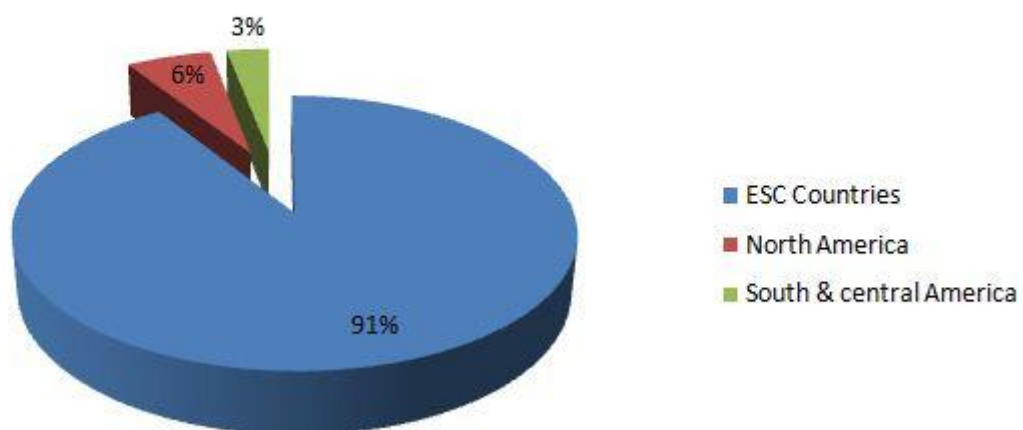
- Imaging atherosclerosis
- Non-invasive cardiovascular imaging & outcome

- Registration Figures across the years



- Breakdown by region

EUROECHO & other Imaging Modalities 2011 Breakdown by region



EUROECHO 2012 offers four days of unprecedented scientific, promotional and networking opportunities for companies active in the field of echocardiography & other Imaging Modalities. Ensure your company is considered as a key player in the field by your presence in the exhibition, industry sessions and/or via sponsorship.

Important:

All requests for exhibition space, imaging campus, satellite symposia or sponsorship opportunities will be allocated according to the accrued points ranking. 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 EUROECHO printed material and on the EUROECHO Web Site.

- **Exhibition Space**

Deadline for application: 31/05/2012

Stand Space are assigned in line with accrued points ranking



The Exhibition will be at the heart of the congress at the entrance level, in between access to lecture rooms and registration area. All participants will walk through the Exhibition daily to access lecture.

| | Industry | Publishers, not for profit |
|---------------------------------|--|-----------------------------------|
| Price | €400/ m² | €280/m² |
| Minimum exhibition space | 9m² min | 6m² min |
| Accrued Points | 5 points for participation & 1 point per 9m² | |

- **Industry Sponsored Sessions**

Deadline for application: 31/05/2012

Time slots are assigned in line with accrued points ranking

Satellite Symposium

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

- Satellite Symposia, will be held within the Congress centre in lecture rooms ranging in capacity from 150 to 800 seats.



Price of a Satellite Symposium

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

| SATELLITE SYMPOSIA TIMESLOT | | | | Exhibitor | Non- Exhibitor |
|------------------------------------|------------|---------------|---------|------------------|-----------------------|
| Wednesday | 5 December | 12:45 – 13:45 | 60 mins | € 28 000 | € 33 000 |
| Thursday | 6 December | 12:45 – 13:45 | 60 mins | € 30 000 | € 35 000 |
| | 6 December | 18:15 – 19:45 | 90 mins | € 28 000 | € 33 000 |
| Friday | 7 December | 12:45 – 13:45 | 60 mins | € 28 000 | € 33 000 |
| Accrued Points | | | | 14 | 16 |

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

- Room rental
- 1 Invite included in the Industry Programme
- 1 Weblink
- 1 Room Hostess
- 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.

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

Industry Sponsored Session Programmes will be published in the EUROECHO 2012 Final Programme and on the EUROECHO 2012 Web Site. All Satellite Symposia programmes are subject to EAE approval.

Deadline for application: 31/05/2012

Time slots are assigned in line with accrued points ranking



The Imaging Campus is a joint collaboration between EUROECHO and the industry to create educational and demonstrative learning opportunities for delegates during the congress.

The Campus provides supporting companies with a unique means of associating these companies and products with the educational requirements of delegates in an exclusive and intimate environment. It also offers delegates a unique one-on-one, hands-on learning experience with specific objectives.

Participants: 20-30 per room

No. of rooms: 6

No of sessions: Each session will run four times per day

Registration: Delegates must pay to register for a session (€25)

Length of each session: 90 minutes

The Imaging Campus will be held on Thursday 6 and Friday 7 December at the following times:

Session 1: 09:00 - 10:30

Session 2: 11:00 - 12:30

Session 3: 14:00 - 15:30

Session 4: 16:00 - 17:30

During the sessions the attendees will have close contact with the teachers who will demonstrate the different techniques, workstations or how to approach a patient i.e. contrast echo, stress echo or 3D. There will also be a focus on interaction with other imaging modalities like CT or MRI (including the use of MRI or CT workstations).

The workstation or equipment used in each room will be exclusively from the supporting company and, if needed, a technician from the company may be present at each session. Companies will be acknowledged as sponsors on the EUROECHO pages of the ESC Web Site and in the Final Programme.

Companies will need to devise and submit an educational programme with teachers for validation by the scientific committee. Sponsors will equip the room with the necessary tools and equipment for their session.

Included in price:

- Basic room set-up and rental for 30 pax
- Room furnishings (tables & chairs)
- Screen & Projector
- Standard electric supply
- Weblink
- Industry Programme insert



| IMAGING CAMPUS | Exhibitor | Non- Exhibitor |
|-----------------------|-----------|----------------|
| 1 Day | €12 000 | € 16 000 |
| Accrued Points | 6 | 10 |
| 2 Days | €20 000 | €24 000 |
| Accrued Points | 8 | 12 |

Organise your meetings

Hospitality Suites

A number of Hospitality Suites have been made available for companies wishing to meet their guests during the meeting.

No training or showcasing of products/therapies may take place in the Hospitality Suites. Planned activities must be submitted to the organisers for approval. Companies are responsible for equipment and catering arrangements.



Prices available upon request contact Satellite@escardio.org

Sponsorship, Advertising & Promotional Opportunities



Mobile Application including Final Programme details - Exclusive Sponsorship

Access the full Scientific Programme and other essential congress info via this user-friendly application. An exclusive sponsorship agreement is available offering sponsor visibility on the splash page, logo on home page & sponsor advertisement within the application.

Life-span: Congress permanent archive/reference material.

Price including production: €15,000 excl. VAT

Accrued Points: 7



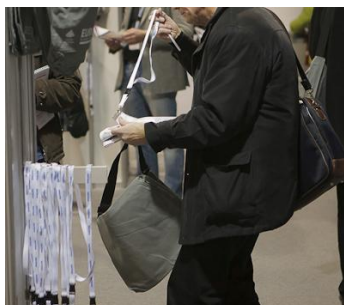
Web Space - Exclusive Sponsorship

The business-style Web Space 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 Web Space offer excellent exposure.

Life-span: Congress

Price: €10,000 excl. VAT (includes 8 computer terminals and 2 printers) Additional structure, furniture & branding is at the sponsor's expense

Accrued Points: 5



Delegate Badge Laces - Exclusive Sponsorship

The popular and highly visible official EUROECHO 2012 badge laces are available for exclusive sponsorship. The sponsor's name and logo will be printed on the badge laces, distributed to all participants.

Distribution of 3,500 badge laces

Life-span: Congress

Price: €8,000 excl. VAT

Accrued Points: 4



Industry Programme with integrated Notepad

Product Advertising Allowed

We combined practicality with design and created a highly attractive Notepad that will please delegates but also offer exceptional exposure for industry activities at EUROECHO. The main sponsor of this product will have **2 advertisements** in the catalogue. All industry inserts will be included in the Industry Programme.

Life-span: Congress & permanent archive

Price including production: €12,000 excl. VAT

Accrued Points: 6



Advance Programme – printed announcement & online version - Product Advertising Allowed

The Advance Programme announcement will be emailed to over 5000 past-delegates providing details of the scientific programme and new facets of the congress. This is the only printed document that prospective delegates will receive detailing the scientific programme before the congress. The online version will be available for consultation and is a great way to promote your alliance online.

Life span: Congress permanent archive/reference material

Price: €15,000 excl. VAT, accrued points 7



Final Programme Advertisements – Product Advertising Allowed

The Final Programme hard copy contains the full scientific programme details, exhibition and satellite information and congress reference outlines. Hard copies will be available to each delegate on-site, offering maximum exposure and recognition to the sponsor.

Life-span: Congress permanent archive/reference material.

Back Cover Advertisement: €10,000 excl. VAT, accrued points: 5

Inside Front Cover Advert.: €5,000 excl. VAT, accrued points: 2

Tab Page Advertisement: €3,500 excl. VAT, accrued points: 1



Final Programme Bookmark – Product Advertising allowed

The bookmark is attached to the Final Programme which is offered to the delegates ensuring maximum reach to the full delegation.

Lifespan: Congress permanent archive/reference material.

Price Bookmark including production: €10,000 excl. VAT

Accrued Points: 5



EUROECHO Congress News - Advertisement

The EUROECHO Congress News is the official Congress newspaper distributed onsite and posted online. It contains the latest news on echocardiography & other imaging modalities, including congress highlights, and presents an **exceptional opportunity for a sponsor to advertise on the back cover**. Excellent visibility for the sponsor: 2000 copies/ day distributed on-site.

Lifespan: Congress permanent archive/reference material.

Back Cover advert for 4 days: € 15,000 excl. VAT

Accrued points: 7



Industry Insert included in Industry Programme/Note Pad

An Industry Insert is a single page advert inserted in the Industry Programme detailing your satellite or exhibition activities (specs provided).

*Included in the **Satellite** & the **Imaging Campus** package.*

Lifespan: Congress

Price of 1 insert: €5,500 excl. VAT

Accrued points: 2



Weblink

Invite delegates to your congress activities by designing a promotional page which we will post on the EUROECHO 2012 Congress web pages. One Weblink promotes one activity – no hyperlinks allowed.

*Included in the **Satellite** & the **Imaging Campus** package.*

Lifespan: Pre-Congress & Congress

Price for 1 Web Link: €2,000 excl. VAT

Accrued Points: 1

Deadline for application: 29/06/2012

Items are assigned in line with accrued points ranking

ADDITIONAL INFORMATION

» **Forthcoming EUROECHO Guidelines for Industry Participation**

The EUROECHO 2012 Guidelines for Industry Participation will be published in August 2012.

» **Industry Terms & Conditions**

All Terms and Conditions will be detailed in the forthcoming Guidelines for Industry Participation for EUROECHO 2012.

» **Applications forms for Exhibition, Industry Sponsored Sessions & Sponsorship**

All Exhibition, Sponsored Session and Sponsorship application forms should be completed, signed and returned as soon as possible. Returning a signed application form implies a tacit agreement of the EUROECHO 2012 Guidelines for Industry Participation.

» **Registration Service**

Don't miss key registration dates!

| | |
|----------------------------------|--------------------------|
| Early Bird Registration deadline | 30 September 2012 |
| Advance Registration deadline | 31 October 2012 |
| Pre-Registration deadline | 28 November 2012 |

Participants will be able to register on www.escardio.org/EUROECHO using MyESC Registration Service or by filling in the official registration form which can be downloaded. For questions about registration, please contact the Registration Department: EEregistration@escardio.org

» **Hotel Reservation Service**

Rooms in different price category hotels have been reserved in Athens at preferential rates for EUROECHO 2012. A list of hotels and an online hotel booking form will be available on the ESC web site: www.escardio.org/EUROECHO later in the year.

For further information, please contact the ESC Hotel accommodation department: EEhotels@escardio.org

» **Abstract Submission**

Abstract Submission Deadline: **31 May 2012**

For information, please access the web site www.escardio.org or send an email to EEscientific@escardio.org

» **Key Dates**

| | |
|---|----------------------------|
| My ESC Services open for Abstract submission, Registration, Hotel accommodation | 15 April 2012 |
| Abstract Submission deadline | 31 May 2012 |
| Early Bird Registration | 30 September 2012 |
| Advance Registration | 31 October 2012 |
| Pre-Registration deadline | 28 November 2012 |
| EUROECHO 2012 | 5 – 8 December 2012 |

CONTACTS

EUROECHO Secretariat

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

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: industry_services@escardio.org

Web Site: www.escardio.org/EUROECHO

Exhibition

Tel.: +33 (0)4 92 94 76 17

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

Email: EEexhibition@escardio.org

Industry Sponsored Sessions & Imaging Campus

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

Megaron Athens International Conference Centre

Vass. Sofias Ave and Kokkali 1

Athens 115 21, Greece

Email: maicc@megaron.gr

Web Site: www.megaron.gr