

www.escardio.org/EHRA

EHRA 2011

EUROPACE

THE MEETING OF THE EUROPEAN HEART RHYTHM ASSOCIATION (EHRA)

INDUSTRY PROSPECTUS



MADRID SPAIN 26-29 JUNE

Organised in collaboration with



Contents

Welcome Address from the President	3
EHRA EUROPACE General Congress Information	4
EHRA EUROPACE Committee	5
EHRA EUROPACE Facts & Figures	6
EHRA EUROPACE Industry Partners Participation	7
Industry activities at EHRA EUROPACE 2011: Description	7
1.Exhibition	8
2.Industry Supported Educational Sessions	9
The "PACE"	10
3.Sponsorship	11
4.Welcome your delegates to EUROPACE 2011 & Organise your meetings	13
EUROPACE Guidelines and Terms & Conditions	14
Additional Information	15
Contacts	16
Exhibition Space Application form	17,18
Industry Supported Educational Sessions Application Form	19,20,21
Sponsorship Application form	22,23

Welcome Address from the President

Dear Friends and Colleagues,

The next EUROPACE will be held in beguiling Madrid, in June of 2011, an international conference that is steadily proving to be the leading scientific meeting of European arrhythmologists.

EUROPACE 2011, the official conference of the European Heart Rhythm Association is based on knowledge and experience and will surely confirm its excellent reputation and important history.

It is furthermore particularly encouraging that the quality and level of participation are rising steadily and the meeting addresses the interests of a wide spectrum of specialists in the field of cardiac rhythm disorders, cardiac electrophysiology and heart stimulation.

Our faith in the mission of EHRA and the attainment of the aims of previous EUROPACE meetings serve to strengthen us and ensure our optimism for the upcoming EUROPACE 2011 in Madrid.

It will be a unique conference with thousands of participants in a remarkable city.

I look forward to seeing you at this leading event,



Professor Panos E. Vardas MD, PhD
President of the European Heart Rhythm Association

EHRA EUROPACE General Congress Information

EHRA EUROPACE has now established itself as the foremost European meeting on cardiac arrhythmias and pacing. The increasingly strong international attendance confirms that interest in EUROPACE now reaches far beyond our Europe borders.

» EHRA EUROPACE Fast Facts

- **More than 3,000** active **delegates** in the same location
- **127 scientific sessions** selected by the scientific committee
- **3 main themes** at EUROPACE 2011:
CRT Summit, Implantable Devices and EP & catheter Ablation
- Over **1,000 abstracts submitted**
- **8 lecture rooms** running in parallel
- A variety of novel **industry sponsored sessions**
- More than **1,000 m²** of commercial exhibition
- A selection of relevant **sponsorship & advertising opportunities**

» EHRA EUROPACE 2011 Format

The Programme Committee has planned an exciting programme on rhythmology advances and issues, which will be explored through a variety of session formats such as:

- Abstracts,
- Awards,
- Debates,
- How to and Meet the Expert sessions,
- Main sessions,
- Posters and Moderated Posters,
- Satellites Symposia, etc
- Symposium,
- Teaching,
- The Pace, EUROPACE Workshop Area, etc.

» Venue

IFEMA – Feria de Madrid
Centro de Convenciones Norte
28042 Madrid - SPAIN
Web Site: www.ifema.es

» Opening hours

	Sunday 26 June	Monday 27 June	Tuesday 28 June	Wednesday 29 June
Registration	07:30 – 18:30	07:30 – 18:30	07:30 – 18:30	07:30 – 12:30
Exhibition	12:00 – 18:00	08:30 – 18:00	08:30 – 18:00	08:30 – 12:00
Satellite Symposia	17:15 – 18:45	12:45 – 13:45 18:15 – 19:45	12:45 – 13:45 18:15 – 19:45	
Mini-Satellite Symposia	17:30 – 18:15	13:00 – 13:45 18:30 – 19:15	13:00 – 13:45 18:30 – 19:15	

» Language

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

» CME Accreditation

EUROPACE 2011 is currently under review to be accredited by the European Board for accreditation in Cardiology (EBAC) for External CME credits.

EBAC works according to the quality standards of the European Accreditation Council for Continuing Medical Education (EACCME), which is an institution of the European Union of Medical Specialists (UEMS).

More information can be found on:
www.escardio.org/EUROPACE

EHRA EUROPACE 2011 Organising Committee

Prof. P.E. Vardas
President EHRA

Prof. G. Hindricks
Chairperson
Programme Committee

Prof. Hans Kottkamp
Vice chairperson
Programme Committee

EHRA EUROPACE 2011 Programme Committee

Prof. G. Hindricks, Chairperson Programme Committee

Prof. Hans Kottkamp, Vice Chairperson Programme Committee

Prof. Jesus Almendral
Dr David Arnar
Prof. Angelo Auricchio
Prof. Jeroen Bax
Prof. Giuseppe Boriani
Prof. Johannes Brachmann
Assoc. Prof. Frieder Braunschweig
Dr Jens Cosedis-Nielsen
Prof. Harry Crijns
Dr Nikolaos Dagres
Prof. Jean-Claude Daubert
Prof. Christi Deaton
Dr Paolo Della Bella
Dr Dobromir Dobrev
Prof. Mattias Duytschaever
Prof. Robert Hatala
Mrs. Daniela Husser
Prof. Josef Kautzner

Prof. Paulus Kirchhof
Dr Sebastien Knecht
Prof. Jean-Yves Le Heuzey
Assoc. Prof. Marrku Mäkitarvi
Prof. Germanas Marinskis
Dr Jose-Luis Merino
Dr Lluís Mont
Prof. Ali Oto
Dr Christopher Piorkowski
Dr Helmut Puererfellner
Prof. Amiran Sh. Revishvili
Prof. Martin Schalij
Dr Richard Schilling
Dr Ulrich Schotten
Prof. Stephan Willems
Prof. Christian Wolpert
Prof. Antonio Zaza
Dr Katja Zeppenfeld

EHRA EUROPACE 2011 Scientific Programme

According to Gerhard Hindricks, Scientific Programme chairperson of EHRA EUROPACE 2011, the future Congress will feature some new attractive sessions. Here is a brief description of the highlight items:

Live Case Symposia

Live case transmission from the leading cathlabs over Europe will be broadcast to Madrid. Direct interaction with operators will allow the audience to closely follow the procedures and benefit from the experience of the experts.

How-to session/ Mini course

Intense interaction between a limited audience and two or three experts in various fields of clinical electrophysiology and pacing.

Techno Forum

Background information, development stages and future vision will be shared by technological and clinical experts.

Ticketed sessions

Take advantage of the opportunity to meet leading experts in cardiac rhythm management in the ticketed sessions.

Special Events

Honorary lectures will be given by senior key opinion leaders sharing their past experience from several decades and their future visions on tomorrow's electrophysiology

Intercontinental sessions: A series of intercontinental Sessions will focus on the perspectives of all continents on the diagnosis and treatment of heart rhythm disorders.

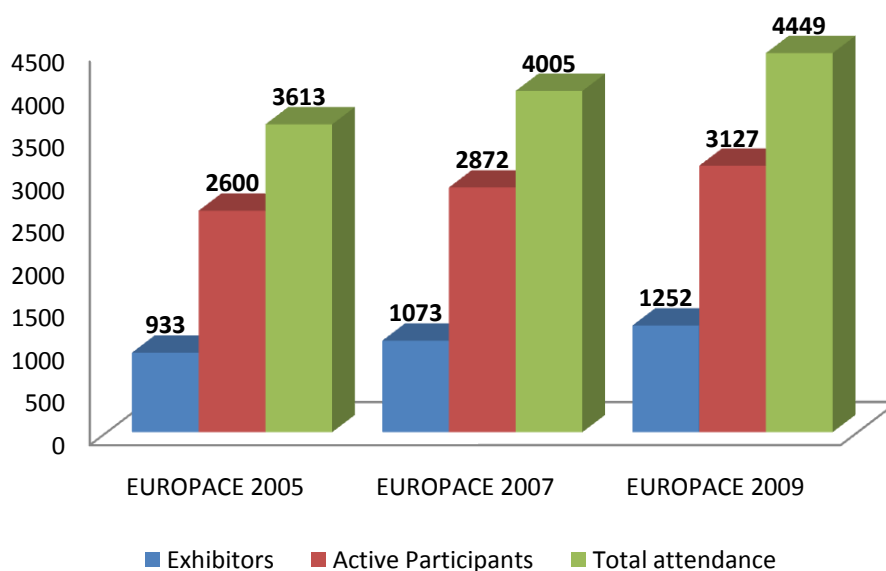
CRT Summit

All aspects of CRT therapy from basic science to clinical application will be presented by the leading experts in the field.

• EUROPACE 2009 Top 10

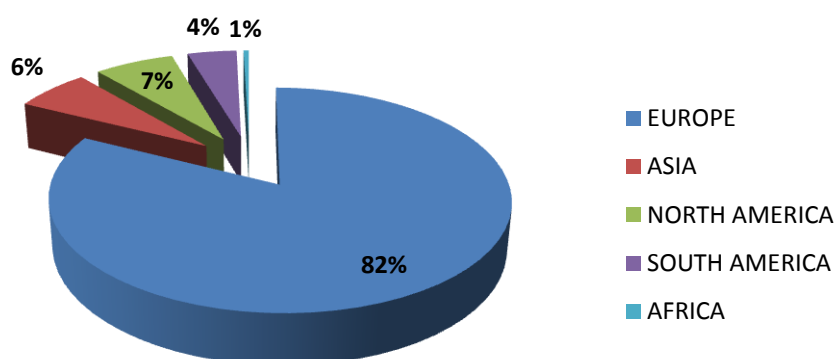
Country	EUROPACE 2009
FRANCE	308
ITALY	286
GERMANY	285
NETHERLANDS	221
SPAIN	191
UNITED STATES OF AMERICA	167
GREECE	142
POLAND	140
UNITED KINGDOM	116
BELGIUM	93

• Past attendance



• EUROPACE 2009 Breakdown of active participants by continent

Active Participants by Continent



EHRA EUROPACE Industry Partners Participation

EUROPACE unites the international core community of clinicians and researchers in the field of cardiac arrhythmias and electrophysiology and offers numerous possibilities to our industry partners involved in this field.

The following is the list of Industry Partners present at past EUROPACE Congresses:

AGA Medical Corporation
AAMI
AI Semi Ltd
Bard Electrophysiology
Baylis Medical
Biosense Webster
Biotronik GmbH & Co. KG
Blackwell Publishing Ltd
BMEYE
Boehringer-Ingelheim
Boston Scientific
Bristol-Myers Squibb
Cameron Health Inc.
Cardiostim
Cardiotek B.V.
CathRx Ltd
CNSystems Medizintechnik GmbH
Corizon
CryoCath Technologies Inc.
Elsevier
Enpath Medical Inc.
EP MedSystems
ESC/EHRA
Farmalux
FIAB Spa
Finapres Medical Systems
GE Healthcare
Gerson Lehrman Group

Guidant
Hagmed
Hansen Medical, Inc
Heart Rhythm Society
Hellenic Cardiological Society
Lemer Pax
Medex Research
MEDICO S.p.A.
Medtronic
Mennen
Omega Medical Imaging
Omron Healthcare Europe B.V.
Osypka GmbH
Oxford University Press
Philips Healthcare
sanofi-aventis
Siemens AG Healthcare Sector
Sorin Group Cardiac Rhythm Management
Spectranetics International B.V.
St Jude Medical CC
Stereotaxis Inc.
TheHeart.org
TORAY
Vitatron
WebMed (TheHeart.org)
Wisepress Ltd.
ZTS Hagmed Sp. J.

Industry activities at EHRA EUROPACE 2011: Description

Your company and your products and services will be associated with, and will contribute to the high quality content of the EHRA EUROPACE 2011 Congress.

Your company can participate at EHRA EUROPACE 2011 in a variety of different ways:

- **Exhibition**
- **Industry Sponsored Sessions**
- **Sponsorship & Promotional Items**
- **Hospitality Suites**

Important

All prices listed within this document are exclusive of VAT unless otherwise indicated, payment in Euro (€) only.

**All requests will be allocated
on a first-come, first-served basis.**

1. Exhibition

Showcase your products, services and activities to more than 3,000 delegates from more than 45 different countries

Exhibition Space

The Exhibition will be held on the ground floor in Hall 10, close to the registration area and 3 main lecture rooms. All participants will walk through this Exhibition area to go to the lecture rooms and poster sessions.

The stands will be assigned on a first come, first served basis.

Guidelines for Exhibitors, giving full details, will be sent upon request and an Exhibitors Manual with order forms will follow in due course.



Price for space only: €500 per m²

Price for Publishers €350 per m²

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

Exhibitors Badges

Exhibitors are entitled to a certain number of free badges. 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 49m ²	20
50 and 99m ²	35
100m ² +	50
Additional badges	€100 excl. VAT

Exhibitor badges will not allow access to the scientific sessions of EHRA EUROPACE 2011.

2. Industry Supported Educational Sessions

Ensure your contribution to the outstanding EUROPACE scientific programme

Satellite Symposium or Mini-Satellite Symposium

Participating companies may organise scientific sessions at dedicated time slots, known as Satellite Symposium or Mini-Satellite Symposium.

These industry organised sessions are the perfect forum through which you may reach your target audience with the latest scientific information and developments.

Satellite Symposia, will be held within the Congress centre in lecture rooms ranging in capacity from 310 to 800 seats.

Mini-Satellite Symposia will be held within the Congress centre in lecture rooms for a maximum of 120 people.

Price of a Satellite Symposium 60/90 minute session:

€40,000 per session excl. VAT
(10% discount on 2nd Satellite)

Price of a Mini-Satellite Symposium 45 minute session:

€28,000 per session excl. VAT

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



SATELLITE SYMPOSIA TIMESLOT		
Sunday	26 June 2011	17:15 – 18:15
		12:45 – 13:45
Monday	27-Jun-11	18:15 – 19:45
		12:45 – 13:45
Tuesday	28-Jun-11	18:15 – 19:45
MINI-SATELLITE SYMPOSIA TIMESLOT		
Sunday	26 June 2011	17:30 – 18:15
		13:00 – 13:45
Monday	27-Jun-11	18:30 – 19:15
		13:00 – 13:45
Tuesday	28-Jun-11	18:30 – 19:15

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

- Room rental
- 1 Delegate Bag Insert
- 1 Weblink
- 1 Information Screen
- 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 or Mini-Satellite Symposia. Lunch boxes may also be distributed before or after the symposia.

In order to hold a Satellite Symposium or Mini-Satellite Symposium, an Exhibition Stand of 9 m² minimum (or grant equivalent) is required.

Industry Sponsored Session Programmes will be published in the EHRA EUROPACE 2011 Final Programme and on the EHRA EUROPACE 2011 Web Site. All Satellite Symposia and Mini-Satellite Symposia programmes are subject to EHRA approval.

Deadline for application: 5 November 2010 Time slots are assigned on a first-come, first-served basis

"The PACE": EUROPACE Workshop Area

"The PACE", EUROPACE Workshop Area:

The PACE is a designated area for companies to provide delegates with a one-on-one learning environment for the teaching of key learning techniques.

Delegates seek to acquire and improve their techniques and knowledge at congresses that will have an impact on their daily practice. The PACE provide delegates with an opportunity to interact with clinical experts in their field, acquire new techniques, improve current knowledge and ask all they need to know on procedures essential to daily practice.

The PACE offer includes:

- 1 x 80 m² room for duration of congress
- basic electricity connection, cleaning, basic furniture for up to 30 pax theatre
- promotion in EHRA EUROPACE 2011 Final Programme
- promotion on EHRA EUROPACE 2011 web site

The PACE will be located on the first floor of the congress centre, a few seconds away from the exhibition hall, in the middle of main lecture rooms.

Each company must bring their own consoles, projectors and other necessary equipment.

In order to organise a PACE room, an exhibition stand of minimum 9m² is required.



Price of "The PACE" room for the entire duration of EUROPACE: €12,000

3. Sponsorship: Highlight your company profile online, offline and throughout the congress centre



Abstracts CD-ROM Exclusive Sponsorship

The Official ERHA/EUROPACE 2011 Congress Abstract CD-Rom contains all accepted Abstracts at ERHA/EUROPACE 2011 and will be available on site during the congress. This highly popular item is available for exclusive sponsorship offering sponsor association with the scientific content and excellent exposure as redemption vouchers within the official congress bag will guide delegates to the sponsor's booth as the sole collection point.

Life-span: Congress permanent archive/reference material.

Price includes production of the CD-ROM but excludes production of the voucher: €15,000 excl. VAT



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 offers excellent exposure. The sponsor can brand the area designated for the Web Space with corporate branding (no product names or references). Acknowledgement will be provided on congress web pages and in the Final Programme.

Life-span: Congress

Price: €20,000 excl. VAT (includes 8 computer terminals and 2 printers) Additional structure, furniture and branding is at the sponsor's expense



Congress Bags

Exclusive sponsorship of the official EUROPACE 2011 delegate bags. The sponsor's name and logo will be embossed on the bags, distributed to all participants. The delegate bag is one of the most popular items.

EUROPACE goes GREEN: The EUROPACE delegate bag will be produced exclusively using recycled materials.

- Distribution of 3,500-4,000 delegate bags

Life-span: Congress permanent archive/reference material.

Price including production: €20,000 excl. VAT



Delegate Badge Laces Exclusive Sponsorship

The popular and highly visible official EUROPACE 2011 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 3,500-4,000 badge laces

Life-span: Congress

Price including production: €15,000 excl. VAT



Notepads & Pens Exclusive Sponsorship

The official EHRA Europace 2011 note pads and pens will be inserted in all the official congress bags and are available to our industry partners as an exclusive sponsorship opportunity. The sponsor's logo and the EHRA Europace logo will be printed on the pads and on the pens. Alternatively, 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: €10,000 excl. VAT



Final Programme Advertisements

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

Life-span: Congress permanent archive/reference material.

Back Cover Advertisement: €8,000 excl. VAT

Inside Front Cover Advertisement: €5,000 excl. VAT

Inside Back Cover Advertisement: €5,000 excl. VAT



Final Programme Bookmark

The bookmark is attached to the Final Programme and is included in each Congress Bag.

Lifespan: Congress permanent archive/reference material.

Price Bookmark excluding production: €8,000 excl. VAT



Delegate Bags Inserts

The Delegate Bag Insert allows you to design an invitation in the form of a customised advertisement of your company satellite or exhibition activities (format A4, 2 pages maximum). Distributed in the official congress bags, this opportunity allows you to reach every delegate at the congress. One Delegate Bag Insert promotes one activity.

Lifespan: Congress

Price of 1 insert excluding production: €5,000 excl. VAT



Web Link

Invite delegates to your congress activities (exhibition or satellite) by designing a promotional page which we will post on the EHRA Europace 2011 Congress Web Pages. One Web Link promotes one activity.

Lifespan: Pre-Congress & Congress

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

Unrestricted Educational Grants

Associate your company with a particular session from the official scientific programme of EHRA EUROPACE 2011 via an unrestricted educational grant. This grant implies the acceptance by the EHRA EUROPACE Committee and allows our industry partners to associate in *name only* with an official programme session.

Cost per Grant per session:

€ 10,000

On-site Promotion/Advertisements

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

Exclusive Sponsorship of shuttle buses

Two (2) shuttle buses will bring delegates from the metro to the entrance of the congress venue near Registration and back to the metro throughout the day. This is an exclusive opportunity to brand the buses with your company name and promote your presence onsite. One company may sponsor this specific delegate service.

No product advertising allowed.

Please contact us for further details at sponsorship@escardio.org

4. Welcome your delegates to EHRA EUROPACE 2011 & 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

Industry Welcome Desks

Industry Welcome Desks are the perfect medium through which your company may manage your delegate registrations, client management and other important coordination and meeting point activity for your invited delegates. These desks are centrally located within the Registration area affording the perfect meeting point for your delegate requirements. Including desk, 2 chairs, electricity, signage to indicate your company name.

Contact: EpExhibition@escardio.org

Price of an Industry Welcome Desk:

€ 3,500



»» **Forthcoming EHRA EUROPACE Guidelines for Industry Participation**

The EHRA EUROPACE 2011 Guidelines for Industry Participation will be released to Industry over the coming weeks. Therein you will find listed:

- Exhibition Guidelines and Procedures
- Satellite Symposia Guidelines and Procedures
- Educational Grant Information
- Registration and Accommodation references and contacts
- Related Terms and Conditions

»» **Industry Terms & Conditions**

All Terms and Conditions will be detailed in the forthcoming Guidelines for Industry Participation for EHRA EUROPACE 2011.

»» **Applications forms for Exhibition Stand Space, Satellite Symposia & Sponsorship**

All Exhibition, Satellite and Sponsorship forms should be completed, signed and returned as soon as possible (*"first come, first served"*). Returning a signed application form implies a tacit agreement of the EHRA EUROPACE 2011 Guidelines for Industry Participation.

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

» Journal

Participants paying the Standard Fee will receive a two years subscription to the Europace Journal 2012 & 2013.

» Registration Service

Don't miss key registration dates!

Early fee deadline	13 April 2011
Late Fee deadline	18 May 2011

After 18 May 2011: On-site Registration in Madrid

Participants will be able to register on www.escardio.org/EUROPACE 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:

Email: EPregistration@escardio.org

» Hotel Reservation Service

Rooms in different price category hotels have been reserved in Madrid at preferential rates for EHRA EUROPACE 2011.

A list of hotels and an online hotel booking form will be available on the ESC web site: www.escardio.org/europace in October 2010.

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

» Abstract Submission

Abstract submission services will open in **October 2010**.

The only way to submit abstracts for the EHRA EUROPACE 2011 Congress is the Abstract Submission Service of My ESC (on www.escardio.org).

Abstract Submission **Deadline: 20 January 2011**.

For further information, please send an email to EPscientific@escardio.org

» Key Dates

My ESC Services open for Abstract submission, Registration, hotel accommodation	October 2010
Abstract Submission deadline	20 January 2011
Early Fee Registration	13 April 2011
Late Fee Registration	18 May 2011
EHRA EUROPACE 2011	26 – 29 June 2011

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 EUROPACE 2011.

» EUROPACE Secretariat

EUROPACE 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: europace@escardio.org
Web Site: www.escardio.org/EUROPACE

» Exhibition

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

IFEMA – feria de Madrid
Centro de convenciones Norte
28042 Madrid
SPAIN
Web Site : www.ifema.es





26 – 29 June 2011

Please sign and return this form by email or fax to:

ESC - EUROPACE 2011 Secretariat
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 - Email: EPexhibition@escardio.org

EXHIBITION SPACE APPLICATION FORM

- **"First Come, First Served" Policy**
- **Stand Application deadline: 24 NOVEMBER 2010**
- Print or use a typewriter to avoid misinterpretations & spelling mistakes
- Only signed forms with valid credit card details will be accepted
- Please note, exhibitor badges will not give access to the scientific session of EHRA - EUROPACE 2011

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:	Email:

2. CORRESPONDENCE NAME & ADDRESS If the correspondence address above is different from the official address

Name:		
Contact Person:		
Address:		
Postal code:	City:	Country:
Tel:	Fax:	Email:

3. APPOINTED COMMUNICATIONS AGENCY Alternatively give details of stand design agency if applicable

Name:		
Contact Person:		
Address:		
Postal code:	City:	Country:
Tel:	Fax:	Email:

4. 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:
Postal code:	City:	Country:

5. BOOTH SIZE, DIMENSIONS Price € 500 per m², Minimum 9 m². Special price for Publishers € 350 per m², Minimum 6 m².

Size requested	Length in metres:	Depth in metres:	Area in m ² :
Height requested:		Publishers : Yes <input type="checkbox"/> No <input type="checkbox"/>	
Tel:	Fax:	Email:	

6. 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.

7. PRODUCTS / SERVICES List products / services to be exhibited at the EUROPACE 2011 Meeting

8. ACCOUNTING DATA FORM
 1. Only one invoice address may be used
 2. In all cases a credit 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:		
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:

9. AGREEMENT I hereby agree to be bound by the conditions of participation outlined in the Industry Prospectus of EUROPACE 2011 Congress.

Date:	Contact Name:	Signature:
-------	---------------	------------

10. MISCELLANEOUS To add other information relevant to your application, please note it here

Cancellation Policy: Cancellations of stand should be sent by registered mail to EUROPACE Secretariat.

- If cancellation is received after the ESC launched the invoicing process and before 15/02/2011, 50% of the total due amount will be charged.
- If the Stand space is cancelled after 15/02/2011, the full stand rental fee will be charged.

"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."



26 – 29 June 2011

Please return this form to: ESC / Industry Services Department

The European Heart House, 2035 Route des Colles, Les Templiers, BP 179; 06903 Sophia Antipolis, FR Fax: +33 492 947 626 Email: satellite@escardio.org

INDUSTRY SUPPORTED EDUCATIONAL SESSIONS APPLICATION FORM

☐ **SATELLITE SYMPOSIUM**

☐ **MINI SATELLITE SYMPOSIUM**

ORGANISING COMPANY **reference name for all EHRA EUROPACE 2011 publications**

- Applications for all congress activity must be submitted by the company under whose name each activity is to be organised.
- 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 appointed agencies.

Company Name:

Contact Person:

Address:

Postal code:

City:

Country:

Tel:

Fax:

Email:

APPOINTED AGENCY **if applicable – One main contact person mandatory – Correspondence from non appointed agency will not be taken into consideration**

- This named 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.
- The ESC has created "Guidelines for Industry Participation" as an essential tool for how to host an Industry Sponsored Session. It is obligatory that every appointed agency read these Guidelines and all other documents posted on "www.escehition.org" website in order to have a proper working relationship with the ESC Congress Division.
- The ESC reserves the right to inform the Organising Company mentioned above if the appointed agencies have not examined or understood the reasoning behind the Guidelines and the companies will ensure effective communication is re-established.

Agency Name:

Contact Person:

Address:

Postal code:

City:

Country:

Tel:

Fax:

Email:

INVOICING DATA **Any and all changes post invoicing (addition of Purchase Order, changes of billing address...) will not be taken into account, invoices will not be reissued**

Company Name:

Contact Person:

Invoicing Address:

VAT N° **MANDATORY:**

PO N°:

Postal code:

City (& state, if applicable):

Country:

Tel:

Fax

Email:

Payment will be made by bank transfer (details will be provided on the invoice)

We accept the contract terms & conditions and agree to abide by the regulations & conditions laid down for this event. I am authorised to sign this form on behalf of the applicant/Company.

Date:

Contact Name:

Signature:



SATELLITE SYMPOSIUM **submit one form per Satellite Symposium**

Sessions organised by pharmaceutical & technical industries in cooperation between clinicians and researchers.

- Scientific programme announced in the EHRA EUROPACE 2011 Final Programme.
- **An exhibition stand of minimum 9 m² (or grant equivalent) is required**

DEADLINE: 5 NOVEMBER 2010

Proposed title:

Duration: ☐ 60 minutes ☐ 90 minutes

Sunday 26 June 2011

☐ 17:15 -18:45 (90-minute)

Monday 27 June 2011

☐ 12:45 -13:45 (60-minute)

☐ 18:15 – 19:45 (90-minute)

Tuesday 28 June 2011

☐ 12:45 -13:45 (60-minute)

☐ 18:15 – 19:45 (90-minute)

Price of a Satellite Symposium 60/90 minute session: €40,000 (Excl. VAT)

10% discount on the 2nd Satellite

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

- Room rental
- 1 Delegate Bag Insert
- 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.

Lecture room capacity:

Lecture rooms ranging in capacity from 310 to 800 seats
Lecture rooms assigned on a first come first served basis

Reception: ☐ Yes ☐ No



MINI-SATELLITE SYMPOSIUM submit one form per Mini-Satellite Symposium	
Participating companies may organise Mini-Satellite Symposium during specific 45-minute time slots. These Mini-Satellite Symposium, are shorter than Satellite Symposia and limited to 120 seats lecture rooms maximum (To be confirmed) .	
<ul style="list-style-type: none"> Scientific programme announced in the EHRA EUROPACE 2011 Final Programme. An exhibition stand of minimum 9 m² (or grant equivalent) is required 	
DEADLINE: 5 NOVEMBER 2010	
Proposed title:	
Duration: 45 minutes	
Sunday 26 June 2011 <input type="checkbox"/> 17:30 -18:15 Monday 27 June 2011 <input type="checkbox"/> 13:00 -13:45 <input type="checkbox"/> 18:30 – 19:15 Tuesday 28 June 2011 <input type="checkbox"/> 13:00 -13:45 <input type="checkbox"/> 18:30 – 19:15	Price of a Mini-Satellite Symposium 45 minute session: €28,000 (Excl VAT) The following items are included in the price of a Mini-Satellite Symposium: <ul style="list-style-type: none"> ➤ Room rental ➤ 1 Delegate Bag Insert ➤ 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.
Lecture room capacity: 120 seats (to be confirmed)	Lecture room assigned on a first come first served basis
Reception: <input type="checkbox"/> Yes <input type="checkbox"/> No	

CANCELLATION POLICIES

Satellite and Mini-Satellite Symposium:

Cancellation must be sent in writing.

If cancellation is received before **15 February 2011**, 50% of the total due amount will be charged.

If cancellation is received on or after **15 February 2011** the full compensation fee will be invoiced.

"Disclosure of Information and Marketing. The ESC complies with EC directives, and is registered under the data protection laws in France, and takes all reasonable care to prevent any unauthorised access to your personal data. Our ESC staff and contractors have a responsibility to keep your information confidential. The ESC does not sell, trade, or rent your personal information to others. We may supply your information to trusted ESC contractors to perform specific services. Otherwise, we do not disclose personal information to any other person or organisation without your consent. If you are a delegate at an ESC organised Congress or meeting, when you visit exhibiting company stands, presenting your badge may enable them to retrieve the following personal data: first name(s), last name(s), address, telephone, fax, email, and professional activity information."



26 – 29 June 2011

Please sign and return this form by Email 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 - Email:

Official Sponsorship Opening: **June 2010**
"First Come, First Served" Policy
Deadlines listed with items

SPONSORSHIP, PROMOTION & ADVERTISEMENT APPLICATION FORM (tick the appropriate box)

	Deadline	Tick Yes
<u>Advertisement Options – product advertising allowed</u>		
Final Programme Back Cover	€ 8,000 20/02/2011	<input type="checkbox"/>
Final Programme Inside Front Cover	€ 5,000 20/02/2011	<input type="checkbox"/>
Final Programme Inside Back Cover	€ 5,000 20/02/2011	<input type="checkbox"/>
Final Programme Bookmark	€ 8,000 20/02/2011	<input type="checkbox"/>
Note Pads & Pens	€ 10,000 20/02/2011	<input type="checkbox"/>
Product Advertising not allowed for the items listed below		
<u>Promotion Options</u>		
Delegate Bag Insert	€ 5,000 20/02/2011	<input type="checkbox"/>
Web Link	€ 2,000 20/02/2011	<input type="checkbox"/>
<u>Sponsorship Options</u>		
Delegate Bags	€ 20,000 01/12/2010	<input type="checkbox"/>
Delegate Badge Laces	€ 15,000 20/02/2011	<input type="checkbox"/>
Abstracts CD-ROM Sponsorship	€ 15,000 01/12/2010	<input type="checkbox"/>
Unrestricted Educational Grants	€ 10,000 20/02/2011	<input type="checkbox"/>
Web Space	€ 20,000 20/02/2011	<input type="checkbox"/>
Shuttle bus, full bus branding	contact Sponsorship@escardio.org for all details	
Onsite Advertising	contact Sponsorship@escardio.org for all details	



COMPANY (Please write the name <u>as it should appear</u> in all printed acknowledgments)		
Name:		
Contact Person:		
Address:		
Postal code:	City:	Country:
Tel:	Fax:	Email:

APPOINTED AGENCY (if any)		
Name:		
Contact Person:		
Address:		
Postal code:	City:	Country:
Tel:	Fax:	Email:

INVOICING INFORMATION – please ensure this is the proper invoicing address. A € 70 admin fee will be charged for <u>any modifications</u>. -The ESC will not reissue invoices if a PO number is missing or if other information is requested to be included on the invoice.		
Company / agency to be invoiced:		
Contact Person:		
Address:		VAT N°: Mandatory
		PO N°:
Postal code:	City:	Country:
Tel:	Fax:	Email:

Signature: Mandatory (digital signature) here:
--

Cancellation Policy: Cancellations of Sponsorship items should be sent by registered mail to the EHRA / EUROPACE Secretariat. If a cancellation is received after the invoice is issued the full amount (100%) will be due.

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.