

13TH INTERNATIONAL CONGRESS ON CARDIOVASCULAR MAGNETIC RESONANCE

EURO*CMR

FLORENCE, ITALY
12-14 MAY

2016

Industry prospectus



www.escardio.org/EACVI



EACVI
EUROPEAN ASSOCIATION OF
CARDIOVASCULAR
IMAGING
A Specialist Branch of the ESC



**EUROPEAN
SOCIETY OF
CARDIOLOGY®**

Contacts

● Congress Organiser

Medconvent
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● EACVI

The CMR Section of the European Association of Cardiovascular Imaging (EACVI), a registered branch of the European Society of Cardiology (ESC), is the organising body of the EuroCMR congress.

Contact: eacvi@escardio.org

● Venue

Contact: Dott.ssa Ilaria Da Frassini

Palazzo di Congressi

Piazza Adua, 1

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General information

● **CMR in Europe**

Cardiovascular Magnetic Resonance (CMR) is now firmly established in European practice guidelines and its clinical role is expanding more rapidly in Europe than anywhere else in the world.

EuroCMR is Europe's leading clinical CMR congress, offering practical, hands-on education and training targeted at clinicians with a particular interest in CMR. The congress also caters for the increasing demand for certification and accreditation in CMR with its world-leading exam and is a unique platform for scientific exchange in this research active field.

EuroCMR also has an increasing international outreach with delegates from 42 countries attending the 2014 conference. It attracts both cardiologists and radiologists, both experienced users and trainees – the future imaging experts.

● **EuroCMR 2016**

EuroCMR 2016 will be the 13th international congress on CMR organised by the CMR Section of the European Association of Cardiovascular Imaging (EACVI), a registered branch of the European Society of Cardiology (ESC).

In 2016, the EuroCMR congress will return to Florence. The congress will again be organised on behalf of the EACVI by Medconvent. Given the record attendance at the 2014 EuroCMR meeting in Vienna, we expect that EuroCMR 2016 will also break attendance records.

The meeting will offer a diverse range of sponsorship opportunities and will in particular offer sponsors more innovative ways of supporting the meeting than in the past, for example through seminars, symposia, hands on sessions, practical demonstrations etc. We are open to discussing other proposals put forward.

● **Organising committee**

Programme Committee

Program Chair

Abstract Chair

Abstract Vice-Chair

Prof. Holger Thiele | Germany

Assoc. Prof. Bernhard Gerber | Belgium

Dr Tomasz Miszalski-Jamka | Poland

EACVI CMR Section

Executive

Chair Prof. Sven Plein | UK

Vice-Chair Dr Chiara Bucciarelli-Ducci | UK

Past Chair Prof. Heiko Mahrholdt | Germany

Ordinary Nucleus Members

Dr. Francisco Alpendurada | UK

Dr. Steffen E. Petersen | UK

Dr. Claudia Christina Deluigi | DE

Prof. Holger Thiele | DE

Assoc. Prof. Emanuela Valsangiacomo | CH

Ex-Officio

EACVI President Prof. Gilbert Habib | France

Prof. Massimo Lombardi | IT

Dr. Tomasz Miszalski-Jamka | PL

Prof. Jeanette Schulz-Menger | DE

Dr. Oliver Bruder | DE

Assoc. Prof. Bernhard L. M. Gerber | BE

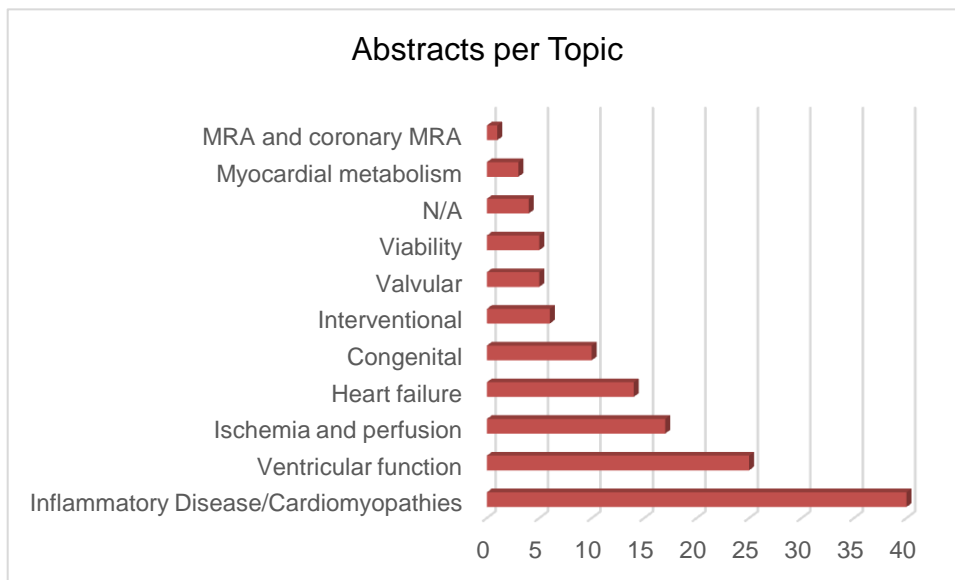
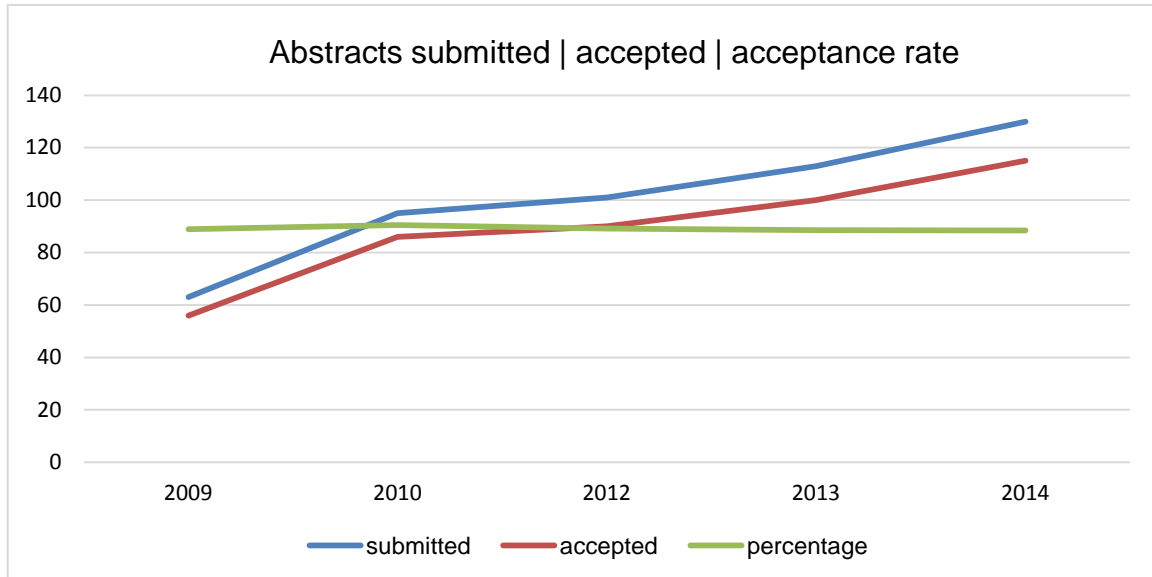
Assoc. Prof. Emanuela Valsangiacomo | CH

Dr Mark Westwood | UK

Dr Manish Motwani | UK

Prof. Herbert Frank | Austria

● **Key facts: past EuroCMR meetings***



*Data do not include joint SCMR/EuroCMR congresses

● **Attendance evolution***

	2006 Vienna	2009 Athens	2010 Florence	2012 Vienna	2013 Florence	2014 Vienna
Full Attendance	121	193	311	402	425	424

A comparison by number of countries from 2006 – 2014 (for Medconvent organized meetings only):

	2006 Vienna	2009 Athens	2010 Florence	2012 Vienna	2013 Florence	2014 Vienna
Countries	22	24	27	38	39	42
- Europe	19	19	18	23	25	25
- other	3	5	9	15	14	17



Scientific programme

- 30 main sessions
- 8 special sessions
- 70+ international speakers
- 2 lecture rooms
- Posters and cases sessions

*Data do not include joint SCMR/EuroCMR congresses

Key figures and information

- 450-500 participants
- 150 abstracts submitted
- 40 main and special sessions
- 70+ international speakers
- Posters and cases sessions
- 200 m² exhibition space
- Industry sponsored sessions
- EuroCMR is Europe's leading clinical CMR meeting, offering practical, hands-on education and training targeted at clinicians with a particular interest in CMR.
- The congress also caters for the increasing demand for certification in CMR with its world-leading exam and is a unique platform for scientific exchange in this research active field.
- CME-EBAC accredited

Industry partners

The EACVI would like to thank the following industry partners who contributed to the success of previous EuroCMR congresses:

- Bayer Pharma AG
- Bracco Imaging Italy
- Circle Cardiovascular Imaging
- General Electrics Healthcare
- Guerbet
- Tomtec
- Master Libri
- Medis
- Medtronic
- OUP (Oxford University Press)
- PIA Medical
- Siemens AG - Healthcare
- Tomtec Imaging Systems GmbH

Industry activities at EuroCMR 2016

EuroCMR 2016 will offer three days of novel scientific, promotional and networking opportunities for companies active in the field of cardiovascular magnetic resonance.

Sponsorship packages are available.

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 by showcasing your company in the exhibition hall.

Industry Sponsored and Face-off 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.

Promotion and advertising: Various opportunities for onsite promotion/advertisement will be available. Add your company name to the congress material such as congress bags, final programme etc.

Packages: Present your company as an official sponsor of EuroCMR 2016 for distinguished association with the congress and its scientific programme.

Partner Services: Organise private meetings

Important:

All requests for exhibition space, satellite symposia, sponsorship opportunities or Partners services will be allocated on a first come, first served basis.

Industry debrief

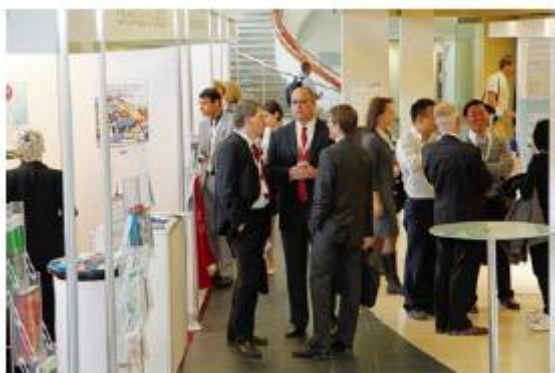
A debriefing meeting will be organised with the organiser at the end of the congress to get your feedback and suggestions for future editions.

Exhibition

The Exhibition area will be an integral part of the congress and delegates are invited to discover the latest products and technologies on the many stands throughout the event.

Showcase your products, services and activities in a very central exhibition area located next to the coffee breaks and main auditorium.

Use this unique opportunity to provide delegates with a unique moment to catch a glimpse of the technological developments in the field by showcasing your products in the technical exhibition.



Exhibition time table

11 May: 12:00-18:00 (build up)
12 May: 09:30-18:30
13 May: 09:30-19:00
14 May: 09:30-15:00
15:00-18:00 (dismantling)

Exhibition Space

Stands will be assigned on a first come, first served basis.

Price for space only: **€345 per m² excl. VAT**

Price for Publishers/booksellers: **€230 per m² excl. VAT**

The minimum exhibition space is 9 m² (6 m² for publishers and booksellers)
9m²: €3105 – 20m²: €6900 – 30m²: €10350

Exhibitor 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	General Exhibitors	Scientific Exhibitors
9 and 49m ²	4	4
50m ² and more	8	8

Price for additional general badges: **€35 excl. VAT**

General Exhibitor badges do not give access to EuroCMR 2016 Scientific Sessions.

Scientific Exhibitor badges do give access to EuroCMR 2016 Scientific Sessions.

Neither badge entitles the holder to get a congress bag, a certificate of attendance and does not include a journal subscription.

Application Deadline: 31 March 2016

Industry sponsored sessions

Ensure your contribution to the outstanding EuroCMR 2016 scientific programme and your position in educating our delegates.



Types of sessions

Satellite symposium
Face-off sessions
Industry presentation
Hand-on tutorials
Sponsored sessions

Satellite symposium

Participating companies may organise scientific sessions during dedicated time slots, known as Satellite Symposium. These 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 200 to 500 seats.

Duration	Exhibitors	Non Exhibitors
30 min	10,000 €	15,000 €
60 min	17,000 €	22,000 €

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

- Room rental
- Dedicated listing in the Scientific Programme, Final Programme and Mobile App
- 1 Delegate Bag Insert (production not included)
- 1 Weblink
- 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.

Satellite Symposia organisers may organise receptions or distribute lunch boxes before or after the session.

Satellite Symposia will be assigned on a first come, first served basis.

Satellite Symposia scientific programmes are subject to Congress Programme Committee (CPC) approval.

Face off sessions **NEW**

Face-off sessions are competitions between Industry Partners on a specific topic. These sessions are very much appreciated and attended and offer a great visibility.

Exhibitors	Non Exhibitors
5,000 €	7,000 €

Hands-on tutorials **NEW**

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 one-to-one learning from your appointed experts and programme.

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.

Exhibitors	Non Exhibitors
10,000 €	15,000 €

Hands-On Tutorials run from Thursday 12 May 2015 to Saturday 14 May 2015.

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, Final Programme & Mobile App.

Sponsored sessions

Industry Partners are invited to “associate” with the Scientific Programme of EuroCMR 2016, or a specific session through an Unrestricted Educational Grant which demonstrates a company’s support and association with an aspect of the Scientific Programme.

Industry showcase

20 minutes slot during coffee break to for industry partners to present their company. The sessions will be run in an open lecture room in the exhibition area during coffee breaks so they will not be in competition with main sessions. Product presentation permitted.

Exhibitors	Non Exhibitors
Free	2,000 €

Application Deadline: 15 December 2015

Promotion and advertising

A wide range of services for congress attendees are available for sponsorship by our industry partners providing essential support for the congress and opportunity for novel communication to healthcare professionals.

	<p>Delegate badge laces</p> <p>The popular and highly visible official EuroCMR badge laces are available for exclusive sponsorship. The sponsor's name and logo will be printed on the badge laces, distributed to all participants.</p> <p>Distribution : 500 units Price including production</p>	<p>5,000 €</p> <p>Sold out</p>
	<p>Congress mobile app</p> <p>An innovative way for a sponsor to reach delegates by offering a mobile version of the Final Programme to enhance their onsite experience via this environmentally and user-friendly application. An exclusive sponsorship agreement is available offering sponsor visibility with a dedicated page accessible from the home page and sponsor advertisement.</p> <p>Price including production Product advertising allowed</p>	<p>5,000 €</p>
	<p>Final Programme advertisement</p> <p>The EuroCMR 2016 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.</p> <p>Product advertising allowed</p>	<p>Back cover 7,000 €</p> <p>Inside page 3,000 €</p>

Product	Description	Price
	<p>Members' lounge NEW</p> <p>The Members Lounge offers delegates a cosy environment including internet access along with the scientific programme online, PC workstations and printers during duration of the whole the congress.</p> <p>The corporate name and logo of the sponsor displayed on all the screensavers of the Lounge offers excellent exposure. Acknowledgment on all congress publications.</p>	4,000 €
	<p>Delegate bag insert</p> <p>A highly popular insert and/or goodie created by industry highlighting your EuroCMR 2016 participation with your Exhibition or Satellite Symposium invitation (format A4, 2 pages maximum).</p> <p>When the delegates collect their delegate bag, the promotional inserts/invitations will go directly into the hands of hundreds of delegates.</p> <p>Production costs not included Product advertising allowed</p>	2,000 €
	<p>Congress bags</p> <p>Add your company name to the EuroCMR congress bag distributed to each registered delegate as the exclusive sponsor! Made from recycled and recyclable material with embossed branding.</p> <p>Distribution : 500 units Price including production</p>	10,000 € Sold out
	<p>Abstracts supplement EHJ-CI</p> <p>Associate your company to the online supplement of the European Heart Journal – Cardiovascular Imaging dedicated to the congress abstracts.</p>	7,000 €

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 office@medconvent.at

Application Deadline: 31 March 2016

Partner services **NEW**

Organise private meetings during EuroCMR 2016.

The ESC allows exhibiting companies to host a limited number of guests and organise small and informal meetings (approx. 10 pax) in a range of rooms available within the congress centre.

**No training or showcasing of products/therapies are allowed.
Strictly forbidden: Meetings with any formal presentations to delegates.**

These rooms are only available to persons bearing their badge.
Companies are responsible for equipment and catering arrangements

Function spaces

Companies are responsible for furniture, AV equipment and catering arrangements with the official congress venue suppliers, at the cost within these rooms.

Rental costs for Meeting Rooms:

- 27m² room: **2 000 €** (excl VAT)
- 20m² room: **1 500 €** (excl VAT)

Application Deadline: 31 March 2016

Packages

	Diamond 50 000 €	Platinum 35 000 €	Gold 15 000 €	Silver 10 000 €	Bronze 5 000 €
Congress bags	Yes	Yes	Yes	Yes	Yes
Badge laces	Yes	Yes	Yes	Yes	Yes
Satellite symposium 60 min	Yes	Yes	Yes	Yes	Yes
Members' lounge (logo)	Yes	Yes	Yes	Yes	Yes
Bag insert	Yes	Yes	Yes	Yes	Yes
Advert in FP	Yes	Yes	Yes	Yes	Yes
Industry Showcase	Yes	Yes	Yes	Yes	Yes
Booth	30m ²	20m ²	9m ²	9m ²	9m ²
Badges	Yes	Yes	Yes	Yes	Yes
Logo on website	Yes	Yes	Yes	Yes	Yes
Logo intersession slideshow	Yes	Yes	Yes	Yes	Yes
Logo in FP	Yes	Yes	Yes	Yes	Yes
Logo and description on app	Yes	Yes	Yes	Yes	Yes
Weblink	Yes	Yes	Yes	Yes	Yes