

Partnership guide

2013



euro
PCR

21st - 24th May Paris





Invitation to partner with EuroPCR

Here it is: your new EuroPCR 2013 Partnership Guide.

Being a partner at EuroPCR is meaningful: your contribution, first and foremost, provides means for the Board of Directors to independently devise and build a valuable, sensible, forward-looking and attractive scientific programme.

With that in mind, your specific contribution at EuroPCR has to be thought as:

- › **Rewarding:** your continuous and renewed presence at EuroPCR shows the value of being associated with a leading course in cardiovascular interventional medicine: you reach out to more dedicated physicians, cathlab technicians and nurses than any other conference in the world.
- › **Value-accrediting:** your company image benefits from the recognised, credible EuroPCR educational role in our expanding cardiovascular interventional world, and concomitantly, the EuroPCR community is energised by your new and creative products, technologies and services.
- › **A platform for innovation:** we are all in the same boat: bound to innovate! Every year, EuroPCR genuinely questions itself, and emerges with innovative ideas that are tested at the next edition. Similarly, don't miss new partnership opportunities to position your company and products.

The spirit of this Partnership Guide is no less ambitious:

- › Help you navigate through a wealth of partnership opportunities;
- › Let you take your responsibilities in terms of selecting the most rewarding, value-accrediting ones for your company;
- › Invite you to consider at least one new form of contribution for 2013. Explore new partnership forms at EuroPCR 2013, and you'll be rewarded!

More practically, use this Partnership Guide, be it in its paper form or on your dedicated exhibitor web-portal, as a reference document throughout the year to inspire your decisions for your investment at EuroPCR 2013.

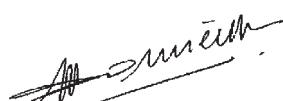
Boost your booth presence by:

- › Adding advertising and promotional opportunities, both on paper and in e-format;
- › Preceding or prolonging the 4 EuroPCR-days with e-blasts to our huge database;
- › Promoting your technologies, products and services in the material catalogue,
- › Investing in scientific sessions or in the training village.

You have new ideas for your supportive contribution to EuroPCR 2013? Please come and share them with us. Our team is fully committed to your satisfaction, and anything that fits well with the EuroPCR spirit - Innovation in education at work – is more than welcome!

EuroPCR 2013 is made for you to connect with your clients and partners. It is made possible by **you**, since your contribution is so critical to provide a professional environment conducive of science, clinical expertise, education and innovation. Be thanked for this meaningful partnership.

We look forward to a great EuroPCR 2013, and to be working with you towards our mutually rewarding success.



Marc Doncieux
CEO Europa Organisation

Facts and figures EuroPCR 2012

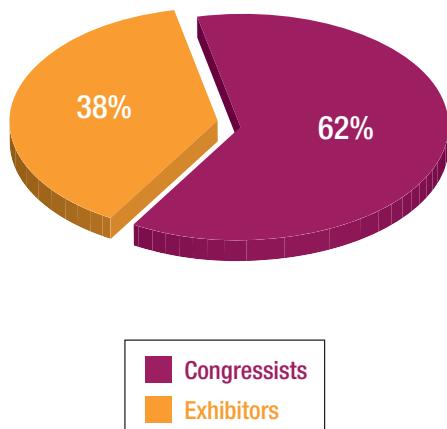
Main data

11,387	attendees
14,980	sq.m of exhibition
712	hours of education
63	hours of live transmission

Collaboration

1,259	Guest faculty
1,609	Submitters
134	Industry partners
14	Live centres
43	Working Groups and National Societies

Type of participants



EuroPCR is the largest interventional cardiology meeting in the world, drawing more than 7,000 physicians and cathlab staff to Paris for 4 exciting days of active learning and networking.

Add to this more than 4,300 industry staff, researchers, financial analysts and press, and you have the makings of 4 stimulating days that continue to attract increasing numbers every year.

What attendees say about EuroPCR 2012...

"The Course was superb and I hope you will keep on organising such great meetings."

"This year's EuroPCR was my first attendance to the congress, I had a great time! I was positively impressed by the high quality of all presentations, the opportunity of active interaction between speakers and audience."

"I found this meeting to have high professional standards and to be very well prepared. The speakers were very sensible and knowledgeable and had a real-life approach without arrogance."

"I've been attending EuroPCR every year since 1998. When we started the fellowship programme in Iran, we based this programme on the EuroPCR one, so even the training in Iran on PCI is related to EuroPCR."

What our industry partners say about EuroPCR 2012...

"We meet up here with our customers because it's just the most important event for us in Europe."

"We are very happy. Our possibilities to interact with the participants is great, we appreciated a lot the great organisation and preparation."

"Participating in EuroPCR is always a pleasure for our teams, and a great satisfaction for our marketing department..."

"Even though we tried to find something, we had nothing to say at the end of the meeting: everything was smooth and perfect."

"Fantastically organised from start to finish! We were delighted to attend the Course."

Our sincere thanks to the industry partners, scientific societies, medical institutes and journals who contributed to the success of EuroPCR 2012 through their presence in the exhibition hall, support of a scientific session, or via PCRonline and EuroIntervention Journal throughout the year.

ABBOTT VASCULAR INTERNATIONAL BVBA	Elixir Medical	Philips Medical Systems Nederland B.V.
ABIOMED EUROPE GmbH	ESC	PHYSIO-CONTROL, Inc.
Academic research Toulouse University	eucatech AG	Pie Medical Imaging
Accumetrics	EUROPEAN CARDIOVASCULAR RESEARCH CENTER	PLC Medical Systems, Inc.
ACIST Medical Systems	GE Healthcare	PRECISION WIRE COMPONENTS
ACROSTAK	HEXACATH	QualiMed Innovative Medizinprodukte GmbH
ALVIMEDICA MEDICAL TECHNOLOGIES	IHT-CORDYNAMIC	QuikClot
amg International GmbH	IMDS	REVA Medical, Inc.
ANDRAMED GMBH	InfraReDx, Inc.	ROFIN
Asahi Intecc Co., Ltd. Europe Office	InSitu Technologies Inc	Rontis AG
AstraZeneca	INSPIRE MD	S3V Vascular Technologies (P) Limited
Atrium Medical	JAPAN STENT TECHNOLOGY EUROPE GMBH	Sahajanand Medical Technologies Pvt. Ltd.
Avinger	JenaValve Technology GmbH	Siemens AG Healthcare Sector
B.Braun Melsungen AG	JIM 2013	Silicon Valley Medical Instruments, Inc
BALTON Sp. z.o.o.	Kalila Medical	Simbionix USA Corporation
BeneChill International SA	Keystone Heart, Ltd.	SIS Medical AG
BENRIKAL SERVICES INC.	Kimai plc	SOLACI
Bentley InnoMed GmbH	Lake Region Medical	ST JUDE MEDICAL
Biosensors International Group Ltd.	LANCER MEDICAL TECHNOLOGY LIMITED	Stent for Life Initiative
BIOTRONIK	Lepu Medical Technology (Beijing) Co., Ltd	STENTYS
BOSTON SCIENTIFIC	Liaoning Biomedical Materials R&D Center Co, Ltd.	STI
BridgePoint Medical, Inc.	Lifetech Scientific	SUNGWON MEDICAL CO., LTD
Cappella Medical	Loma Vista Medical	Svelte Medical Systems
CardioBridge	Lumenous Device Technologies	Symetis SA
CARDIONOVUM GmbH	MAQUET Cardiovascular / GETINGE GROUP	TCTAP 2013
CCRF (Beijing) Co., Ltd.	MEDIANA CO., LTD	TemMed Medical Co., Ltd
CELONOVA BIOSCIENCES	Medis medical imaging systems bv	TERUMO EUROPE
Charing Cross / BIBA Medical	MEDRAD EUROPE B.V.	The Medicines Company
CID SpA	MEDTRONIC INTERNATIONAL TRADING SARL	theheart.org
CIT	Mentice	TOBI 2012
Comed B.V.	MERIL LIFE SCIENCES PVT LTD	TORAY
Cook Medical	MERIT MEDICAL	translumina GmbH
CORDIS, JOHNSON & JOHNSON MEDICAL	MicroPort Medical (Shanghai) Co., Ltd.	TriReme Medical Inc.
Covidien	MINITUBES	Tryton Medical, Inc
CRF & ACC	MINVASYS	VASCULAR SOLUTIONS, INC
CRTonline.org	NATEC MEDICAL Ltd	VASMED TECHNOLOGIES LIMITED
CVx Médical	Occlutech	Verum Diagnostica GmbH
Daiichi Sankyo Europe GmbH	OrbusNeich	Vessix Vascular, Inc
DEVICE INSIGHTS	Paeion Inc. (by Paeion Medical Ltd.)	VOLCANO
DISA Vascular (Pty) Ltd	PCR Library	Wisepress/PCR-EAPCI Textbook
EAPCI	PCRonline.com	Ziehm Imaging
EBIT AET - an ESAOTE Business Unit	PEROUSE MEDICAL	ZOLL Medical Corporation
Edwards Lifesciences	pfm medical ag	
Eli Lilly		

Exhibitor web portal and online version of this Partnership Guide

**Designed to help you find
your way through the extensive
EuroPCR offers!**

Launched in 2011, the exhibitor web portal has been created exclusively for our industry partners.

Built as a “tool box”, we use the portal to communicate regular updates and targeted information. The site is the place to go for access to all order forms and support documents in a user-friendly format.

A point of reference to be used in conjunction with the Partnership Guide, this online portal will be developed to even better suit your needs in 2012 and make our collaboration as smooth as possible.

On the exhibitor web portal, look for the online version of this Partnership Guide updated with the latest news and deadlines.

► **One click to EuroPCR for exhibitors:**
www.exhibitors.europcr.com

- Updates
- Order forms
- Registration forms
- Official provider catalogues and contact details
- Uploading tool

Your login and password will be provided within your stand order confirmation.

How to get the most out of this guide!

Content

EXHIBITION

Covers all you need to know about stand offers and the rules that apply to them, before, during and after the Course!

SESSIONS

If you plan to support a scientific session at EuroPCR, this section is your guide. See also how to get more out of your session!

SERVICES

This section not only includes a range of free services and promotional offers, but also many additional services you can order to upgrade your stand.

ADVERTISING & PROMOTION

Increase your visibility and make an impact! This section covers all possible advertising and promotional offers available to EuroPCR partners.

EUROPA DIGITAL & PUBLISHING

Use both EuroIntervention and PCRonline to enrich your campaigns and gain the best visibility towards the community. Discover the PCR publications, and benefit from exclusive sponsorships.

PCR FAMILY

Learn about the different members of the PCR Family.

GLOSSARIES

Index, maps: are you lost?

Don't wait: go straight to page 55!

Important

- Order forms are downloadable from the exhibitor web portal on <http://exhibitors.europcr.com> with the sales terms and conditions.
- All rates are given VAT excluded (19.6%) - unless otherwise mentioned.
- Orders cannot be accepted unless accompanied by a 50% deposit.
- Full payment must be received 2 months prior to the occurrence of the event and/or publication.
- Please refer to each individual offer for the cancellation policy.
- For advertising and promotional offers, space will be allocated on a first-come, first-served basis.

Contact us

PCR Director of Marketing

Patrick Jolly

pjolly@europa-organisation.com

EXHIBITION & SERVICES

ADVERTISING & PROMOTION

Contact for orders, technical and logistical support before the course:

Christine Pereira

cpereira@europa-organisation.com

INDUSTRY SUPPORTED SESSIONS

Contact for orders and support:

Sylvia Duprat

sduprat@europa-organisation.com

Elisabeth Laffont

elaffont@europa-organisation.com

Europa Digital & Publishing

Unique contact for PCRonline offers:

Caroline Julien

cjulien@pcronline.com

Unique contact for Publishing offers:

Véronique Deltort

vdeltort@eurointervention.org

Symbol legend



This symbol indicates that for this important step, EuroPCR approval is mandatory



A smart tip to help you!



This red star signals new offers for 2013



Deadlines are always written in blue, watch the clock!



Attention needed!

Europa Organisation is the professional congress organiser of EuroPCR. The organisational team is dedicated to ensuring EuroPCR is a success for your company. The team is available to work with you, providing further information and clarity where needed. Don't hesitate to discuss your thoughts, ideas and needs with the team at any time!

europa  **organisation**

europa  **digital & publishing**

Important dates

OCTOBER 2012

Friday 5th

- Session order form..... See p. 27
 Faculty transport & accommodation form..... See p. 27

Mid October

- Opening of the exhibitor web portal

MARCH 2013

Tuesday 4th

- Artwork and payment - EurolIntervention Vol. 8, No. 12 See p. 49

Thursday 7th

- Cyber space sponsorship - order See p. 29
 Lunch bags sponsorship - order See p. 29
 Water coolers sponsorship - order See p. 29

Thursday 14th

- Material Catalogue advertising - artwork See p. 30
 Material Catalogue product page - artwork See p. 30
 Stand builders entry passes See p. 16
 Safety plan form See p. 13
 Stand configurations & drawing See p. 13
 Stand full payment See p. 11
 Transportation vehicle access See p. 16

DECEMBER 2012

Tuesday 11th

- Artwork and payment - EurolIntervention Vol. 8, No. 9 See p. 49

JANUARY 2013

Thursday 3rd

- Branded note pad and pen sets See p. 29
 Delegates bag sponsorship - order See p. 29

Tuesday 8th

- Artwork and payment - EurolIntervention Vol. 8, No. 10 See p. 49

Thursday 28th

- Additional insurance - order See p. 37
 Company badge pick-up desk - order See p. 36
 EuroPCR stand video connection - order See p. 36
 Smartphone advertising - artwork See p. 30

FEBRUARY 2013

Thursday 7th

- Daily newspaper - order See p. 29
 Escalator windows - order See p. 31
 Exhibit guide advertising - order See p. 31
 Material Catalogue product page - order See p. 30
 Poster network - order See p. 30
 Smartphone advertising - order See p. 30

Tuesday 12th

- Artwork and payment - EurolIntervention Vol. 8, No. 11 See p. 49

Thursday 21st

- Meeting room - order See p. 37



Find all order forms on
<http://exhibitors.europcr.com>

Notes...

Permanent offers: emailings, banner ads, iPad and textbooks orders

APRIL 2013	
Tuesday 2nd	Artwork and payment - EurolIntervention Vol. 9, No. 1See p. 49
Thursday 4th	Bag insertion - orderSee p. 31 Escalator windows - artworkSee p. 31 Exhibit guide advertising - artworkSee p. 31 Exhibit guide - text (company description)See p. 31 Poster network - artworkSee p. 30
Tuesday 9th	Artwork and payment - EurolIntervention Vol. 9, Sup. TSee p. 49
Thursday 11th	Daily newspaper - artworkSee p. 29
Tuesday 16th	Artwork and payment - EurolIntervention Vol. 9 Book of AbstractsSee p. 49
Wednesday 17th	Deadline early fees registrationsSee p. 36
Thursday 25th	Bag insertion deliverySee p. 31
Tuesday 30th	Free exhibitor badges - registrationsSee p. 17 Group registrationsSee p. 36 Artwork and payment EurolIntervention Vol. 9 Randomised Trials BookSee p. 49

ON-SITE IN PARIS - 21st-24th MAY 2013	
Saturday 18th	09:00 am On-site deliveries - startSee p. 16 Stand installation - startSee p. 15
Monday 20th	Security Board inspectionSee p. 15 Stand pack installation - startSee p. 15
Friday 24th	midnight Stand dismantling - endSee p. 15

JUNE 2013	
Tuesday 11th	Artwork and payment - EurolIntervention Vol. 9 No. 3See p. 49
Wednesday 26th	Artwork and payment - EurolIntervention Vol. 9 No. 4 – ESCSee p. 49

AUGUST 2013	
Tuesday 13th	Artwork and payment - EurolIntervention Vol. 9 No. 5See p. 49

SEPTEMBER 2013	
Tuesday 17th	Artwork and payment - EurolIntervention Vol. 9 No. 6See p. 49

MAY 2013	
Tuesday 3rd	EuroPCR session USB keys or CDs - orderSee p. 42 EuroPCR session webcast - orderSee p. 43 EuroPCR session transmission - orderSee p. 43
Tuesday 21th	Artwork and payment - EurolIntervention Vol. 9 No. 2See p. 49

OCTOBER 2013	
Tuesday 15th	Artwork and payment - EurolIntervention Vol. 9 No. 7See p. 49

DECEMBER 2013	
Wednesday 18th	Artwork and payment - EurolIntervention Vol. 9 No. 8See p. 49



Find all order forms on
<http://exhibitors.europcr.com>

history

The history of EuroPCR

The first course on angioplasty with live case transmissions was organised in 1983 by Professor Jean Marco, former head of the cardiology department at Clinique Pasteur in Toulouse.

"At the time", says Pr. Jean Marco, "I was following an idea of a Swiss doctor, Andreas Gruentzig, who was involved in the early days of transcutaneous intervention cardiology. Anxious to give the best training in this very specialised technique, he had been organising an annual course broadcast live to his colleagues since 1979. I was impressed and thought that this was the only way to share the latest innovations in non-invasive revascularisation with my colleagues 'in vivo and in situ'."

The first Course brought together 150 people, with these new intervention techniques projected on video screens.

Marc Doncieux and Professor Jean Marco joined forces in 1990 and the Course went from strength to strength, until it simply grew out of Toulouse in 1996. It was decided to migrate north to the French capital, where the Course first took place in Espace Branly, just near the Eiffel Tower. In 2000, following the fusion of PCR with EuroCVS, the newly named EuroPCR drew over 6700 participants.

In the 12 years since, we have continued to build on these strong foundations, with – from 2006-2009 – a Catalonian twist that saw EuroPCR settle on the shores of the Mediterranean for three years. Its return to Paris was seen as a “home-coming” and was applauded by all involved, with record numbers reached.

In 2013, EuroPCR will take place from 21st-24th May and bring together the cardiovascular community from over 100 countries.

Join us, and be a part of EuroPCR history!

Exhibition



Table of contents

Stands	9
Stand height zones	12
Rules for all stands	13
Stand allocation	14
Provisional on-site timetable	15
Stand build-up	16
Stand & promotional activities	17
Maps - Transportation vehicle access / Car park	18

Important dates

MARCH 2013	
Thursday 14th	
Safety plan formSee p. 13
Stand builders entry passesSee p. 16
Stand configurations & drawingsSee p. 13
Stand full paymentSee p. 11
Transportation vehicle accessSee p. 16

APRIL 2013	
Friday 30th	
Free exhibitor badges - registrationsSee p. 17

ON-SITE IN PARIS - MAY 2013	
Saturday 18th	9:00 am
On-site deliveries - startSee p. 16
Stand installation - startSee p. 15
Monday 20th	
Security Board inspectionSee p. 15
Stand pack installation - startSee p. 15
Friday 24th	midnight
Stand dismantling - endSee p. 15

Contacts

- Unique contact for orders, technical and logistical support before the course:
Christine Pereira,
cpereira@europa-organisation.com

- Technical and logistical support - from 18th May, 2012:
Go to the Exhibitor support centre located on Level 1 of the Palais des Congrès

Exhibitor web portal

An interactive space entirely dedicated to your partnership with EuroPCR

- One click to EuroPCR for exhibitors:
exhibitors.europcr.com
- ▶ Updates
 - ▶ Order forms
 - ▶ Registration forms
 - ▶ Official provider catalogues and contact details
 - ▶ Uploading tool



Keep it handy! Copy the login and password you will be provided within your stand order confirmation:

WEB : <http://exhibitors.europcr.com>

MY LOGIN :

MY PASSWORD :

Important

- All rates are given VAT excluded (19.6%)
- Orders cannot be accepted unless accompanied by a 50% deposit.
- Full payment must be received 2 months prior to the occurrence of the event and/or publication.

- Order forms are downloadable from the exhibitor web portal with the sales terms and conditions.
- For advertising and promotional offers, space will be allocated on a first-come, first-served basis.

Stands



All rates are given VAT excluded, 19.6%.

	Package Liberté	Package Comfort	Package Contemporary	Package Privilege	Package Excellence	
					without raised floor	with raised floor
9 sq.m	n/a	€ 9,730	€ 10,180	n/a	n/a	n/a
12 sq.m	n/a	€ 12,940	€ 13,540	€ 14,860	n/a	n/a
18 sq.m	€ 14,860	€ 19,360	€ 20,260	€ 22,240	€ 25,300	€ 26,200
27 sq.m	€ 22,240	€ 28,990	€ 30,340	€ 33,310	€ 37,900	€ 39,250
36 sq.m	€ 29,620	€ 38,620	€ 40,420	€ 44,380	€ 50,500	€ 52,300
54 sq.m	€ 44,380	€ 57,880	€ 60,580	€ 66,520	€ 75,700	€ 78,400
More than 55 sq.m	on demand	on demand	on demand	on demand	on demand	on demand

For all other sizes not included in the above table, please contact Christine Pereira directly: cpereira@europa-organisation.com

Package Liberté

- **Floor:** Includes floor space only, carpet is not provided.
- **Partitions:** No walls are provided
- **Electricity:** Electricity not included.
- **On-site support:** The Exhibitor support centre is available for all your on-site needs.
- **Visibility within the community:** A listing in the Exhibitor Guide, Pocket Agenda, and associated online documents.
- **Industry-supported sessions:** A stand qualifies you to participate in the scientific programme (see page 19).
- **Concierge desk:** Available at the Palais des Congrès to help you with daily needs: taxis, tours, transfers...
- **Cleaning:** Stands are vacuumed, furniture is cleaned and wastebaskets are emptied every night.
- **Security:** Night security is provided from May 18th through May 24th, from 7:00pm to 7:30am.
- **Press:** Press facilities are available during the Course.

The minimum stand size is 18 sq.m

Package Comfort stand

- **Floor:** A choice of two carpet colours.
- **Furnishings:** 1 table & 3 chairs + 1 reception desk + wastebasket + 1 plant.
- **Partitions:** 2.5 m high melamine panels white or grey.
- **Storeroom:** 1.5 sq.m closed storeroom with 2 shelves and 1 peg.
- **Electricity:** 1 triple socket in the storeroom.
Electricity not included.
- **Lighting:** 1 spotlight per 3 sq.m.
- **Signage:** 1 sign with company name and stand number (500 mm x 400 mm) + 1 curved panel with logo or visual (1,000 mm x 2,500 mm).
- **Logistic:** Set-up and dismantling included with unloading and reloading of the necessary truck.
- **On-site support:** The Exhibitor support centre is available for all your on-site needs.
- **Visibility within the community:** A listing in the Exhibitor Guide, Pocket Agenda, and associated online documents.
- **Industry-supported sessions:** A stand qualifies you to participate in the scientific programme (see page 19).
- **Concierge desk:** Available at the Palais des Congrès to help you with daily needs: taxis, tours, transfers...
- **Cleaning:** Stands are vacuumed, furniture is cleaned and wastebaskets are emptied every night.
- **Security:** Night security is provided from May 18th through May 24th, from 7:00pm to 7:30am.
- **Press:** Press facilities are available during the Course.

From 12 sq.m a partition of 1m height, with 2 shelves, can be installed to create a semi-closed area for a meeting room.



Want to upgrade the look of your stand? Check our official providers' catalogues on <http://exhibitors.europcr.com>



non contractual photo

Package Contemporary stand

- **Floor:** A choice of three carpet colours.
- **Furnishings:** 1 table & 3 chairs + 1 reception desk with a tray at the colour of the carpet + wastebasket + 1 plant.
- **Partitions:** 2.5m high wood walls covered with brushed cotton fabric. A choice of three colours.
- **Storeroom:** Closed storeroom from 1 sq.m with 2 shelves and 1 peg.
- **Electricity:** 1 triple socket in the storeroom. Electricity not included.
- **Lighting:** 1 spotlight per 3 sq.m.
- **Signage:** Fascia board covered with brushed cotton fabric and marked with the name of the company and stand number.
- **Logistic:** Set-up and dismantling included with unloading and reloading of the necessary truck.
- **On-site support:** The Exhibitor support centre is available for all your on-site needs.
- **Visibility within the community:** A listing in the Exhibitor Guide, Pocket Agenda, and associated online documents.
- **Industry-supported sessions:** A stand qualifies you to participate in the scientific programme (see page 19).
- **Concierge desk:** Available at the Palais des Congrès to help you with daily needs: taxis, tours, transfers...
- **Cleaning:** Stands are vacuumed, furniture is cleaned and wastebaskets are emptied every night.
- **Security:** Night security is provided from May 18th through May 24th, from 7:00pm to 7:30am.
- **Press:** Press facilities are available during the Course.



non contractual photo

Package Privilege stand

- **Floor:** A choice of six carpet colours.
- **Furnishings:** 1 table & 3 chairs + 1 reception desk with the front side at the colour of the carpet and a logo + wastebasket + 1 plant.
- **Partitions:** 2.5m high wood walls covered with brushed cotton fabric, a choice of six colours. Wooden ceiling on the periphery of the stand painted at the colour of the partitions. A column including a showcase at the angle of the stand.
- **Storeroom:** Closed storeroom from 1 sq.m with 2 shelves and 1 peg.
- **Electricity:** 1 triple socket in the storeroom. Electricity not included.
- **Lighting:** Spotlights integrated in a wooden ceiling: one spotlight to every meter.
- **Signage:** 1 vertical sign with company name and stand number (500 mm x 2,500 mm) and a blacklighted logo in the reception desk (45 mm x 45 mm).
- **Logistic:** Set-up and dismantling included with unloading and reloading of the necessary truck.
- **On-site support:** The Exhibitor support centre is available for all your on-site needs.
- **Visibility within the community:** A listing in the Exhibitor Guide, Pocket Agenda, and associated online documents.
- **Industry-supported sessions:** A stand qualifies you to participate in the scientific programme (see page 19).
- **Concierge desk:** Available at the Palais des Congrès to help you with daily needs: taxis, tours, transfers...
- **Cleaning:** Stands are vacuumed, furniture is cleaned and wastebaskets are emptied every night.
- **Security:** Night security is provided from May 18th through May 24th, from 7:00pm to 7:30am.
- **Press:** Press facilities are available during the Course.



non contractual photo

The minimum stand size is 12 sq.m



Want to upgrade the look of your stand? Check our official providers' catalogues on <http://exhibitors.europcr.com>



Package Excellence stand

- **Floor:** 2 options suggested: with or without raised floor, choice of sixteen carpet colours.
- **Furnishings:** 1 reception desk in wood (same as partitions) with a transparent tray in plexi + 3 display boards for brochures + a window to create a semi-private meeting room (2,000 mm x 2,000 mm).
- **Partitions:** 2.5m high wood walls, six colours available.
- **Storeroom:** Closed storeroom from 2 sq.m with 2 shelves and 1 peg.
- **Electricity:** 1 triple socket in the storeroom. Electricity not included.
- **Lighting:** 1 spotlight per 4 sq.m.
- **Signage:** 1 horizontal sign in plexi with company name (1,200 mm x 500 mm).
- **Logistic:** Set-up and dismantling included with unloading and reloading of the necessary truck.
- **On-site support:** The Exhibitor support centre is available for all your on-site needs.
- **Visibility within the community:** A listing in the Exhibitor Guide, Pocket Agenda, and associated online documents.
- **Industry-supported sessions:** A stand qualifies you to participate in the scientific programme (see page 19).
- **Concierge desk:** Available at the Palais des Congrès to help you with daily needs: taxis, tours, transfers...
- **Cleaning:** Stands are vacuumed, furniture is cleaned and wastebaskets are emptied every night.
- **Security:** Night security is provided from May 18th through May 24th, from 7:00pm to 7:30am.
- **Press:** Press facilities are available during the Course.

The minimum stand size is 18 sq.m



non contractual photo

Additional insurance

Compulsory insurance is included in the above stands, and covers your exhibit equipment up to the value of € 3,050.

Additional insurance can be purchased to cover exhibit equipment above this value.

Rate: € 15 for every additional € 3,000 worth of equipment insured.

Full payment must be made before 14th March, 2013

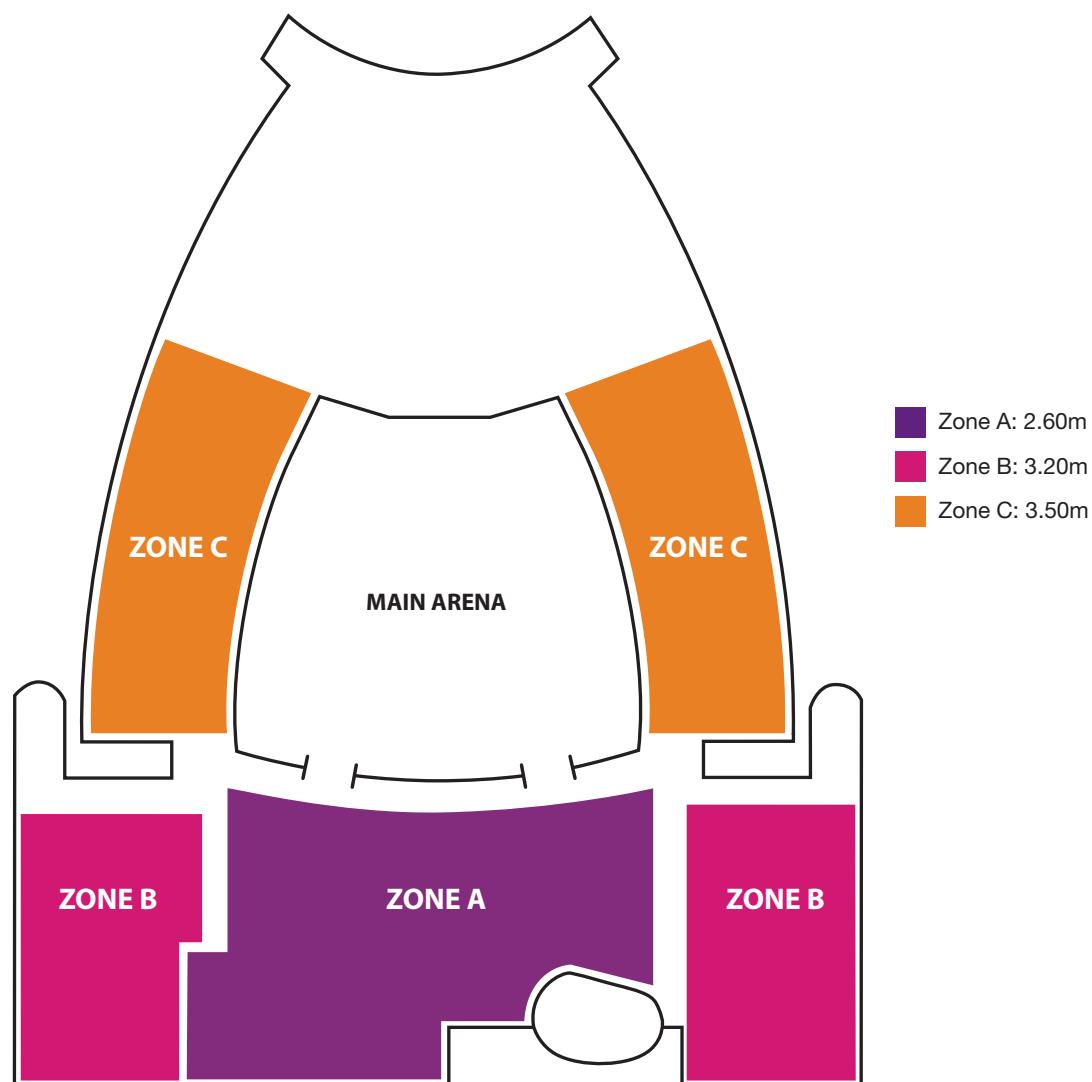


Want to upgrade the look of your stand? Check our official providers' catalogues on <http://exhibitors.europcr.com>

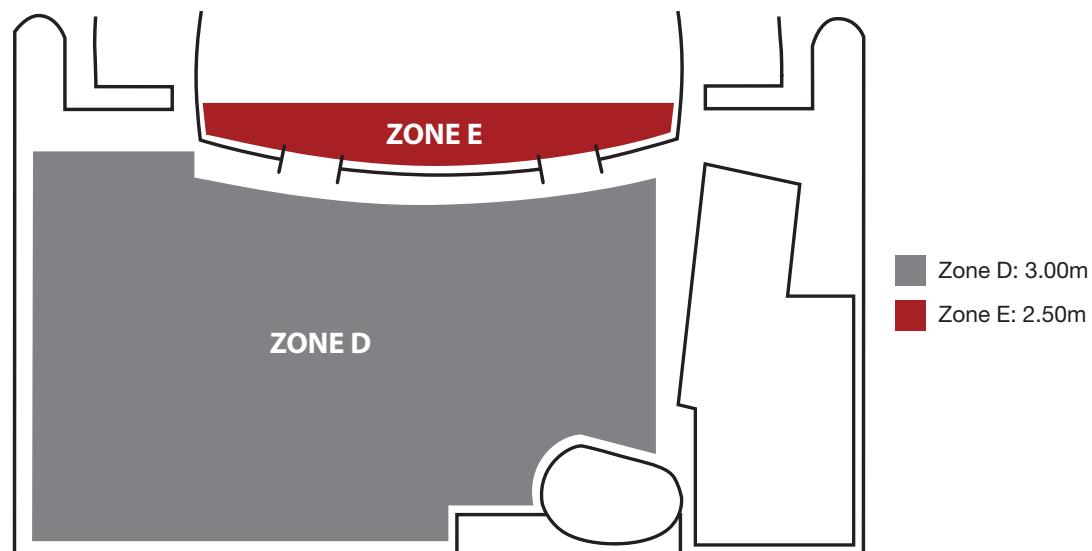
Stand height zones

If your booth's location changes from one year to the next, it is your responsibility to ensure your booth adheres to the rules applicable in your new zone.

Level 1



Level 2



Rules for all stands

Stand configurations & drawings



Exhibitors are required to submit stand configurations & drawings to Europa Organisation for approval.

All stands MUST be approved by Europa Organisation. Without approval, access to the Palais des Congrès will be refused.

The documents submitted for approval must include:

- A graphic floor plan to scale (side view and aerial view) including all signage, visuals and flooring with precise dimensions
- A 3-dimensional drawing
- The fire resistance category of all materials and fittings
- An accurate description of the electrical connections
- The names and contact information of the builders

Send the Stand configurations & drawings before 14th March, 2013



Stand construction

Walls, heights and lengths

All exhibitors are asked to take the impact of the stand construction on neighbouring stands into account. If a particular stand design obstructs the view of another stand, even when complying with the rules outlined in these guidelines, the layout will not be approved and the construction of the stand will not be possible. The stand design must permit accessibility from all sides and must ensure solid walls do not conceal surrounding stands.

Walls must not be longer than 30% of each side. Materials such as curtains, windows, trellis panels, partitions etc. will be considered as walls.



Our experience shows that limiting construction to 15% of the total stand size allows you to welcome a maximum number of attendees to your stand and ensures good flow throughout the exhibition area.

Stand heights

The Palais des Congrès is divided into 5 zones (see p. 12), each with specific height regulations.

- **Level 1**
 - Zone A: 2.60m
 - Zone B: 3.20m
 - Zone C: 3.50m
- **Level 2**
 - Zone D: 3.00m
 - Zone E: 2.50m

The above heights are all-inclusive. The maximum height applicable to your zone must include ALL elements of your stand (flooring, walls, columns, signage, lights...). Anything that goes above the maximum height of your zone will be refused.



Walls that unreasonably block out neighbours' views will not be approved and the construction of the stand will not be possible.

Weight capacity

Exhibitors must respect the floor weight capacity:

- Level 1: 1,000 kg/m²
- Level 2: 500 kg/m²

Separation walls

Exhibitors are responsible for building the walls that separate their stand from adjacent ones. If an exhibitor does not put up separation walls before the opening, Europa Organisation will arrange for walls to be constructed at the exhibitor's expense. If your back walls are higher than your neighbour, the part visible must be cleaned (painted or covered with fabrics).

Columns

Only columns fully or partially located on your stand can be clad.

Cladding is authorised as follows:

- Columns must be covered with thin partitions up to the height authorised in your zone.
- Partitions around the column must be placed at a maximum distance of 50cm from the column.
- Any cladding that does not respect these rules will be modified on-site and charged to the exhibitor or removed.

Multiple stands

Exhibitors with more than one booth space are not allowed to connect their spaces with arches, bridges or similar constructions. Stands may only be linked by carpeting the corridor that separates them.

Terms of use of an awning/ceiling

Any type of ceiling requires prior approval by Europa Organisation. For safety reasons, all ceilings must respect French norms and be in compliance with French fire protection regulations.

Don't forget

- Aisles must be clear from objects, signs or advertisements at all times.
- Any closed space ≥20sq.m must have two exits.
- Any stand with a floor height ≥2cm should have disabled access (ramp) complying with regulations.
- Certificates attesting to the fire resistance of materials must be available for consultation on the stand at all times.

Escalators

The escalator windows are available as advertising space, please refer to page 31 for full details of this offer. Priority is given to the adjacent booth and then on a first-come, first-served basis.

Safety

It is the responsibility of each exhibitor to read and accept the *Palais des Congrès Safety Plan and Exhibition Protocol*. The *Safety Plan Form* must be signed and returned. If this document is not duly completed and returned on time, access to the Palais des Congrès will be refused.

Please download the *Safety Plan and Exhibition Protocol* documents from the exhibitor web portal on <http://exhibitors.europcr.com>

Send the Safety Plan Form before 14th March, 2013



Stand allocation

Stand allocation is based on several elements, including last year's presence, overall investment and the arrival of orders (first-come, first-served).

Allocation of stands will begin in September* and will continue as follows:

- › Phase 1: September*: Allocation of stands $\geq 151\text{sq.m}$
- › Phase 2: October*: Allocation of stands from 101sq.m - 150 sq.m
- › Phase 3: November/December*: Allocation of stands from 51sq.m-100sq.m
- › Phase 4: January/February*: Allocation of stands from 9sq.m-50sq.m

* Europa Organisation endeavours to proceed with stand allocation in a timely fashion. Please note however, that this calendar may change as required.

For each phase, exhibitors will receive the provisional floor plan and will be asked to give 3 stand location options, subject to availability. Options must be returned within 48 hours. If we do not receive your options after this delay (and no extension has been agreed with Europa Organisation) we will continue placement of other exhibitors.

Confirmation of order / terms of payment

Confirmation of the stand location will be validated only after a deposit of 50% is received. The balance must be paid upon reception of the invoice, and in any event, no later than 2 months before the event. In the absence of payment at the indicated times, the organiser may, without further communication, consider the order as cancelled and reclaim the booth.



Place your order as early as possible to have the largest choice of stand locations.

Notes...

Provisional on-site timetable

Platform and service lifts are available during the installation and dismantling hours only.

During the Course, access to the stands is possible 30 minutes before opening hours.

	Saturday 18th May	Sunday 19th May	Monday 20th May	Tuesday 21st May	Wednesday 22nd May	Thursday 23rd May	Friday 24th May
7:00am							
8:00am		Stand installation	Stand & Stand packs installation	Stand & Stand packs installation			
9:00am				Exhibition Sessions	Exhibition Sessions	Exhibition Sessions	
10:00am	Stand installation						
11:00am				Sessions			
12:00am							
1:00pm							
2:00pm							
3:00pm							
4:00pm							
5:00pm							
6:00pm			Security Board inspection				
7:00pm							
8:00pm							
9:00pm							
10:00pm							
11:00pm							
Midnight							Dismantling

Building overtime

It is possible to order overtime, however, this cannot be done on-site. Plan ahead, and schedule this if necessary.

Rate: € 3,300 /hour
Any partial hour will be invoiced as a full hour.

To proceed with your order, please contact Christine Pereira:
cpereira@europa-organisation.com

Security Board inspection



The Security Board will inspect all stands at 5:00pm, Monday 20th May. Please ensure you have all the necessary documents with you.

Stand build-up

Delivery & shipment

(except for bag insertions – see page 31)

The Palais des Congrès and Europa Organisation do not accept liability for any loss, theft, damages or non-delivery of articles.

If you ship directly to the venue, you must be present on-site to receive your items and sign the driver's delivery notification. The Palais des Congrès will not accept any shipment on your behalf.

Palais des Congrès delivery address:

Palais des Congrès de Paris

EuroPCR 2013

Exhibitor name / Stand number / Level

2, place de la Porte Maillot – 75017 Paris – France

Delivery to the Palais des Congrès starts at 9:00am, 18th May, 2013. No deliveries will be accepted before this date.



Early shipment & storage

If you need to send shipments or deliveries before 18th May, 2013, we suggest you contact SCALES, our official provider. SCALES can reception, stock and deliver your equipment as required.

Contact: Sarah Ejilali / scales.expo@scales.fr
Tel: +33 134 487 444 / +33 673 998 782

SCALES delivery address:

SCALES – For EuroPCR 2013

Exhibitor name / Stand number / Level

Rue des Fortes Terres - F95310 - St Ouen L'aumône - France

Please send all shipments or deliveries as "prepaid" i.e. with all transport charges paid up to final destination at the Palais des Congrès. Shipments or deliveries arriving "unpaid" will be refused. Customs regulations must be complied with and all duties paid.

Unloading/reloading

If you require handling services for unloading/reloading your truck, please contact our official provider SCALES.

Contact: Sarah Ejilali / scales.expo@scales.fr
Tel: +33 134 487 444 / +33 673 998 782

Only SCALES will be allowed to use mechanical equipment (forklift, electric hand lift, tail-lift trucks or elevation platforms) inside the venue.

Transportation vehicle access

All trucks (over van size) must book a time slot for unloading or reloading with our official provider SCALES. Trucks arriving without a confirmed timeslot will be given access to the unloading area only when space is available.

Contact SCALES to book a timeslot for your truck.

Contact: Jorge Reina / jreina@scales.fr

Book your timeslot before 14th March, 2013



Upon arrival all transportation vehicles must register at the SCALES office in the truck waiting area. They will wait there until allowed to enter the Palais des Congrès unloading bay.

The truck waiting area for unloading is located next to the Palais des Congrès, boulevard d'Aurelle des Paladiennes, Paris. See map page 18.

The location of the truck waiting area for reloading will be announced later in the year on the exhibitor web portal.

Parking

Only short-term parking is allowed for unloading/reloading inside the venue. Night parking is strictly forbidden.

If needed, trucks can be parked during the congress in the car park located Porte de Versailles, Terrasse H / Porte D (entrance/exit). See access map - page 18

Approximate costs for 7 days (estimates based on 2012 from Saturday 18th May to Friday 24th May, 2013)

› Car:	€ 95
› Commercial vehicle:	€ 170
› Truck (less than 6 T):	€ 200
› Truck (more than 6 T):	€ 225

Prices mentioned are an indication only.

Please contact the Palais des Congrès staff for reservations: Angélique Marie
angelique.marie@viparis.com / Tel: +33 140 681 525

Storage

Storage of boxes or empty containers behind or inside the stand is strictly forbidden.

For storage needs, contact SCALES, our official provider.

Sarah Ejilali / scales.expo@scales.fr

Tel: +33 134 487 444 / +33 673 998 782

We remind you that a storage room is not a secure place. Please do not use it for valuables.

Clean-up

Bulky parcels, panels and various structures left in the exhibition hall or in the loading bay after the dismantling period will be destroyed and removal will be invoiced to the corresponding exhibitor's stand builders.

Entry passes for stand builders

Exhibitors must submit the **Stand builders entry passes form** before 14th March, 2013. All individuals working on the installation of stands must be registered on this document. Those not listed will not be given an entry pass.

The list must include:

- › Exhibiting company name and booth number
- › Provider company name
- › Surname
- › First name
- › ID number



Find the registration form on the exhibitor web portal on <http://exhibitors.europcr.com>

Send the Stand builders entry passes form before 14th March, 2013



Free exhibitor badges

The number of free exhibitor badges is allocated according to your stand size:

► 1-17 sq.m:2
► 18-36 sq.m:5
► 37-54 sq.m:10
► 55-70 sq.m:15
► 71-100 sq.m:20
► 101-150 sq.m:30
► 151-200 sq.m:40
► 201-250 sq.m:50
► 251 sq.m and/or above:60

Free exhibitor badges give access to all scientific sessions, exhibition free on-site catering and free access to the online version of the PCR-EAPCI Textbook. They do not include subscription to EuroIntervention Journal.

For security reasons, access to scientific sessions will not be granted if a session room is full. Europa Organisation can not be held liable if entrance to a room is not possible because the maximum capacity has been reached.

To register your team and benefit from the allotment of free badges, please connect to the exhibitor web portal and fill out the **Group registration form**.

To order more exhibitor badges go to page 36.

Badges must be worn at all times within the Palais des Congrès. Lost badges will not be replaced – a new badge will have to be purchased at the on-site price. The misuse of badges will result in the expulsion of those concerned.

All name changes after 17th April will be invoiced €50 (VAT included).



Find the **Group registration** on the exhibitor web portal on <http://exhibitors.europcr.com>

Send all your registrations before 30th April, 2013



Stand & promotional activities



Promotional activities require prior approval from Europa Organisation.

The main activity of any exhibition stand should be the presentation of the exhibiting company and/or its products or services. The use of photographers, portrait artists or other performers is not permitted without prior approval from Europa Organisation.

Distribution or display of materials and flyers by the exhibitors is limited to:

- The company's exhibition space
- Industry badge pick-up desks

Audio & visual activities

The projection of films and slides; amplification with the aid of loudspeakers; the production of music and/or sound; as well as the use of lighting, computer monitors and television screens are acceptable within the stand space, provided that no disturbance is caused.

Photography & filming

No part of the building or exhibition may be photographed or filmed without prior approval from Europa Organisation and/or the relevant exhibitor. Europa Organisation is entitled to photograph, draw or film the installations and stands, as well as the exhibits and to use these reproductions in its publications and in the press.

Quizzes & competitions

Only quizzes with scientific content can be held at the stand. All such activities must have prior approval from Europa Organisation. Interactive technology-based on quizzes may be accepted provided their focus remains scientific knowledge and they have no negative impact on the exhibition area or other rules within this document.

Giveaways

Notwithstanding the legal responsibilities of each exhibitor on his own stand, Europa Organisation accepts that small giveaways are provided in the exhibition. The distribution of giveaways should be low profile and should in no way overshadow the main activity of the stand. The activity must not disturb neighbouring stands or cause queues outside the stand area. The distribution of counterfeit items will be punished under French law.

Staffing on stands

All exhibitors must ensure that a staff member is present on the stand at all times. Unattended stands present a security risk. Europa Organisation will not be held liable for any damage or theft resulting from an unstaffed stand. We remind you that a storage room is not a secure place. Please do not use it for valuables.



Want to increase the security of your stand? See our official provider contact details on the exhibitor web portal on <http://exhibitors.europcr.com>

Promotional rights

The use of any EuroPCR branding and visuals (such as logos, images, graphics, graphic charts...) in any advertising, publicity, signage, product, printed matter, film, video or other media, is strictly forbidden unless prior approval is granted by Europa Organisation.

A copy of the EuroPCR corporate identity rules and the EuroPCR logo can be obtained upon request.



The use of EuroPCR branding and visuals is not allowed without prior approval from Europa Organisation.

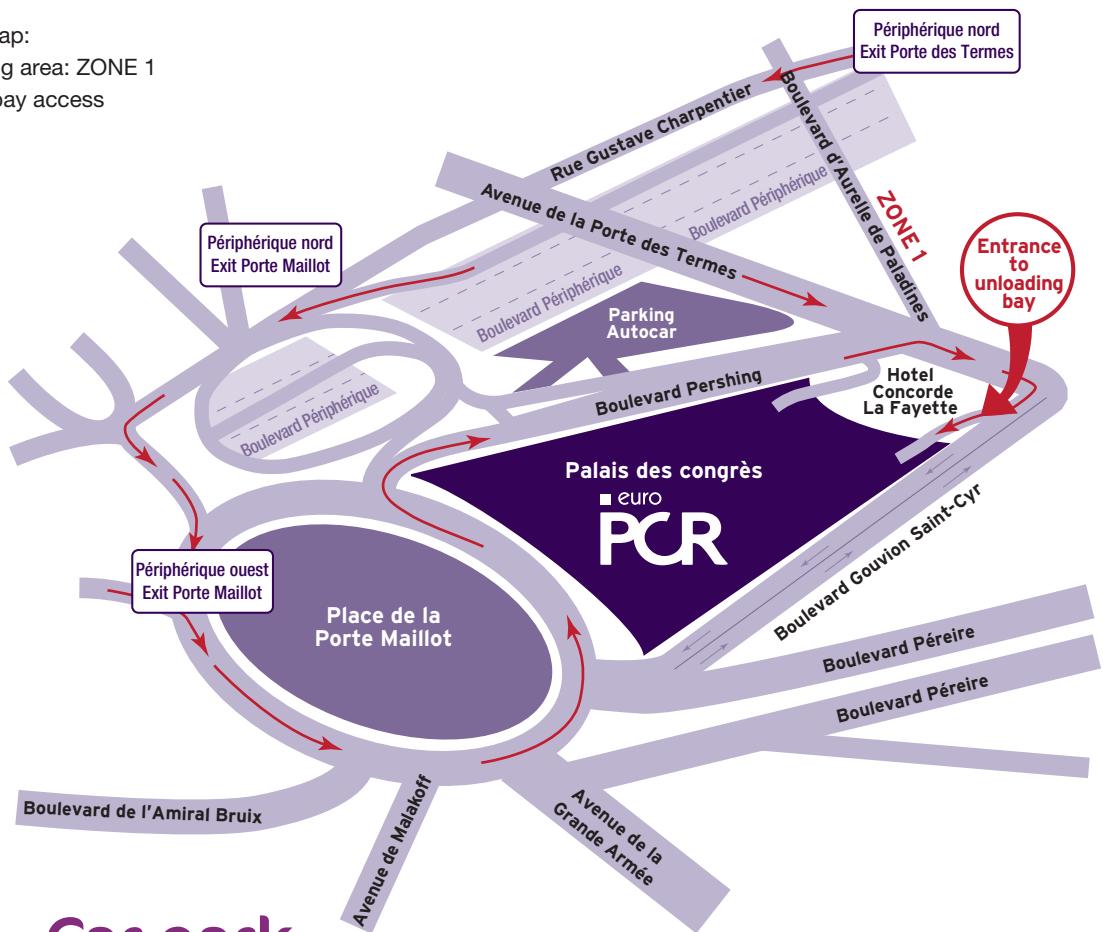


For all your on-site needs, e.g. ordering, practical information concerning the construction or dismantling of your stand, life in the exhibit hall or complaints, come and see us at the Exhibitor support centre at the Palais des Congrès, Level 1.

MAP - Transportation vehicles access

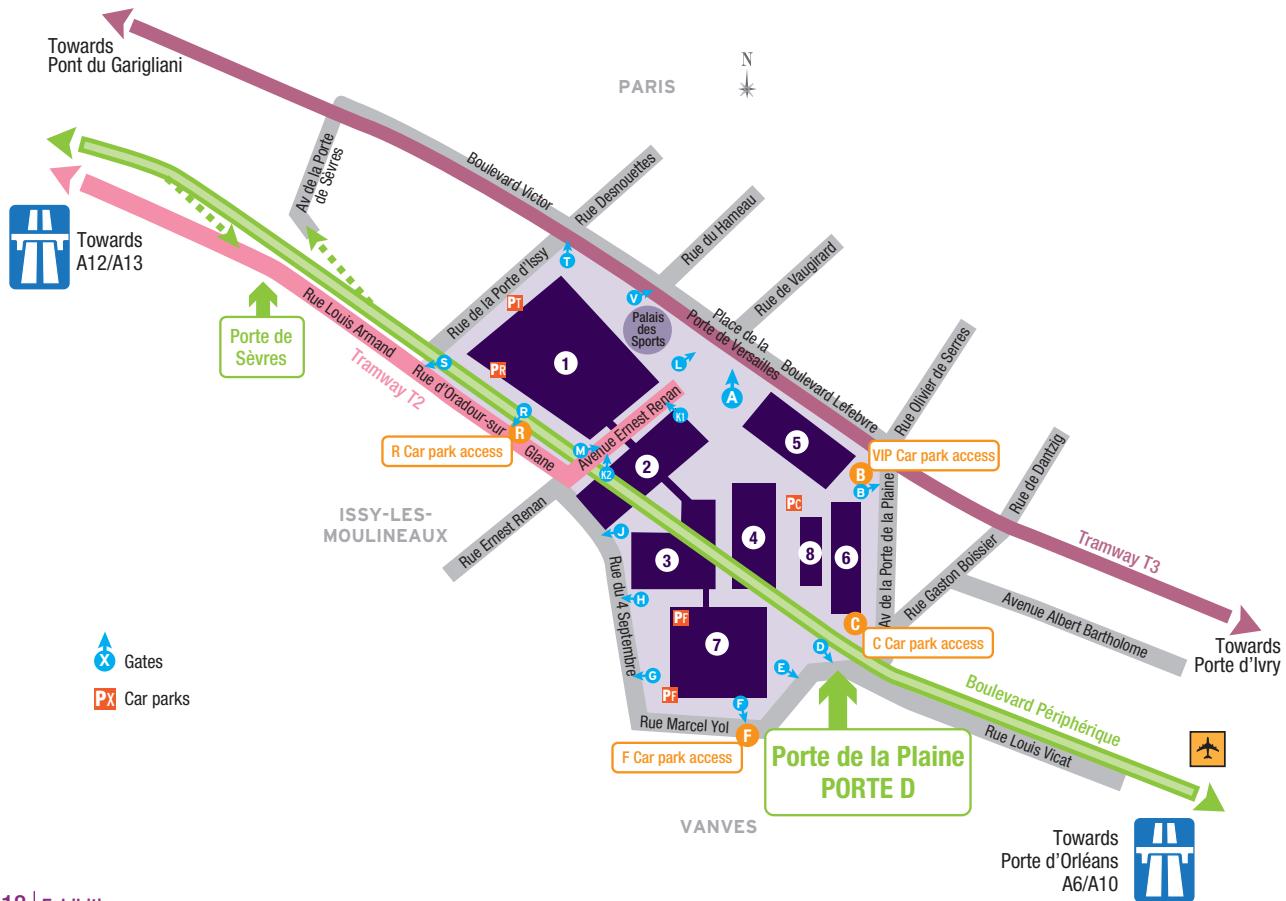
Find on this map:

- ▶ Truck waiting area: ZONE 1
 - ▶ Unloading bay access



MAP - Car park

Access to the car park located at Porte de Versailles for cars and trucks during the Course.



Industry supported sessions

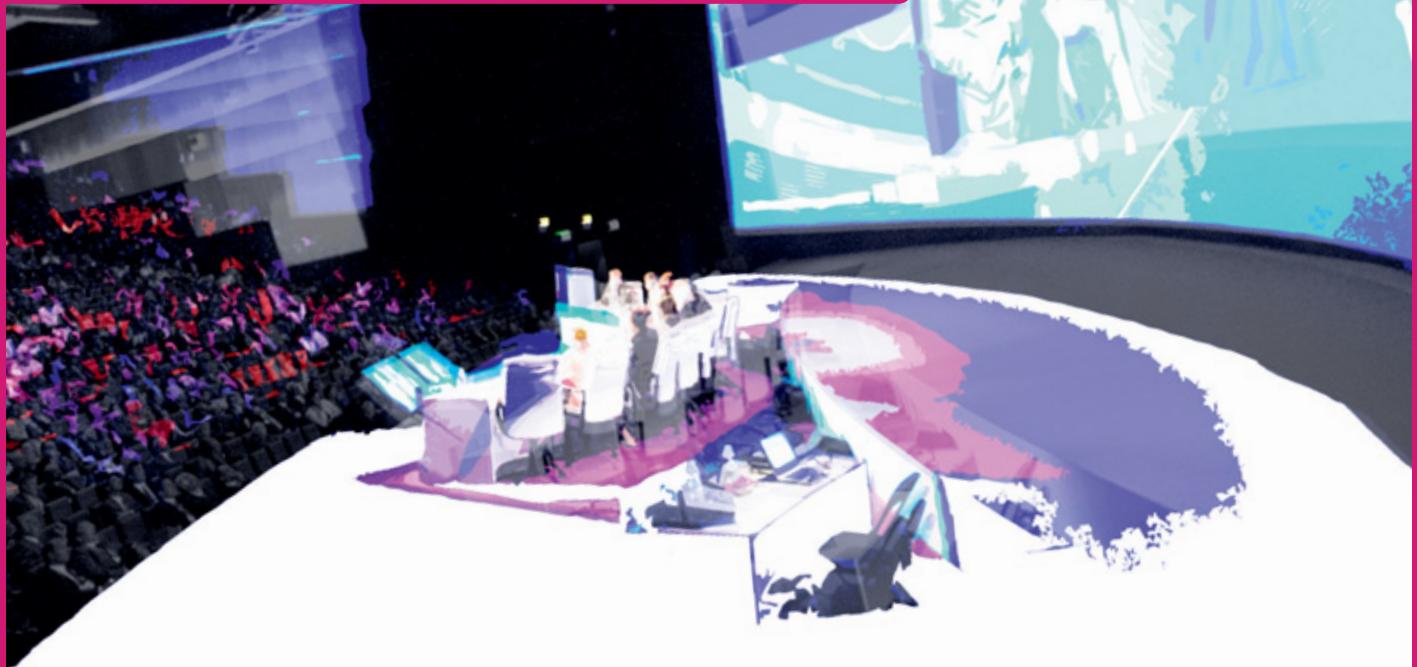


Table of contents

Industry supported sessions	19
Tools & Techniques (TNT)	20
Symposia.....	21
60 minutes inside.....	21
How should I treat?	22
Training village	23
Scientific sessions guidelines.....	24
On-site guidelines	26
EuroPCR faculty management.....	27
Sessions in a nutshell.....	28



Contacts

► **Contacts for orders and support:**

Sylvia Duprat, sduprat@europa-organisation.com

Elisabeth Laffont, elaffont@europa-organisation.com



Need information on the EuroPCR
scientific programme?
Check europcr.com regularly

Exhibitor web portal

An interactive space entirely dedicated to your partnership with EuroPCR

► **One click to EuroPCR for exhibitors:**
exhibitors.europcr.com

- Updates
- Order forms
- Registration forms
- Official provider catalogues and contact details
- Uploading tool



Keep it handy! Copy the login and password you will
be provided with your stand order confirmation:

WEB : <http://exhibitors.europcr.com>

MY LOGIN :

MY PASSWORD :

Important

- In order to support an educational scientific session,
you must be an exhibitor (minimum stand size 36 sq.m.).
- All rates are given VAT excluded (19.6%).
- Full payment is required upon receipt of invoice.

- No refund in case of cancellation by the industry partner.
- Order forms are downloadable from the exhibitor web portal with
the sales terms and conditions.

Industry supported sessions

General considerations

In order to support an educational scientific session, you must be an exhibitor (minimum stand size 36 sq.m). All requests must be approved by the EuroPCR Board, who reserves the right to refuse an application and/or modify the content and/or proposed speakers.

If you choose to support a scientific session (Tools & Techniques, Symposium, 60 minutes inside: ..., How should I treat?), the following is included:

- › Room rental
- › Session and industry partner's name in printed and online programmes
- › On-site signage
- › Technical assistance in the room
- › One hostess per room
- › A room on-site for a one hour pre-session preparation meeting with chairperson(s), panellist(s) and speaker(s)
- › Visibility in EuroPCR communication material

For more information on what's included in the Training village, please see page 23.

Signed contracts and acceptance of quotation (to be sent by Europa Organisation upon receipt of duly completed order form – downloadable from the exhibitor web portal) constitute a contractual undertaking and will result in invoicing according to the conditions outlined. Full payment is required upon receipt of invoice.

In case of cancellation by the industry partner, there will be no refund. The rate of a scientific session corresponds to the format of the session and does not depend on the size of the room.

Industry partners who wish to support a scientific session are responsible for the payment of the registration fees and related transport and accommodation expenses of the associated faculty (see faculty management page 27).

Session content and proposed speakers and chairpersons are approved by the EuroPCR Board before being integrated into the scientific programme.

Room/date/time slot allocation is done by the EuroPCR Board, based on the coherence of the entire scientific programme, availability of the proposed chairperson and a match between room capacity and the content of your programme to guarantee the success of your session. Europa Organisation reserves the right to modify the number of seats per room as well as the room set-up.

Sessions supported by industry partners are announced in the programme as "with an unrestricted educationnal grant from..." and are scheduled at midday and in the afternoon.

EBAC

The EuroPCR scientific programme is reviewed every year by the European Board for Accreditation in Cardiology (EBAC) to receive accreditation. EBAC is an independent body constituted by European specialists in cardiology and medical education. EBAC accreditation confirms the scientific & educational quality of a programme, and allows the participants to receive CME credits for the time spent in the educational activity. EBAC works in cooperation with the EACCME (European Accreditation Council for CME) and EBAC CME credits are recognised in most European countries which have a running CME system. EBAC CME credits can also be reported to the American Medical Association.

EBAC Accredited Educational Programme

As Industry Partner, you have the opportunity to support a scientific session at EuroPCR and apply for EBAC accreditation. A symposium with EBAC accreditation will be officially announced as "EBAC Accredited Educational Programme supported by an unrestricted educational grant from...". If you wish to apply for EBAC accreditation for the session you are organising, please contact us for further information.

Get more out of your session & broaden your audience!

- | | |
|--|----------|
| › Emailing campaigns before and/or after the session | p. 50 |
| › Session CDs or USB keys | p. 46 |
| › Webcast sessions with free access on PCRonline..... | p. 46-47 |
| › Session transmission | p. 47 |
| › Smartphone advertising..... | p. 30 |
| › Voting system..... | p. 26 |

Tools & Techniques (TNT)



- 90 minutes of live case transmission
- Innovations, challenging situations, difficulties in daily practice
- Cognitive teaching techniques
- Audience interactivity

Session scenario

Chapters	Duration	Content	Duration: 120 minutes
Introduction	5 minutes	‣ The chairperson presents the objectives and the outline of the session.	
Live case transmission	2 x 45 minutes from the same live centre	‣ Case selection is based on pre-defined objectives. ‣ Each live case transmission timeslot is scheduled in advance as an integral part of the session. ‣ Only one case should be performed for each live case transmission slot.	
Spot lectures	5 minutes maximum per spot lecture	‣ 4 panellists make spot lectures on the technical aspects of the case, underlining 1-2 key messages each.	
Discussion	15 minutes	‣ Timeslots for interactivity and discussion are pre-determined and included in the session scenario and must be well planned in order to add value to the session.	
Take-home message	5 to 10 minutes	‣ At the end of the session, the chairperson presents a prepared take-home message that covers the main points, and allows the participants to leave with a clear message.	

Session fee

Option 1	Option 2
Session fee € 74,000	Session fee € 74,000
	Speakers' honoraria* (4 x € 1,200) € 4,800
	Chairpersons' honoraria* (2 x € 1,800) € 3,600
	Honoraria administrative handling fees 25% € 2,100
TOTAL € 74,000	TOTAL € 84,500

* The number of chairpersons and speakers cannot be modified. Should the industry partner choose to invite fewer speakers and chairpersons than indicated above, the total amount invoiced will not be modified. Please note that, as stated above, only chairpersons and speakers will receive honorarium.

Operators, panellists, etc... are not included in this offer (i.e. they will not receive honorarium from Europa Organisation). However, their transport fees to/from Paris and accommodation in Paris (if applicable) remain the Industry Partner's responsibility.

Full payment upon receipt of invoice. These rates do not include the registration fees, transport and accommodation expenses of the chairpersons and speakers to be paid by the industry partners. Invoices for these expenses will be sent post-EuroPCR.

Live case transmissions: an educative tool and an essential part of EuroPCR

For obvious ethical and educative reasons, Europa Organisation is solely responsible for the financial and logistical organisation of live case transmissions. If an industry partner chooses to substitute a live case transmission by a recorded case, the logistics and costs are the responsibility

of the industry partner. If a video is shown during the session, Europa Organisation must be informed whether this video will be shown from Paris or elsewhere. Please communicate with Europa Organisation regarding the technical specifications of recorded cases.



Live centres are selected by the EuroPCR Board. Operators will be selected by Live centres. No logos or slides with product specifications from the industry are allowed during live case transmissions.

Symposia

- State-of-the-art lectures
- Syntheses of studies and trials
- Practical solutions to patient/lesion problems for the audience

Session scenario

Chapters	Duration	Content	Duration: 90 minutes
Introduction	5 minutes	‣ The chairperson presents the objectives and the outline of the session.	
Lectures	4 x 15 minutes	‣ 4 talks are presented by 4 different speakers.	
Discussion	15 minutes	‣ After the lectures, 15 minutes are dedicated to discussion between the panel and the audience.	
Take-home message	10 minutes	‣ At the end of the session, the chairperson presents a prepared take-home message that covers the main points, and allows the participants to leave with a clear message.	

Session fee Symposia

Option 1	Option 2
Session fee € 52,000	Session fee € 52,000
	Speakers' honoraria* (4 x € 1,200) € 4,800
	Chairpersons' honoraria* (2 x € 1,800) € 3,600
	Honoraria administrative handling fees 25% € 2,100
TOTAL € 52,000	TOTAL € 62,500

New 60 minutes inside: ...

- Direct communication about technology or novel applications
- Session must be held during an afternoon time slot

Session scenario

Chapters	Duration	Content	Duration: 60 minutes
Introduction	5 minutes	‣ The chairperson presents the objectives and the outline of the session.	
Lectures	3 x 14 minutes	‣ 3 talks are presented by 3 different speakers.	
Questions and answers	10 minutes	‣ After the lectures, time is dedicated to discussion with the audience.	
Take-home message	3 minutes	‣ At the end of the session, the chairperson presents a prepared take-home message that covers the main points, and allows the participants to leave with a clear message.	

Session fee 60 minutes inside: ...

Option 1	Option 2
Session fee € 48,000	Session fee € 48,000
	Speakers' honoraria* (3 x € 1,200) € 3,600
	Chairperson's honoraria* (1 x € 1,800) € 1,800
	Honoraria administrative handling fees 25% € 1,350
TOTAL € 48,000	TOTAL € 54,750

* The number of chairpersons and speakers cannot be modified. Should the industry partner choose to invite fewer speakers and chairpersons than indicated above, the total amount invoiced will not be modified. Please note that, as stated above, only chairpersons and speakers will receive honorarium. Operators, panellists, etc... are not included in this offer.

Full payment upon receipt of invoice. These rates do not include the registration fees, transport and accommodation expenses of the chairpersons and speakers to be paid by the industry partners. Invoices for these expenses will be sent post-EuroPCR.

How should I treat?

- Challenging case presentations
- Debates with experts on best treatment option and management of the patient
- Highly interactive and case-based

Session scenario

Chapters	Duration	Content	Duration: 90 minutes
Introduction	5 minutes	‣ The chairperson presents the objectives and the outline of the session.	
Case 1:	40 minutes		
Presentation of the case	5 minutes	‣ Speaker 1 presents the case and outlines the different treatment options.	
How would I treat?	2 x 5 minutes	‣ Experts 1 and 2 explain how they would treat the case according to the information presented by speaker 1.	
How did I treat?	10 minutes	‣ Speaker 1 presents how he actually treated the patient.	
Discussion	10 minutes	‣ A discussion between the experts, speakers and audience, led by the chairperson.	
Consensus	5 minutes	‣ Consensus on the best treatment option for the patient.	
Case 2	40 minutes	‣ Same scenario as for Case 1, with the same experts, speaker 2 responds with "How did I treat?"	
Take-home message	5 minutes	‣ At the end of the session, the chairperson presents a prepared take-home message that covers the main points, and allows the participants to leave with a clear message.	

Session fee

Option 1	Option 2
Session fee	€ 28,000
	Session fee
	Speakers' honoraria* (4 x € 1,200)
	Chairpersons' honoraria* (1 x € 1,800)
	Honoraria administrative handling fees 25%
TOTAL	€ 28,000
	TOTAL
	€ 36,250

* The number of chairpersons and speakers cannot be modified. Should the industry partner choose to invite fewer speakers and chairpersons than indicated above, the total amount invoiced will not be modified. Please note that, as stated above, only the chairperson and speakers will receive honorarium. Operators, panellists, etc... are not included in this offer.

Full payment upon receipt of invoice. These rates do not include the registration fees, transport and accommodation expenses of the chairpersons and speakers to be paid by the industry partner. Invoices for these expenses will be sent post-EuroPCR.

Training village

- › Virtual reality or hands-on sessions
- › Practical and clinical experience
- › Device knowledge and manipulation skills improvement
- › "Coaching" style of teaching

Simulation / virtual reality sessions

Based on the use of simulators, these sessions allow attendees to virtually practice coronary or peripheral/endo-vascular angioplasties by combining practice and diagnostic reasoning.

Hands-on sessions (models)

Based on the manipulation of real tools on plastic models, these sessions are more clinical than the practical sessions.

They allow attendees to become familiar with the use of devices in conditions close to real practice.

If you choose to support a Training village session, the following is included:

- › 4-day room rental
- › training sessions and industry partner's name in printed and online programmes
- › on-site signage
- › registration system

Attendees must register on-site for the Training village sessions. Attendance per session is limited to ensure maximum interactivity.

Training village sessions are not accessible on invitation only. The industry partner has to keep at least 50% of the seats available for on-site registration. Lists of the pre-registered seats have to be sent to Europa Organisation prior to the Course.

The timing and duration of each Training village session are to be determined by the industry partners.

Training village sessions cannot start before 1:00pm on Tuesday 21st May and cannot end after 11:00am on Friday 24th May.

Session fee

Option 1	Option 2
Session fee € 35,000	Session fee € 35,000
	Trainer's honorarium* € 1,200
TOTAL € 35,000	Honorarium administrative handling fees of 25% € 300 TOTAL € 36,500

* The number of trainers is at the discretion of the industry partner. Each trainer will be paid only one honorarium fee of €1,200 for his/her contribution at the Training Village, irrespective of the number of sessions or presentations he/she delivers within the duration of the Training Village. The industry partner will be invoiced the session fee + the number of involved trainers at a cost of €1,200 + €300 each. In case the number of trainers is not known when ordering the training session, the industry partner will be invoiced for only one trainer's honorarium. Should there be more than one trainer, the partner will be invoiced post-EuroPCR for each additional trainer's honorarium.

Full payment upon receipt of invoice. This rate does not include the registration fees, travel and accommodation expenses of the trainers to be paid by the industry partner. Invoices for these expenses will be sent post-EuroPCR.

Scientific session guidelines

Timelines

October

- ▶ Draft outline of the session (proposed title, objectives, chairpersons, lecture titles, speakers)

November - December

- ▶ Review and input on the industry supported sessions by the EuroPCR Board

January

- ▶ Final validation of the session by the EuroPCR Board
- ▶ Invitations sent to chairpersons and speakers by Europa Organisation

A step-by-step process

Creativity and credibility are what makes a session work!

The steps outlined below are a guide to the session construction process. In a logical fashion, they identify what building blocks are needed to ensure an educative and interactive session.

1. Theme & target audience

Identify the theme of the session. Define the target audience, its level of experience and expertise.

2. Objectives

Objectives: an essential building block of the session. What should the attendees know, or be able to do after the session? "To better understand the risk of...", "To learn more about", "How to differentiate...".

Objectives allow the attendees to identify the sessions which correspond to their educational needs.

3. Topics & lectures

Take the overall theme and go one step further - defining the topics and lectures. Keep in mind the target audience and the chosen format.

4. Chairperson

The "right" chairperson is one of the keys to a successful session. His/her role is a pivotal one. A proactive chairperson who participates in the construction of the session and communicates with the speakers and the audience, will ensure the session is interactive.

Identify an experienced chairperson, with good pedagogic skills, and who can spend sufficient time preparing the session.

5. Speakers

Choose speakers who are prepared to play an active role in the session, who communicate closely with the chairperson and apply the guidelines.

6. Communicate & collaborate

Once the above steps are completed, the session must be approved by the EuroPCR Board - who validates the educational value of all sessions. Communicate openly with the EuroPCR Board and Europa Organisation in order to define the final, approved version.

7. Fine-tuning

Close collaboration and preparation will ensure the session is oriented towards the educational expectations of the attendees, using cognitive learning techniques.



Experience has shown that by working together with the EuroPCR Board, the sessions are more polished. In order to have their feedback early in the construction phase, please let us know when you'd like input from them, and we'll be happy to organise a conference call. Do note that they have busy agendas, and we need as much notice as possible!

Faculty key responsibilities

Faculty key responsibilities are outlined below to help you distinguish each specific role in the session.

Chairperson

The chairperson is chosen for his/her experience and pedagogic skills, thereby being able to relate to the audience and successfully transfer information. The chairperson is responsible for the educational content and quality of the session.

Their role is to:

- ▶ Communicate with the speakers and organise conference calls to coordinate the presentations. Europa Organisation will send a matrix containing the contact details of all speakers
- ▶ Coordinate the presentations in order to avoid overlapping or too many slides
- ▶ Centralise all presentations ahead of the Course in order to prepare questions & answers, comments and the take-home message
- ▶ Ensure the timing of the session is respected: it is important that lectures and live case transmissions do not run overtime
- ▶ Stimulate interactivity with the attendees and/or panel by working with the co-chairperson and preparing questions in advance
- ▶ Ensure the objectives of the session are covered by the lectures, and have been reached by the end of the session

Co-chairperson

Chosen for his/her experience and pedagogic skills, the primary role of the co-chairperson is to work in close collaboration with the chairperson of the session, assisting in the following tasks:

- ▶ Participate in the on-site meeting with all speakers the day before the session
- ▶ Stimulate interaction between the attendees and/or panel by working with the chairperson and preparing questions in advance
- ▶ Present a take-home message at the end of the session that covers the main points, and allows the participants to leave with a clear message (this message can also be presented by the chairperson).

Tools & Techniques chairperson and co-chairperson

In addition to the above key responsibilities, the Tools & Techniques chairpersons must be very familiar with all cases (they will be provided with an access code for www.pcronline.com in order to consult the cases before arriving in Paris).

Speaker

Speakers are chosen due to their expertise.

Their presentations will be part of a session with predefined objectives and should aim at transmitting key messages. Emphasis should be put on the quality of the message rather than the quantity of information presented - "less is more!" Speakers must work in close collaboration with the chairperson in order to maximise the interactivity and should participate in the preparatory meetings, conference calls, and the pre-session meeting on-site.

Panellist

A panellist's presence aims at enhancing interactivity - bringing discussion and debate to the session.

Panellists must work closely with the chairperson, and participate in the preparatory meeting organised by the chairperson. During the pre-determined timeslots dedicated to discussion, panellists are asked to actively participate in the debate. Panellists can be added to a session but this must be approved by the EuroPCR Board.

Trainer

Trainers are chosen to conduct training workshops because of their strong pedagogic skills. Training village sessions aim to create awareness of the latest innovations through hands-on training on new or existing interventional techniques. Their role is to improve both the device knowledge as well as the attendees manipulation skills and ensure that training combines practice and diagnostic reasoning.



All faculty are required to be in the room for the duration of the session.

What makes a good educative session?

- 1 - Clear and attractive session title and objectives
- 2 - Close collaboration between the industry partner and the faculty
- 3 - Good communication between the chairperson and the speakers
- 4 - Polished slides
- 5 - On-the-dot session timing

Faculty presentations

Speakers are asked to use EuroPCR slide templates to present their lecture and ensure a smooth transition from one speaker to the next.

Speakers must show a conflict of interest slide before starting their lecture.

The EuroPCR template and conflict of interest slides will be sent to all speakers by Europa Organisation and will be downloadable on www.europcr.com and on the faculty guest website.

To achieve EuroPCR objectives, speakers are required to comply with the number of slides based on the length of their lectures:

- ▶ 5-minute talk: 7 slides maximum
- ▶ 10-minute talk: 15 slides maximum
- ▶ 15-minute talk: 20 slides maximum

Respect of timing is crucial: it is important not to run over allocated lecture times. A timer on the lectern will indicate the time remaining to the speaker.

Slide guidelines:

Effective slides ensure a successful presentation.

Clear and visible presentations include:

- ▶ A large font size so all text is legible (suggested font size: title Arial 40 bold, subtitle Arial 30 italic, text Arial 28). The same font should be used throughout the presentation
- ▶ A limited amount of red text as well as contrasting colours (yellow text on dark blue, orange text on purple etc) as it is difficult to read at a distance
- ▶ A maximum of 7 lines of text per slide
- ▶ Bullet lists with short phrases
- ▶ Italics to emphasise certain words or phrases
- ▶ No more than 2 pictures on each slide
- ▶ No flashy animations

Presentations should be sent to the chairperson well in advance of the Course for review and to avoid overlapping of content. Slides must be in PowerPoint format.



Slide management system

During his/her lecture, the speaker will control his/her slides via a laptop located in the room's pulpit. Session, lecture titles and faculty name will appear on the screen (managed by the technical team) for each presentation.

EuroPCR's speakers can upload their slides in two ways:

- ▶ Prior to the Course, slides can be uploaded online. All faculty will receive a personal code
- ▶ On-site via the preview room. Slides must be uploaded no later than 3 hours before the session is due to start

Each speaker must come to the preview room with separate PowerPoint files for each talk. If all the slides are in a single PowerPoint file, the system will not accept it. All presentations must transmit via the slide management system. Laptops are not permitted in the rooms under any circumstances.

On-site guidelines

The organisation of sessions that are parallel to the EuroPCR scientific programme, within a radius of 1km from the Palais des Congrès, is strictly forbidden throughout the duration of the Course.

Session room

Access to the session room for technical or other reasons is not permitted before the beginning of the session, as another session will be in progress in the room. It is not possible to stay in the room after the end of the session and/or to organise receptions inside or in front of the session room. For security reasons, access to scientific sessions will not be granted if a session room is full. Europa Organisation can not be held liable if entrance to a room is not possible because the maximum capacity has been reached.

Audio and/or video recording is not permitted during sessions.

Badges allow access to every room. However, for security reasons, if a session room is full, access will not be granted. Europa Organisation cannot be held liable if entrance to a room is not possible because the maximum capacity has been reached.

It is strictly forbidden for industry partners to filter attendance to their session at the entrance to the room.

Eating is not allowed in session rooms.

Technical information

All rooms are fully equipped to EuroPCR standards.

Main rooms include the following equipment:

Sound:

- › Wireless head-set used at the lectern
- › 1 microphone for 2 panellists
- › From 4 to 10 (depending on room size) stand-alone microphones for the audience

Video:

- › High-quality/power video projector
- › Minimal graphics resolution: 1920x1080 pixels
- › Minimal power: 18,000 lumens
- › Minimal size: 7x4 metres
- › 2 cameras
- › Video or graphic switcher with 2 PIP capability (slides and speaker on the main screen)
- › EuroPCR graphic background on screens

No technical set-up and no additional equipment from the industry partner is allowed in the session room. All technical aspects are run by the EuroPCR technical team comprising:

- › Stage manager (chairperson/panellist/speaker support on stage)
- › Programme coordinator
- › Live centre coordinator in the case of live transmission
- › Sound assistant
- › Technical backstage support (sound engineer, light operator, director, ...)

Voting system

Industry partners supporting a session may wish to use a voting system. Europa Organisation will contact all industry partners in March 2013 with further information and rates. Not all rooms are adapted to the use of a voting system, so this should be discussed before ordering.

Session signage

The logo of the industry partner will be used for on-site signage, online and printed programmes. Depending on the size of the room, the logo will be used to announce the session on a screen or a poster placed at the entrance of the session room.

It is your responsibility to provide Europa Organisation with the logo and the company name as it will appear in all EuroPCR communication material. (For more information see page 32)

No additional signage is permitted. Unauthorised banners will be removed by the on-site staff.

Table and lectern banners cannot be customised.

Hand-outs

Except for the industry partner's designated stand area, hand-outs cannot be distributed within the convention centre. No marketing hand-outs are permitted in the session rooms.



Distribution of scientific hand-outs is allowed in certain rooms only but must be approved by Europa Organisation prior to the Course. Hand-outs should be printed only after approval from Europa Organisation.



The use of the EuroPCR logo on communication material requires prior approval from Europa Organisation.

The official EuroPCR logo is available upon request, from Europa Organisation.

More session services

Many additional services and advertising opportunities are available to ensure the success of your session.

See page 46 for advertising and promotion.

See page 36 for additional services.



Audio-visual production

We offer you the opportunity to use our production team for your needs in terms of recording, editing and transmitting Live. See page 38 for more information.

EuroPCR faculty management

All chairpersons, speakers, panellists and trainers involved in sessions supported by the industry are considered EuroPCR faculty.

Industry partners have two alternatives regarding the management of their faculty.

- ▶ Option 1: the industry partner can either undertake their faculty transport & accommodation bookings, or entrust the responsibility to Europa Organisation.
- ▶ Option 2: Europa Organisation will take care of travel & accommodation bookings for faculty involved in industry-supported sessions

Invitation

Invitation letters will be sent to faculty by Europa Organisation on behalf of the industry partner and the EuroPCR Board in January.

In case of a time conflict, i.e. the faculty is asked by several companies to be involved in a session taking place on the same date and timeslot; he/she will be asked to choose only one of these sessions.

If a faculty declines an invitation to participate in a session, the industry partner will be asked to propose another faculty to replace him/her.

All faculty will be asked to sign the Professional Healthcare Agreement outlining his/her key responsibilities and collaboration with EuroPCR.

Please note that once official invitations are sent by Europa Organisation to chairpersons and speakers, option changes (Option 2 modified to Option 1) are not possible.

Faculty registration, transport and accommodation



Industry partners who wish to support a scientific session are responsible for the payment of the registration fees and related transport and accommodation expenses of the faculty. Invoice for faculty registration, transport and accommodation expenses will be sent within 2 months following the Course.

The maximum number of faculty that will be invoiced to a given industry partner is equivalent to the number of faculty in their supported sessions.

In the case of a faculty participating in several sessions supported by other industry partners, the faculty will be allocated to one industry partner ONLY.

The industry partner is informed of the draft faculty list they are paying for in March. This list is subject to change depending on faculty cancellations, for example.

Registration

Europa Organisation will take care of registering faculty involved in sessions supported by the industry at the early-bird rate. Faculty will be asked to collect their badge from the guest lounge in Paris. Industry partners will be invoiced post-Course for faculty registration fees.

Logistics handled by Europa Organisation

There are several advantages of having your faculty transport and accommodation organised by Europa Organisation:

- ▶ Simplicity
- ▶ Guarantees that your faculty will be in one of the official hotels (located next to the convention centre)

Accommodation in a single room, bed-and-breakfast basis in a 4 star hotel or equivalent located within a short distance of the convention centre, for 4 nights only (from Monday 20th May to Friday 24th May - Friday night is not included). Europa Organisation is not in charge of organising any kind of transfer and ground transportation for faculties.

Please note that a 15% administrative handling fee will be charged on travel & accommodation expenses only.

Logistics handled by the industry partner

When logistics for faculty are handled by the Industry Partner, we recommend you adhere to the EuroPCR faculty travel & accommodation guidelines above to ensure consistency for all faculty.

- ▶ Faculty transport guidelines
 - flights of 6 hours or less in economy class and flights exceeding 6 hours in business class
 - train trips in first class
- ▶ Faculty accommodation guidelines

Faculty reimbursement policy

EuroPCR transport and accommodation reimbursement guidelines are outlined in the Professional Healthcare Agreement that will be addressed by Europa Organisation to all faculty.

The above expenses (transport & accommodation) are being covered directly by Europa Organisation, and paid directly to the service providers; as a matter of fact, the Professional Healthcare Agreement reimbursement guidelines stipulate that no such expense shall be reimbursed directly to the Healthcare Professional (faculty).

The following expenses will not be reimbursed by Europa Organisation, faculty will be asked to contact the industry partner directly to request reimbursement. It is left to the full appreciation of the industry partner to decide what is directly reimbursed for their supported session faculty.

- ▶ Any means of transport to and from airport/hotel/convention centre
- ▶ Tolls, fuel and parking (including at the airport/train station)
- ▶ Extra expenses (extra nights, room service, mini-bar, restaurant, Internet, laundry, etc)
- ▶ Hotel and transport booked personally by the faculty

In the case of a 'no-show' of a sponsored faculty, the industry partner is required to cover the related costs.

**Send the Session order form
before 5th October, 2012**



Find all order forms on
<http://exhibitors.europcr.com>

Sessions in a nutshell

Session format & management options

OPTION 1: Sessions organised by the industry partner

- | | |
|----------------------------------|-------------|
| → Tools & Techniques: € 74,000 | See page 20 |
| → Symposia: € 52,000 | See page 21 |
| → 60 minutes inside:... € 48,000 | See page 21 |
| → How should I treat? € 28,000 | See page 22 |
| → Training village: € 35,000 | See page 23 |

OPTION 2: Sessions co-organised by the industry partner and Europa Organisation

- | | |
|----------------------------------|-------------|
| → Tools & Techniques: € 84,500 | See page 20 |
| → Symposia: € 62,500 | See page 21 |
| → 60 minutes inside:... € 54,750 | See page 21 |
| → How should I treat? € 36,250 | See page 22 |
| → Training village: € 36,500 | See page 23 |



All rates shown are exclusive of VAT (19.6%)

Faculty transport & accommodation management

page 27

If you chose OPTION 1, you can either undertake your faculty transport and accommodation bookings, or entrust the responsibility to Europa Organisation*.

If you chose OPTION 2, Europa Organisation will undertake your faculty transport and accommodation bookings*.

* Please note that in this instance a 15% administrative handling fee will be charged on travel & accommodation expenses only.



Find all order forms on
<http://exhibitors.europcr.com>



Advertising & promotion

Table of contents

Exclusive sponsorships	29
Daily newspaper	29
Smartphone	30
Poster network	30
Material Catalogue	30
Exhibit guide	31
Escalator windows	31
Bag insertion	31
Advertising rules & requirements	32
Advertising & promotion in a nutshell	33-34

Calendar

JANUARY 2013	FEBRUARY 2013	MARCH 2013	APRIL 2013
Thursday 3rd	Thursday 7th	Thursday 7th	Thursday 4th
Branded note pad and pen sets See p. 29	Daily newspaper - order See p. 29	Cyber space sponsorship - order See p. 29	Bag insertion - order See p. 31
Delegates bag sponsorship - order See p. 29	Escalator windows - order See p. 31	Lunch bags sponsorship - order See p. 29	Escalator windows - artwork See p. 31
	Exhibit guide advertising - order See p. 31	Water coolers sponsorship - order See p. 29	Exhibit guide advertising - artwork See p. 31
	Material Catalogue product page - order See p. 30	Material Catalogue advertising - artwork See p. 30	Exhibit guide - text (company description) See p. 31
	Poster network - order See p. 30	Material Catalogue product page - text See p. 30	Poster network - artwork See p. 30
	Smartphone advertising - order See p. 30	Smartphone advertising - artwork See p. 30	Thursday 11th
			Daily newspaper - artwork See p. 29
			Thursday 25th
			Bag insertion delivery See p. 31

Contacts

► Unique contact for orders and support:

Christine Pereira
cpereira@europa-organisation.com



Help us to help you! In our email exchanges, remember to clearly state the name of the exhibiting company in the subject line of your message.

Exhibitor web portal

An interactive space entirely dedicated to your partnership with EuroPCR

► One click to EuroPCR for exhibitors:
exhibitors.europcr.com

- Order forms
- Updates
- Registration forms
- Official provider catalogues and contact details
- Uploading tool



Keep it handy! Copy the login and password you will be provided within your stand order confirmation:

WEB : <http://exhibitors.europcr.com>

MY LOGIN :

MY PASSWORD :

Important

- All rates are given VAT excluded (19.6%)
- Orders cannot be accepted unless accompanied by a 50% deposit.
- Full payment must be received 2 months prior to the occurrence of the event and/or publication.

- Order forms are downloadable from the exhibitor web portal with the sales terms and conditions.
- For advertising and promotional offers, space will be allocated on a first-come, first-served basis.

Exclusive sponsorships

EuroPCR provides the opportunity to sponsor a few key items which attendees use throughout the week. These are exclusive offers, meaning the first company to request the sponsorship will be the only sponsor for the item or area.

To place your order, connect to the exhibitor web portal on <http://exhibitors.europcr.com> or contact: cpereira@europa-organisation.com

Delegates bag

Essential! This is a great way to put your logo in the hands of the attendees! Europa Organisation takes care of the design and production –you simply tick the box on the order form.

Rate: on demand

Order before 3rd January, 2013



Branded note pad and pen sets

Ensure every participant can make notes during the Course. Display your company name & logo on note pad and pen sets to be given to all attendees. A great take-it-with-you promotion with longevity. Provide us with your logo and we will take care of the logistics.

Rate: € 15,000

Order before 3rd January, 2013



Lunch bags

A unique opportunity to give physicians a reminder of your brand with an environmentally positive message.

Offered in conjunction with the buffet and distributed at a number of strategic locations around the Palais des Congrès, lunch bags provide an alternative for attendees looking for a convenient and quick but balanced meal.

- Eco-friendly, reusable and durable, this bag is made from 100% natural fibres.
- A fantastic alternative to plastic or paper bags, it will be used long after the Course.
- Just the right size for a packed lunch – this bag is ideal for busy physicians “eating on the run”.

A sticker with your logo will be placed on the front of the bag.

Rate per day: € 5,000

Rate for the 4 days of the Course: on demand

Order before 7th March, 2013



Cyber space

One of the highest-traffic areas of the congress, the cyber space is surrounded by the two principal restaurants and the poster area. The cyber space is typically a crowd-drawer, where attendees can stay connected - consulting and printing their emails or simply browsing the Internet.

We can brand furniture, display boards, install screensaver ... your wishes can be discussed.

Rate: on demand

Order before 7th March, 2013



Water coolers

Water coolers are the most environmentally responsible way to provide water to the thousands of EuroPCR attendees. Located throughout the convention centre, your logo will be clearly positioned on the coolers.

Rate: on demand

Order before 7th March, 2013



Daily newspaper

Distributed over the four days of the Course, the Daily has become essential reading over the years - and a perfect complement to the Pocket Agenda. The Daily can be used to effectively communicate about your presence, your session, your products and more.

- Large newspaper format (245 mm x 300 mm)
- 1 issue per day, from Tuesday 21st to Friday 24th May
- Detailed analysis and highlights of the day, portraits and interviews, best of EuroPCR in photographs, not to be missed sessions, etc
- Distributed every morning by hostesses and hosts, and available at self-serve distribution points throughout the convention centre

Advertising rates

1/4 page – front page*	€ 3,100
1/2 page – inner position	€ 3,300
1/4 page – inner position	€ 1,600
Full page – inner position	€ 5,600
Full page – back cover**	€ 7,400

* Priority will be given to industry partners with an industry supported session on the day.

** Only one back page allowed per industry partner.

Technical requirements

Types of files accepted: CMYK, 300 DPI PDFs with bleed, ready to be printed.

Trim size in mm	Bleed size in mm
Full inner page	245 x 300
Full back page	245 x 330
1/2 inner page horizontal	245 x 150
1/2 inner page vertical	122 x 300
1/4 inner page horizontal	245 x 75
1/4 inner page vertical	120 x 147.5
1/4 front page horizontal	245 x 65
	255 x 75

Order before 7th February, 2013

Send your artwork before 11th April, 2013



Smartphone

Experience EuroPCR the smartway...

In 2012, the PCR smartphone App was 100% revamped. Released on the 10th of May, it reached out a higher-than-expected audience!

To the **5,046** existing users, **3,355** new ones downloaded the app on their smartphone.

99% of them subscribed to the "push messages" option.

Last May, the app was used more than **30,600** times!



Breakdown of users:

88% iPhone, 11% Android, 1% Blackberry

The must-have tool for the course!

Attendees have the Course in the palm of their hand. The latest developments in the field, tailor-made to the Course participants, have been compiled in this app.

The participants can..

- Create their personalised programme
- Find exhibitor details, locate their stand and save their contacts
- Scan, save and share business cards
- Schedule appointments in the Exhibition hall
- Use interactive maps to navigate throughout the Palais des Congrès
- Follow the EuroPCR Twitter feed
- Scan the QR codes
- Get breaking news and hot-off-the-press photos in real time

Smartphone advertising offers

- A clickable banner linked to the URL of your choice in the different sections of the application – 7 sections available: A to Z, news, maps, photos, my EuroPCR, exhibitors and www.europcr.com (corporate message only) € 1,000
 - Push message promoting your industry-supported session (Only 1 push message allowed per industry partner per day) € 1,500
 - Logo in the exhibitors list..... € 99
 - Your company name at the top of the exhibitors list. Limited to 4 companies € 550
- Limited offers, first-come, first-served basis.

Rules & requirements

- For top screen banners, only corporate messages are accepted, subject to approval by Europa Organisation
- Technical requirements will be given upon request

Cancellation policy

No refund will be made in case of cancellation.



Poster network

(Metro + Palais des Congrès)

Increase your visibility in the Palais des Congrès and the metro with a network of back-lit posters. The campaign is up for the entire week of the Congress.

- 8 networks combine one multi-display screen and four posters in the Palais des Congrès and Metro. The multi-display screen is located in the registration area, a privileged location of the Palais des Congrès offering a premium visibility. This multi-display screen gives you the possibility to display up to 3 posters.
- 4 networks of 5 posters located in the Palais des Congrès and the Metro.

Pre-reserve a network as soon as possible, first-come, first-served!

Network of 7 posters: € 4,200

Network of 5 posters: € 3,000

Order before 7th February, 2013

Send your artwork before 4th April, 2013



Material Catalogue

What device will I use for this intervention? This is a crucial question doctors are faced with every day! It is not easy for them to make a knowledgeable choice from the multitude of products available on the market, and it is even more difficult to access clear and exhaustive information based on standard criteria for an objective comparison!

The Material Catalogue offers:

- A structured segmentation of the products that:
 - Facilitates the job of cathlab purchasers
 - Creates more visibility for your product segment
- A format, with tabs that will draw attention
- An extension of product lines represented vs. prior editions

The benefits of being part of the EuroPCR

Material Catalogue?

- A unique opportunity to reach out to the whole cardiovascular interventional community
- A distribution of hard copies during EuroPCR, the largest cardiovascular interventional course, gathering more physicians & cathlab staff during 4 days than any other meeting in the world
- An online version available to all PCRonline visitors
- A market intelligence tool highly valued by cathlab staff and managers, physicians, business & financial analysts, etc...
- The possibility to launch new products with optimal visibility for your targeted audience
- The free-of-charge opportunity to place your company profile, with the exhaustive list of your worldwide distribution network

Don't miss the opportunity to attract the attention of the Material Catalogue readers with dedicated and exclusive advertising opportunities.



Order before 7th February, 2013

Send your artwork before 28th March, 2013

Print catalogue rates

Product card:	€ 700
Full page advertisement:	€ 2,300
Full page advertisement – back cover:	€ 6,300
Full page advertisement - inside back cover:	€ 4,100
Full page advertisement – inside cover:	€ 4,300

Order before 7th February, 2013

Send your artwork before 14th March, 2013



Exhibit guide

The Exhibit guide is now included in the Final programme ("Pocket agenda") distributed to every EuroPCR participant.

You can provide us with a description of your company's activities and commercial contact free of charge by filling out the Exhibit guide form available on the Exhibitor Web Portal.

Advertising rate

Full page – inner position	€ 5,350
----------------------------	---------

Order before 7th February, 2013

Send your artwork before 4th April, 2013



Technical requirements

	Trim size in mm	Bleed size in mm
Full page	85 x 185	95 x 195

Types of files accepted: CMYK, 300 DPI PDFs with bleed, ready to be printed.

Escalator windows

Brand the escalator windows with your logo, colour, and products. Highly visible, these will catch the eyes of all participants using the escalators to circulate between levels 1, 2 & 3.

There are only 16 windows available, so don't wait to reserve your space.

Priority is given to the adjacent booth and then on first-come, first-served basis.

Your creations will be printed and put up by the Palais des Congrès. Technical requirements will be available on the exhibitor web portal on www.exhibitors.europcr.com

Advertising rates

Per window	€ 3,500
------------	---------

Order before 7th February, 2013

Send your artwork before 4th April, 2013



Bag insertion

Make sure the attendees know what you're doing - a session? your stand location? an upcoming key date or event? Choose either a printed document or a promotional item.



Send a PDF of your insertion for approval by Europa Organisation. Without prior approval your insert will not be inserted and no refund will be made.

Rate: € 2,750

Order & send your PDF before 4th April, 2013

Delivery deadline: 25th April, 2013



Printed documents: max. format: 210 mm x 297 mm, 4 pages max. Number of copies/items to provide: 12,000 ex.

Delivery address for your bag insertion:

SCALES

EuroPCR 2013 / Bag insert / Company name

Rue des Fortes Terres

95310 Saint-Ouen l'Aumône

Tel: +33 1 57 25 18 30 - Fax: +33 1 57 25 18 33

FRANCE

All shipments must be marked as follows:

EuroPCR 2013

Delegate bag insert

Your Company name

Pieces 1 of XX, 2 of XX, etc.

Please send all shipments "prepaid" or "DDP" (all charges paid by the sender including the payment of duties and taxes), on your company's Master Air Waybill, consigned to the address above. For shipments outside the EU, 3 original invoices must be attached to the Air Waybill. Deliveries arriving with unpaid transport costs will be refused, unless the exhibitor has given instructions to SCALES for payment of charges on their behalf (an additional 10% deferment fee will be charged for advanced payments).

Shipments without correct delivery information will not be delivered and will remain at the SCALES warehouse until the company requests them (claims for delayed deliveries of unmarked shipments will be refused).

Please send the following by fax or mail to SCALES, at least two days before arrival in Paris:

- Copy of Air Waybill / Flight details
- Copy of invoice / Packing list

Sarah Ejilali / scales.expo@scales.fr

Tel: +33 134 487 444 / +33 673 998 782



Find all order forms on
<http://exhibitors.europcr.com>

Advertising rules & requirements

Advertising and final proofs

For all printed documents a final proof will be sent for approval before printing, except for:

- › The Daily. As the Daily is written on-site and printed overnight, all proofing is done by the team of journalists and/or Europa Organisation only.
- › The Exhibit Guide. The information given via the web portal is considered final proof. Any necessary formatting required (as a result of non-compliance with guidelines) will be completed without final proofing.

Online and smartphone advertising: no final proofing as we use only the files provided in the correct format.

Each offer systematically mentions a deadline for sending the files. This date is extremely important for your order to be taken into account correctly.

If you do not meet the deadlines for providing files, we cannot guarantee that:

- › We will come back to you if the file is not technically compliant, or if it contains a visible error
- › We will accept a new version of the file if you have had to make a final change
- › For printed media, we will send you a final proof in digital form for validation before going to press.

Content

Exhibitors are entirely responsible for the content of any advertisement ordered. This includes information related to their sessions (date, time, title) or booth number.

To be compliant with the final official Programme, we advise you to use the same content validated by the EuroPCR Board of Directors.

Types of files

Files for printing must be:

- › In PDF format, ready to print, with bleed and crop marks.
- › 300 DPI minimum
- › CMYK colour.

Despite our efforts and our care, we cannot guarantee that colour rendering will be identical to the original.

File transmission

High-definition files are very large; they systematically exceed 1 MB.

To avoid files being blocked by spam filters, we recommend you use the “upload” area, which is accessible from the exhibitor portal on <http://exhibitors.europcr.com>



Help us to help you! In our email exchanges, remember to clearly state the name of the exhibiting company in the subject line of your message. It's simple - but it will help us save time when processing your request!

Use of the EuroPCR logo and visual identity

The use of any EuroPCR branding and visuals (such as logos, images, graphics, graphic charts...) in any advertising, publicity, signage, product, printed matter, film, video or other media, is strictly forbidden unless prior approval is granted by Europa Organisation.

A copy of the EuroPCR corporate identity rules and the EuroPCR logo can be obtained upon request.

Use of your logo in EuroPCR communication media

Your logo may be used in different official EuroPCR communication media. In order to guarantee display and/or print quality, you must provide us with your logos in the following format:

- › Bitmapped Illustrator or Photoshop EPS
- › Minimum size: 15 cm width and height, created at 300 DPI
- › CMYK colours



Ask us for additional copies of this partnership guide for your communication agencies. If you prefer, we can also send copies directly to them at your request.

Email to: cpereira@europa-organisation.com

Notes...

Advertising & promotion in a nutshell

Exclusive sponsorships

page 29

→ Delegates bag	on demand
→ Branded note pad and pen sets	€ 15,000
→ Lunch bags 1 day	€ 5,000
→ Lunch bags 4 days	on demand
→ Cyber space	on demand
→ Water coolers	on demand

Exhibit guide and Daily

page 29-31

Exhibit guide	Daily / rate per issue (21st, 22nd, 23rd, 24th, May)
→ Front page - 1/4 page	– € 3,100
→ Back cover - Full page	– € 7,400
→ Inside back cover - Full page	– –
→ Inner - Full page	€ 5,350 € 5,600
→ Inner - 1/2 page	– € 3,300
→ Inner - 1/4 page	– € 1,600

Smartphone

page 30

→ Clickable banner linked to the URL of your choice in the different sections of the application	€ 1,000
→ Push message promoting your industry-supported session	€ 1,500
→ Logo in the exhibitors list	€ 99
→ Your company name at the top of the exhibitors list.	€ 550

Poster network

page 30

Network of 5 posters	€ 3,000
Network of 7 posters	€ 4,200



Find all order forms on
<http://exhibitors.europcr.com>



All rates shown are exclusive of VAT (19.6%)

Advertising & promotion in a nutshell

Material Catalogue

page 30-31

Print catalogue

→ Product card	€ 700
→ Full page advertisement	€ 2,300
→ Full page advertisement - back cover	€ 6,300
→ Full page advertisement - inside back cover	€ 4,100
→ Full page advertisement - inside cover	€ 4,300

Escalator windows

page 31

Per window

€ 3,500

Bag insertion

page 31

Bag insertion

€ 2,750



Find all order forms on
<http://exhibitors.europcr.com>



All rates shown are exclusive of VAT (19.6%)

Services

Table of contents

Free services & promotion	35
Additional services	36
Audio-visual production team services	38
Official providers	38
Services in a nutshell	39

Calendar

OCTOBER 2012

Opening of the exhibitor web portal See p. 35

FEBRUARY 2013

Thursday 21st
Meeting room - order See p. 37

MARCH 2013

Thursday 28th
Additional insurance - order See p. 37
Company badge pick-up desk - order See p. 36
EuroPCR stand video connection - order See p. 36

APRIL 2013

Thursday 4th
Exhibit guide - text (company description) See p. 35
Wednesday 17th
Deadline early fees registrations See p. 36
Tuesday 30th
Group registrations See p. 36

Contacts

- ⦿ Unique contact for orders, technical and logistical support before the course:

Christine Pereira,
cpereira@europa-organisation.com

- ⦿ Technical and logistical support - from 18th May, 2013:

Go to the Exhibitor support centre located on Level 1 of the Palais des Congrès

Exhibitor web portal

An interactive space entirely dedicated to your partnership with EuroPCR

- ⦿ One click to EuroPCR for exhibitors:
exhibitors.europcr.com
- Updates
 - Order forms
 - Registration forms
 - Official provider catalogues and contact details
 - Uploading tool



Keep it handy! Copy the login and password you will be provided within your stand order confirmation:

WEB : <http://exhibitors.europcr.com>

MY LOGIN :

MY PASSWORD :

Important

- ⦿ All rates are given VAT excluded (19.6%)
- ⦿ Orders cannot be accepted unless accompanied by a 50% deposit.
- ⦿ Full payment must be received 2 months prior to the occurrence of the event and/or publication.

- ⦿ Order forms are downloadable from the exhibitor web portal with the sales terms and conditions.
- ⦿ For advertising and promotional offers, space will be allocated on a first-come, first-served basis.

Free services

In order to ease the organisation of exhibitors and to provide you with the best working conditions, EuroPCR offers a number of services free of charge.

Exhibitor support centre

For all your on-site needs, e.g. ordering, practical information concerning the construction or dismantling of your stand or complaints, come to see us at the Exhibitor support centre at the Palais des Congrès, Level 1.

Catering

All exhibitors have access to the delicious buffets available during lunchtime, for the duration of the Course. Lunch bags will also be available throughout the convention centre.



For private catering on your stand or meeting room, consult our official provider offers. Information and catalogues available in November on the exhibitor web portal on www.exhibitors.europcr.com

Cleaning

Floors are vacuumed, furniture is cleaned and wastebaskets emptied every night. Bulky parcels, panels and various structures left in the exhibition hall or in the loading bay before the opening or after the dismantling period will be destroyed and their removal will be invoiced to the corresponding exhibitors/stand builders.



If you require additional or special cleaning on your stand, partitions, windows, etc... please contact the Palais des Congrès: angelique.marie@viparis.com

Night security

A night security service is provided from 7:00 pm to 7:30 am, Saturday 12th to Friday 18th May.



Want to increase the security of your stand? Contact details available in November on the exhibitor web portal on <http://exhibitors.europcr.com>

Concierge

Located on the ground floor, the concierge desk is open Monday to Friday from 8:00am to 6:00pm.

This service can help you with daily needs: courier services, dry-cleaning, restaurant reservations, flower delivery, transport tickets, taxis, tours, transfers, buses.



Plan your stay in Paris! Europa Booking & Services can organise and book all the services you need to enjoy Paris (minimum 10 persons): transfers, restaurant bookings, sightseeing tours, special events: gala dinner, dinner cruise, dinner show...

**For more information:
ebs@europa-organisation.com**

Wifi

Wifi access is provided throughout the Palais des Congrès, providing attendees with the possibility of connecting via their smartphones and laptops whilst on-site.

Please assess the Wifi needs of your booth and those of your staff, and order the necessary ethernet cables and wifi extensions to ensure reliable, fast and constant connection for the duration of the course.

Press facilities

Press coverage of EuroPCR is extensive. We encourage the industry partners to use this to their benefit by:

- ▶ Providing us with your "EuroPCR press release", which we will include in our official communication package
- ▶ Using the official EuroPCR press conference room for your corporate press conference(s)
- ▶ Distributing your press release(s) to journalists via our press office.

More details on www.europcr.com from 2nd April, 2012.

Free promotion

Many other advertising and promotional opportunities are available. For more information see page 29.

Official programmes

Industry partners supporting a session will be clearly and systematically mentioned in all official EuroPCR scientific programmes.

Industry partner names will be preceded by the phrase "With an unrestricted educational grant from *Company Name*"

The list of exhibitors will appear on www.europcr.com and on communication documents published throughout the year.

Exhibit guide

The Exhibit guide is now included in the Final programme ("Pocket agenda") distributed to every EuroPCR participant and includes a stand location map and a description of exhibitors' activities and commercial contact details.

Provide us with a short text describing your company's activities. Connect to the exhibitor web portal on www.exhibitors.europcr.com to fill out the **Exhibit guide form**.

Book advertising space in addition to the free listing! For more information see page 31.

**Send the Exhibit guide form
before 4th April, 2013**



Additional services

Register your invited guests and staff

Registration fees EuroPCR 2013

	Until 17th April	From 18th April to 13th May	From 14th May and on-site
Physician or industrial without a booth	1,140 € VAT incl.	1,240 € VAT incl.	1,340 € VAT incl.
Nurse, Technician - Justification required	820 € VAT incl.	930 € VAT incl.	1,340 € VAT incl.
Resident (trainee, intern) - Justification required	820 € VAT incl.	930 € VAT incl.	1,340 € VAT incl.
Exhibitor required	800 € VAT incl.	920 € VAT incl.	1,340 € VAT incl.

Registration guidelines

Consult and download the group registration form and guidelines from the exhibitor web portal on <http://exhibitors.europcr.com>

All types of badges give access to all scientific sessions, exhibition, free on-site catering, one-year subscription to EuroIntervention Journal and free access to the online version of the PCR-EAPCI Textbook.

For security reasons, access to scientific sessions will not be granted if a session room is full.

Badges must be worn at all times within the Palais des Congrès. Lost badges will not be replaced – a new badge will have to be purchased. The misuse of badges will result in the expulsion of those concerned.

All name changes after 17th April will be invoiced at € 50 (VAT included) each.

Contact:

MeeRa VIGUIER
europcr@europa-organisation.com



Benefit from early fees before 17th April, 2013!

Send your registration form
before 30th April, 2013



Personalised welcome for your invited guests

Provide your invited guests with a VIP service, for their badge pick-up. Company badge pick-up desks are available from Sunday 19th May, 2013.

The desk must be managed by members of the exhibiting company on this time table:

Sunday 19th May (Facultative)	2:00pm-6pm
Monday 20th May	9:00am-6:00pm
Tuesday 21st May	7:00am-6:30pm
Wednesday 22nd May	7:00am-6:30pm
Thursday 23rd May	8:00am-6:00pm
Friday 24th May (Facultative)	8:00am-1:00pm

According to the number of invited guests, Europa Organisation will determine the number of desks necessary and the number of staff needed to ensure they are managed to EuroPCR standards. If Europa Organisation considers that the number of staff provided by the company is insufficient, extra staff will be imposed at the expense of the exhibitor.

Rates:

- For exhibitors inviting more than 250 attendees: free of charge
- For exhibitors inviting less than 249 attendees: € 1,750.

Cancellation policy

No refund will be made in case of cancellation.

Order before 28th March, 2013



Find all order forms on
<http://exhibitors.europcr.com>

Watch sessions on your stand

The EuroPCR video network is the ideal way to follow the Course right from your stand. You can watch 3 different channels, including one channel exclusively dedicated to the main arena sessions.

Order the **Video connection kit** to connect your stand. The video connection kit includes:

- The cable up to the point of installation of the set-top box. (Extension of the cable in the structure or under the floor of the stand at your expense)
- The set-top box for digital reception
- A remote control
- 1 metre HDMI cable
- The installation of the set-top box, testing and instructions on how to use it.

Rate: € 950 per connection

Rules and advice

Connecting the set-top box: for optimal quality, please inform us of the precise point where the cable should arrive (as close as possible to the envisaged broadcasting device).

To ensure optimal quality, we advise connecting with an "HDMI" plug (this connection remains digital and transports the sound in the same cable).

A set-top box cannot receive more than one channel at a time. If you require several broadcasting points with different channels, you must order several connections.

Advice for the location of the delivery points of the cable and the set-top box:

- If you want a single broadcasting point:
Install your screen very close to the broadcasting point, accessible by infrared remote control.
- If you choose a single connection, with several broadcasting points the same channel:
The delivery point should be near the audiovisual system of distribution.
- If you choose several connections for several broadcasting points:
The delivery point should be very close to the broadcasting points and accessible by infrared remote control.

A deposit will be required upon withdrawal of the remote control. You will have to send us a scaled plan of your stand with a clear indication of the cable delivery points you require.

Cancellation policy

No refund will be made in case of cancellation.
A minimum of 10 orders is required to provide this service.
You will be informed a month before the Congress if the service is maintained.

Order before 29th March, 2012



For monitor or plasma screen rental, please contact our official provider. Contact details available in November 2011 on the exhibitor web portal on www.exhibitors.europcr.com

Meeting rooms

All exhibitors can rent meeting rooms located on Levels 1, 2 and 3 of the Palais des Congrès. **Meeting rooms are available during Congress opening hours.** Company staff meetings and briefings, investigators meetings or other types of closed meetings are possible.

Rules applicable for Palais des Congrès, Le Méridien and Concorde meeting rooms are:

- › Meetings are “closed” and on invitation only
- › Maximum attendance is restricted and defined within each category
- › Meetings are not promoted in the convention centre or in any company promotional material
- › Meetings may not compete content-wise with any official programme session
- › All meeting participants must have a valid badge. No badges will be provided for access to meetings within the Palais des Congrès.

The following is included:

- › Tables and chairs
- › One set-up per day
- › Technical assistance
- › On-site support via the Exhibitor support centre
- › Cleaning
- › Floorplan of the meeting rooms available in the Pocket Agenda
- › On-site signage

Please contact cpereira@europa-organisation.com for reservations. Once your query has been validated, you will receive the **Meeting rooms technical equipment form**.

For additional furnishing, catering, decoration and audiovisual facilities, please contact our official providers.

Room keys will be available at the Exhibitor support centre from Tuesday 21st May at 7:00am. Set-up will be possible on demand on Monday 20th May from 2pm. A deposit will be required upon withdrawal of the keys.

Cancellation policy

No refund will be made in case of cancellation.

Book your meeting room before
21st February, 2013



Hostesses and hosts

Sessions supported by industry partners include one hostess per room.

Hiring additional hostesses and hosts in the session rooms must be discussed with Europa Organisation before orders are made. To order additional staff, contact our official provider. Contact details available in November 2012 on the exhibitor web portal on <http://exhibitors.europcr.com>

Electricity, additional cleaning, water, IT

These services are provided exclusively by Palais des Congrès. Technical files and order forms will be available on the exhibitor web portal on <http://exhibitors.europcr.com>. If necessary, you can contact the **Palais des Congrès Exhibitor Service**. Phone: +33 140 681 525

Building overtime

See page 15 for stand construction and dismantling times. If needed, you can order overtime – but it must be ordered in advance! It will be not be possible to order extra hours on the day, so please plan ahead.

Rate: € 3,300 /hour

Any partial hour will be billed as a full hour.

Additional insurance

Compulsory insurance is included in the stands, and covers your exhibit equipment up to the value of € 3,050.

Additional insurance can be purchased to cover exhibit equipment above this value.

Rate: € 15
for every additional € 3,000 worth of equipment insured.

Cancellation policy

No refund will be made in case of cancellation.

Order before 28th March, 2013



Notes...

Audio-visual production

An audio-visual production team at your service



For more than 20 years, Europa Organisation has been developing a unique know-how in the audio-visual field: Live cases transmitted by satellite during Courses, recorded cases in multiple flows or even recorded in Live conditions.

PCR uses this ability all year long to produce several dozen hours of Live video transmission, and several dozen cases, recorded directly from the cathlab.

Behind all this work is a team of experts. Their professionalism and discretion are acknowledged by the numerous Guest Operators welcoming them in their cathlabs such as: Martyn Thomas, Javier Escaned, Christoph K. Naber, Jean Fajadet, Stephan Windecker, Alec Vahanian... The team travels all around the globe, adapting technical equipment and filming durations to the local needs and constraints.



We offer you the opportunity to use this team for your own internal needs in terms of recording, editing and transmitting Live.

You will be working with a team that is deeply informed on Cathlab imaging techniques and PCI procedures. They use the latest AV innovations and high quality equipment such as tapeless recorder, secured data storage, etc..

Depending on your needs, a tailor-made service can allow you to perform the editing of the case in the hour following the filming. It is also possible to choose a different time and location to edit the video, or even use an online collaborative platform.



Please do not hesitate to contact us for a personalised quote: Olivier Mathié
omathie@europa-organisation.com

Official providers

Europa Organisation works closely with many "tried and trusted" official providers. We invite you to contact them directly should you need extra services or equipment. The complete list including their contact details and catalogues will be available from November 2012 on the exhibitor web portal on <http://exhibitors.europcr.com>

You will be able to order:

- ▶ Furniture
- ▶ Tailor-made stands
- ▶ Audiovisual equipment
- ▶ Computing equipment
- ▶ Catering
- ▶ Plants and flowers
- ▶ Security
- ▶ Photographers
- ▶ Hostesses and hosts
- ▶ Tours, transfers, buses
- ▶ Private dinners

Notes...

Services in a nutshell

Private badge pick-up desks*

[See page 36](#)

- | | |
|---------------------------|---------|
| → More than 250 attendees | FREE |
| → Less than 249 attendees | € 1,750 |

* Industry partners must ensure the desks are staffed according to the total number of invited guests. 1 staff per 250 invited guests is a minimum.

Watch sessions on your stand (video connexion kit)

€ 950

[See page 36](#)

Building overtime

€ 3,300 / hour

[See page 37](#)



Find all order forms on
<http://exhibitors.europcr.com>



All rates shown are exclusive of VAT (19.6%)

Digital & Publishing



Table of contents

Your new partner:
Europa Digital & Publishing 41

DIGITAL OFFERS 42

**EuroPCR session
on USB keys or CDs** 42

EuroPCR session on webcast 43

EuroPCR session transmission 43

**Banners on EurolIntervention
website** 44

Banners on PCRonline website 45

Emailing campaigns/eblasts 46

**EurolIntervention
iPad application** 47

OCT iPad application 48

PUBLISHING OFFERS 49

EurolIntervention journal 49

The PCR-EAPCI Textbook 52

... also on the book shelves 52

Digital & Publishing in a nutshell 53

Calendar

DECEMBER 2012	JANUARY 2013	FEBRUARY 2013	MARCH 2013
Tuesday 11th Artwork and payment EuroIntervention Vol. 8, No. 9 See p. 49	Tuesday 8th Artwork and payment EuroIntervention Vol. 8, No. 10 See p. 49	Tuesday 12th Artwork and payment EuroIntervention Vol. 8, No. 11 See p. 49	Tuesday 4th Artwork and payment EuroIntervention Vol. 8, No. 12 See p. 49
APRIL 2013	MAY 2013	JUNE 2013	AUGUST 2013
Tuesday 2nd Artwork and payment EuroIntervention Vol. 9, No. 1 See p. 49	Tuesday 3rd EuroPCR session USB keys or CDs - order See p. 42	Tuesday 11th Artwork and payment EuroIntervention Vol. 9 No. 3 See p. 49	Tuesday 13th Artwork and payment EuroIntervention Vol. 9 No. 5 See p. 49
Tuesday 9th Artwork and payment EuroIntervention Vol. 9, Supplement T See p. 49	EuroPCR session webcast - order See p. 43	Wednesday 26th Artwork and payment EuroIntervention Vol. 9 No. 4 See p. 49	
Tuesday 16th Artwork and payment EuroIntervention Vol. 9 Book of Abstracts See p. 49	EuroPCR session transmission - order See p. 43	Tuesday 21th Artwork and payment EuroIntervention Vol. 9 No. 2 See p. 49	
Tuesday 30th Artwork and payment EuroIntervention Vol. 9 Randomised Trials Book See p. 49			
		OCTOBER 2013	SEPTEMBER 2013
		Tuesday 15th Artwork and payment EuroIntervention Vol. 9 No. 7 See p. 49	Tuesday 17th Artwork and payment EuroIntervention Vol. 9 No. 6 See p. 49
		DECEMBER 2013	
		Wednesday 18th Artwork and payment EuroIntervention Vol. 9 No. 8 See p. 49	

Permanent offers: emailings, banner ads, iPad and textbooks orders

Contacts



► Unique contact for PCRonline offers

Caroline Julien
cjulien@pcronline.com



► Unique contact for publishing
(EuroIntervention and textbooks)

Véronique Deltort
vdeltort@eurointervention.org



Help us to help you! In our email exchanges,
remember to clearly state the name of the
exhibiting company in the subject line of
your message.

Exhibitor web portal

An interactive space entirely dedicated to your partnership with EuroPCR

► One click to EuroPCR for exhibitors:
exhibitors.europcr.com

- Order forms
- Updates
- Registration forms
- Official provider catalogues and contact details
- Uploading tool



Keep it handy! Copy the login and password you will
be provided within your stand order confirmation:

WEB : <http://exhibitors.europcr.com>

MY LOGIN :

MY PASSWORD :

Important

- All rates are tax excluded
- Orders cannot be accepted unless accompanied by a 50% deposit.
- Full payment must be received 2 months prior to the occurrence of the event and/or publication.

- Order forms are downloadable from the exhibitor web portal with the sales terms and conditions.
- For advertising and promotional offers, space will be allocated on a first-come, first-served basis.
- We reserve the right to refuse adverts if judged inappropriate.

Your new partner: Europa Digital & Publishing

Europa Digital & Publishing is a subsidiary of *Europa Organisation*, one of the main European actors on the RSM market (Medical Scientific Meetings) and the EuroPCR organiser.

Europa Digital & Publishing is divided into two branches.

The first branch consists in the **edition of scientific publications**, with reference Journal and Textbooks for the cardiovascular community.

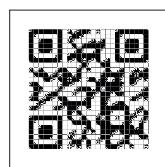
Main publications include the *EuroIntervention Journal*, monthly multimedia journal of EuroPCR and the EAPCI, the *PCR-EAPCI Percutaneous Interventional Cardiovascular Medicine Textbook*, the first of its kind, all-inclusive reference, also available with digital versions on the Internet and an iPad application, two Textbooks *Coronary Stenosis*

Imaging, structure and physiology, Percutaneous Cardiac Interventions - Tips and tricks of new techniques beyond stenting, and The Clinical Atlas of Intravascular Optical Coherence Tomography (OCT) iPad application.

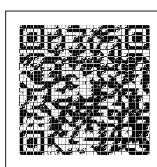
The activity of the second branch is the **valorisation on the Internet of scientific content** presented at several congresses, via websites dedicated to the medical world and built to put information, education and services at the disposal of healthcare professionals, 24/7. They fully integrate the medical and scientific environment in which the information evolves permanently and offer platforms where the community management is at the core of a permanent editorial process.

Main websites in the interventional cardiology field include *PCRonline* and *EuroIntervention*.

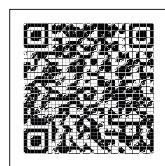
Access the websites by flashing the following QR codes:



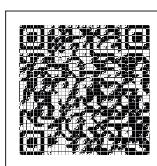
PCRonline



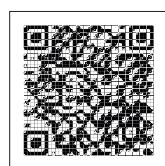
Coronary Stenosis Imaging, structure and physiology



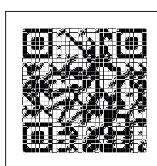
EuroIntervention



Percutaneous Cardiac Interventions - Tips and tricks of new techniques beyond stenting



PCR-EAPCI Percutaneous Interventional Cardiovascular Medicine Textbook



The Clinical Atlas of Intravascular Optical Coherence Tomography (OCT)

Connect with the cardiovascular community through the large range of offers proposed by Europa Digital & Publishing. ►►►

DIGITAL OFFERS

The vast majority of physicians today is digitally active, accessing multiple devices and networks as part of their day-to-day activities.

Physicians are increasingly interested in website, video and social media for personal and professional usage. Mobility is a key part of this evolving landscape.

Mobile 81%

of physicians are expected to own a smartphone by 2012

Videos 75%

of the videos watched by physicians for medical or clinical purpose are lectures

Social media 72%

of physicians engage in social media, either for personal purposes, professional or both

Sources: Manhattan Research and UBM Medica



EuroPCR session on USB keys or CDs

Get more out of your session!

A branded CD distributed on your booth or USB keys/ CDs handed out by your sales representatives, ensure that everybody gets to see your session.

A product to be used at the office, at home, on a flight... on-the-go, without a need for an Internet connection.

- High-definition format
- Video split into chapters, your logo included in the player template
- CDs: Slim jacket with personalised cover and personalised CD layout
- USB keys: personalised with your logo, different types available.



Rates

Rates for USB key vary over the year. Please contact us for an updated cost and type availability.

Delivery +24h to your stand

500 CDs	€ 9,500
1,000 CDs	€ 12,000
1,500 CDs	€ 13,500

Delivery post EuroPCR

500 CDs	€ 8,500
1,000 CDs	€ 10,500
1,500 CDs	€ 11,500

Rules and requirements

- Sessions supported by industry partners and held in main rooms are high-definition video recorded, and are eligible for these offers. Contact us for the possibility to equip other rooms. Reminder: audio and/or video recording with all type of material is not allowed during the sessions. Content of the CD or USB key is copyrighted to EuroPCR, copying is strictly prohibited.
- Cover and CD artwork to be produced by the industry partner. Technical guidelines will be provided upon receipt of your order.
- For delivery post-EuroPCR, there will be a two-week lead-time. Shipment fees are not included in the price.
- Publication of the session on PCRonline is not included: benefit from a package discount for this additional service.

Cancellation policy

Before 9th April, 2013: 50% refund. No refunds will be made for cancellations after 9th April, 2013.

Order before 3rd May, 2013



EuroPCR session webcast

The easiest way to broaden your audience: offer the video of your session to the entire cardiovascular community on PCRonline!

“More than 2/3 of physicians use video to learn and keep up-to-date with clinical information.”

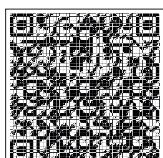
Source: Manhattan Research – Taking the Pulse® 2012

PCRonline is the scientific website for the whole PCR family, a trusted reference and forum for exchange, with a worldwide community of 37,500 members. PCRonline celebrated its 10th anniversary at EuroPCR 2012.

Benefit from a triple exposure on the web, social media and smartphone application!

- ▶ High-definition format, readable on all devices, including Apple
- ▶ Video split into chapters, your logo included in the player template
- ▶ Posted on PCRonline at D+1 for 12 months, in the official programme section, together with the session slides on PCRonline.
- ▶ You will receive a direct link to the video to be inserted on your company website, to be used in an Email campaign...
- ▶ A Breaking News announcement is offered on the PCRonline home page
- ▶ The Breaking News announcement is relayed in the PCRonline LinkedIn group and on the PCR smartphone application

Rate € 6,900



View an example by flashing the QR code

Rules and requirements

- ▶ Sessions supported by industry partners and held in main rooms are high-definition video recorded, and are eligible for this offer. Contact us for the possibility to equip other rooms. Reminder: audio and/or video recording with all type of material is not allowed during the sessions. Content of the webcast is copyrighted to EuroPCR, copying is strictly prohibited.
- ▶ Logo to be provided by the industry partner.
- ▶ Delivery of the session on CD or promotion of the video with an Email campaign are not included: benefit from a package discount for these additional services.

Cancellation policy

Before 9th April, 2013: 50% refund. No refunds will be made for cancellations after 9th April, 2013.

 Order before 3rd May, 2013

EuroPCR session transmission

Transmit your favourite sessions from EuroPCR

Give physicians the opportunity to be part of EuroPCR without coming all the way to Paris! Build your scientific programme by selecting 5 to 10 sessions from the main rooms programme at EuroPCR, book the place of your choice (hotel, your office...), invite your guests (clients, colleagues...) and make an event your guests will remember!

- ▶ A 1-day event, high-definition transmission of the sessions
- ▶ Navigate the sessions by using the chapters' menu, play and pause to interact with your audience.
- ▶ A Breaking News announcement is offered on the PCRonline home page post transmission, announcing the number of participants with photographs taken during the event.
- ▶ The Breaking News announcement is relayed in the PCRonline LinkedIn group and on the PCR smartphone application

Rate

1-day transmission..... € 11,000
(1 location, from 1 up to 5 sessions)

Please contact Caroline Julien for a personalised quote
cjulien@pcronline.com

Rules and requirements

- ▶ The event can take place as early as the day after the EuroPCR session. Date and time may vary from one location/country to another.
- ▶ The organisers cannot be held responsible for on-site technical failure if guidelines and technical requirements are not adhered to. Technical guidelines for the Internet connection will be provided upon receipt of your order.
- ▶ Creating an event does not entitle the user to any video rights. Reminder: audio and/or video recording with all type of material is not allowed during the sessions. Content of the webcast is copyrighted to EuroPCR, copying is strictly prohibited.
- ▶ Delivery of the session on CD or publication of the session on PCRonline are not included: benefit from a package discount for this additional service.

Cancellation policy

Before 9th April, 2013: 50% refund. No refunds will be made for cancellations after 9th April, 2013.

 Order before 3rd May, 2013



Banners on EuroIntervention website

Number of downloaded articles:

+30%

increase compared to 2011

Website hits:

+36%

increase compared to 2011

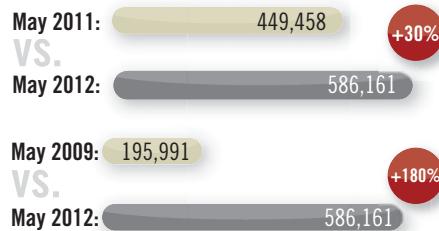
The multimedia reference journal for the cardiovascular community

A considerable growth in traffic

Website hits*



PDF downloads*



* Cumulative figures since the website launch

Advertising spaces

see also p. 49

We offer our partners the possibility to increase their visibility on the journal dedicated website with the purchase of web banners throughout the year.

Publication month	JAN.	FEB.	MARCH	APRIL	MAY EuroPCR	JUNE
Web banner A*						
Web banner B**						
Web banner C***						

Publication month	JULY	AUGUST ESC	SEPT.	OCT.	NOV.	DEC.
Web banner A*						
Web banner B**						
Web banner C***						

* upper side of home page. ** right-hand side of home page. *** at bottom of home page

■ PREMIUM Pack ■ PLATINUM Pack ■ GOLD Pack
■ SILVER Pack □ Individual spaces

Rates

	Regular issues	Special issues (EuroPCR/ESC)
► Web banner A	€ 5,600	€ 6,400
► Web banner B	€ 3,900	N/A
► Web banner C	€ 3,000	€ 3,800

► Frequency: 4-week turnover throughout the year
(starting date: 1st day of month)

Banners appear on a pre-defined frame entitled "Sponsored Message."

The journal advertising rates, both for print and web, have remained unchanged for 2 years.

Positions

- Web banner A
Upper side of the home page (see screenshot)
- Web banner B
Right-hand side of the home page (see screenshot)
- Web banner C
Bottom of the home page (see screenshot)

Technical requirements

Send an image at 150 DPI, 50 KB or less in GIF or JPG format, with the url it should be linked to, via email to advertising@eurointervention.org

- Web banner A
Size: 400px (width) x 70px (height)
- Web banner B
Size: 296px (width) x 100px (height)
- Web banner C
Size: 400px (width) x 70px (height)



Cancellation and payment policy

In the case of cancellation of a web banner order, or in the case of artwork.

received after the reception deadline, no refund will be made, and payment.

will be requested in full. Payment should be made 15 days prior to the publication date, or immediately at the time of ordering, if less than 15 days prior to the publication date.

"Internet advertising, fast overtaking print, is predicted to become the 2nd largest advertising medium by 2013."

Source: Zenith Optimedias Adspend Forecast



Banners on PCRonline website

PCRonline is the scientific website for the whole PCR family, a trusted reference and forum for exchange. PCRonline celebrated its 10th anniversary at EuroPCR 2012.

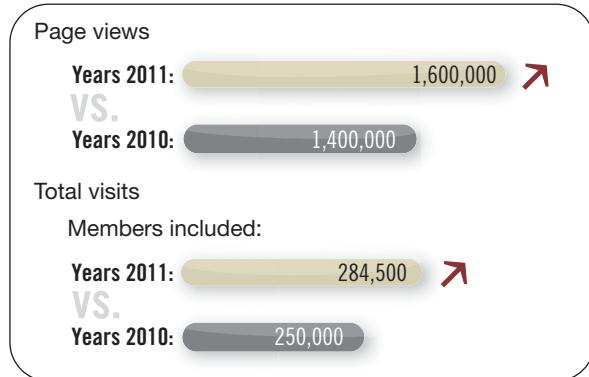
Interactivity – Engagement – Word of mouth

Physicians can join lively discussions of cases and articles on PCRonline. News travels fast with the support of social media: PCRonline has a fast-growing LinkedIn group to share all the latest news from the website.

Figures

- › A worldwide community of 37,500 members (with account)
- › Editorial Team: 36 Experts from 15 countries
- › Expert contributors: 4,100
- › 10,800 lectures and > 1,000 clinical cases online
- › 890 members as of July 2012 in the LinkedIn group
- › Read&Share cases: up to 5,000 visits on one case and over 50 comments
- › Case corner: an average of 25 minutes spent on the cases

Traffic



Rules & requirements for all banners posted on PCRonline.com

- › Only fixed images will be displayed
- › Size 250px x 250px, JPG files only, RGB elements, maximum weight 80Kb
- › Images must be provided 1 week before the publication date
- › 1 month turn-over
- › Banner ad content will be subject to PCRonline.com Editorial Board approval
- › Views and click-through statistics will be provided at the end of the publication period.

Cancellation policy for all banners posted on PCRonline.com

Up to 1 month before publication date: 50% refund. Less than 1 month: no refund.

Home page banner

The only advertising spot on the PCRonline homepage

Strategically placed on the community's reference website, the PCRonline home page banner ad combines high visibility with exclusivity.



Rates

- › 1 month Red period € 6,300
- › 1 month Green period € 4,800
- › Special 5-month package : contact Caroline Julien to secure months at a discount rate
cjulien@pcronline.com

January	February	March	April	May	June
July	August	September	October	November	December

Pricing periods: the period in red is the EuroPCR period.



EuroPCR programme banner

The only advertising spot next to the EuroPCR programme

Your banner posted on PCRonline for 3 months, in the official programme index page.



Launch price

- April, May and June 2013 € 4,500

Press release banner

A good way to illustrate a text-heavy press release at a very low cost

At PCRonline, we post your press releases free of charge on our home page and under the "News" section. They are relayed via an RSS feed, the PCRonline LinkedIn group and displayed in the PCR smartphone application. We propose to illustrate a text-heavy press release with your banner ad!



Rates

- › 1 month € 500
- › Special 5-month package € 2,000



Emailing campaigns/eblasts

Keep the cardiovascular community informed

"Email is checked daily by more users than any other channel (91%) and is the preferred channel for permission-based marketing communications (77%)"

Source: 2012 Channel Preferences Survey, February 2012

Cancellation policy for all email campaigns

- Cancellation up to 1 week before the release: 50% refund. No refunds will be made for later cancellations.
- Moving a date may be possible at no cost if announced at least 2 weeks ahead of the release date. Contact us for more details.

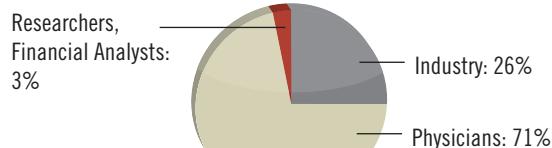
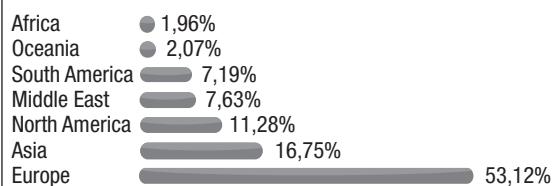
Sponsored Email campaign

Audience segmentation, data-driven insights, and personally relevant content are no longer "nice to haves" in email, they are "MUST haves" for any marketer who wishes to stand out in the inbox. When properly leveraged, the ROI of email will make headlines within your marketing department.

Send your Email campaign to the complete PCR database, to a customised geographical/speciality segment or to EuroPCR attendees at no extra cost:

- Global database: over **43,500 addresses** in the cardiovascular community
- Dynamic database for targeted Email campaigns: **28,300 addresses** for segmentation by country and/or speciality at no extra cost
- **EuroPCR attendees:** please contact us for a precise number of contacts for your EuroPCR announcements

Dynamic database breakdown



Rate per release

Red period	€ 8,900
Orange period	€ 7,500
Green period.....	€ 6,500
Automatic extra fee for files received late	€ 1,000

January	February	March	April	May	June
July	August	September	October	November	December

Pricing periods: the period in orange corresponds to the main congresses; the red month is the EuroPCR period.

Technical guidelines and Tips & tricks

- Your Email campaign includes direct links to share your campaign on LinkedIn, Facebook and Twitter
- The Email campaign files may be hosted by PCRonline at no extra cost
- A full set of guidelines, to be shared with your graphic agency, will be provided upon receipt of your order.

Rules & requirements

- Products advertised must be CE marked.
- Email campaign dates are limited over the year for a stronger impact and less marketing pressure on the database. Consult us for available dates.
- Deadline to send your files: 7:00 AM GMT, 3 workdays before the scheduled date. Lateness: an additional € 1,000 will be charged systematically for files received behind time, with a maximum delay of 7:00 AM GMT on the release day. If the files are not received at 7:00 AM GMT on the release day, the Email campaign is cancelled without the possibility of a refund and without the possibility to move the date.
- If the files are received with a different format or size than announced in the Technical guidelines, they will be rejected, the campaign is cancelled without the possibility of a refund and without the possibility to move the date. Please make sure to send your files before the deadline to allow any adjustments if needed.
- Statistical report including opening rate, clicks... sent within 3 weeks after the Email campaign. The click and open rate cannot be guaranteed.

Press digest campaign

Communicate your press releases by email among the cardiology community

The Press digest campaign is a monthly compilation of press releases from different partners, sent by "PCRonline press digest" to approx. **28,300 qualified email addresses**.

The average **opening rate is +/- 22%**.

An attractive rate for maximum coverage and the support of Social media: the Press digest campaign includes direct links to share the insertions on LinkedIn, Facebook and Twitter.

Rate per insertion

Red period	€ 2,000
Green period	€ 1,500

January	February	March	April	May	June
July	August	September	October	November	December

Pricing periods: the period in red is the EuroPCR period.

Technical guidelines

Each press release insertion is announced by its title, followed by 470 characters maximum, spaces included, and a link to the full press release hosted either on your website or on PCRonline.

Rules & requirements

- ▶ The content must be an official press release, available on your website.
- ▶ Insertion slots are allocated from top to down position of the Press digest email. Consult us for available dates and slots.
- ▶ Deadline to send your files: 7:00 AM GMT, 1 workday before the scheduled date. If the files are received behind time, or with a different format or size than an-

nounced in the Technical guidelines, they will be rejected, the insertion is cancelled without the possibility of a refund and without the possibility to move the date. Please make sure to send your files before the deadline to allow any adjustments if needed.

- ▶ Statistical report including opening rate, clicks, etc., sent within 3 weeks after the Press digest campaign. The click and open rate cannot be guaranteed.

EIJ EuroIntervention iPad application

"26% of surveyed European physicians own an iPad and 40% plan to purchase one within the next 6 months."

"We discovered that iPad-owning physicians spend an impressive 27% of their professional online time on the device."

Source: Manhattan Research - Taking the Pulse® 2012

3,000

**iPad applications
downloaded on the App Store
"as of July 2012"**

EuroIntervention iPad application – An added value to the print version!

The application offers its readers a unique experience:

- ▶ Intuitive and quick navigation
- ▶ Regular and breaking news announcements
- ▶ Quality images
- ▶ Access to the entirety of the journal archives
- ▶ Share and bookmark functions

A personalised monthly exposure of your brand

An exclusive sponsoring limited to 3 companies with clickable company logos positioned as follows:

- ▶ At the bottom of homepage
- ▶ At the bottom of welcome page
- ▶ And a full screen advert at start, rotating continuously

The sponsoring starts the first day of the month.

Our offer

- ▶ Within the annual package (Premium/Platinum/Gold/Silver)
 - Cost for 1 month sponsoring: €3,000/month VAT excl.
- ▶ "Stand Alone" partnership
 - Cost for 1 month sponsoring: €4,900/month VAT excl.

Deadlines

- ▶ Deadline for placing order: 15 days prior to the publication date
- ▶ Deadline for artwork reception: 1 week before the publication date

Technical requirements for logos

Size: 85 x 30 (pixels) = url link of your corporate website

Technical requirement for full screen page

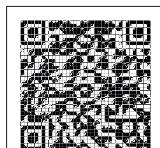
- ▶ Landscape version - Size 1024 x 768 px
- ▶ Portrait version – Size: 768 x 1024 px
- ▶ File format required: png, jpeg, jpg

Please send all the files at advertising@eurointervention.org

The EuroIntervention application is available for FREE on the App Store!



Access the website
by flashing
the QR code



OCT iPad application

The Clinical Atlas of Intravascular Optical Coherence Tomography (OCT) is the first comprehensive educational tool devoted exclusively to intravascular OCT.

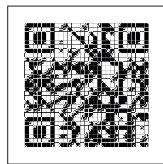
Developed specifically for the iPad, The Clinical Atlas of OCT offers a rapid and interactive guidance to a systematic and scientifically critical interpretation of OCT images for interventional cardiologists, pathologists, and other physicians, technicians, trainees and research staff.

Altogether, the application includes >600 images put together in >250 high-quality figures, as well as several videos representing the entire clinical spectrum of OCT findings that may be encountered in the daily routine.

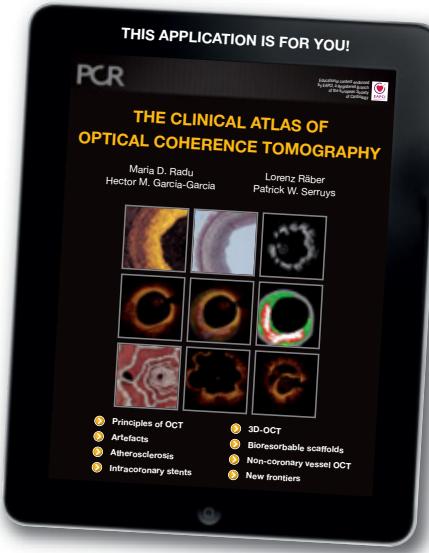
The Clinical Atlas of Intravascular OCT for the iPad is a unique educational tool to assist in the recognition and understanding of cardiovascular pathology in the daily clinical practice and research.

Experience it today!

Get your application directly on the app store at the price of € 99.99



Access the website by flashing the QR code



If you wish to buy multiple applications and offer them to your customers in a personalised way, we can do it for you.

Please contact us for a special quote and information by email to Véronique Deltort – octatlas@pcrtextbook.com

Notes...

PUBLISHING OFFERS

Connect with the cardiovascular community through the large range of offers proposed by Europa Digital & Publishing.



EuroIntervention journal

9,868
REGULAR SUBSCRIBERS

OVER
40,000
ESTIMATED READERS

Respectful of our ethical and scientific standing, we offer a limited number of advertisement spaces: covers&inner left-hand pages either at the beginning or end of the journal.

In addition to the regular print issues, EuroIntervention publishes two thematic supplements (one per semester), and two regular supplements dedicated to EuroPCR: the randomised trials book and the EuroPCR/AsiaPCR-SingLive Abstract book.

Inserts are also proposed as extra advertising spaces.

For further information and to place your orders, please contact:
advertising@eurointervention.org

Advertising spaces

Specific packages are available as shown in the table below.

Print issues	JANUARY	FEBRUARY	MARCH	APRIL	MAY EuroPCR	JUNE	JULY	AUGUST ESC	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
C2 (Inside Front cover)												
C3 (Inside Back Cover)												
C4 (Back Cover)												
Facing highlight 2												
Facing contents 1												
Facing contents 2												
Facing editorial 1												
Facing editorial 2												
Facing editorial 3												
Inner page												

■ PREMIUM Pack ■ PLATINUM Pack ■ GOLD Pack ■ SILVER Pack ■ Individual spaces ■ Not for sale

Individual rates

The journal advertising rates, both for print and web, have remained unchanged for 2 years.

Positions in print issues	Regular month	Special month (EuroPCR/ESC)
► C2 (Inside Front Cover)	€ 8,600	€ 10,320
► C3 (Inside Back Cover)	€ 7,500	€ 9,000
► C4 (Back Cover)	€ 9,700	€ 11,640
► Facing contents 1	€ 7,100	€ 8,520
► Facing contents 2	€ 6,900	€ 8,280
► Facing editorial 1	€ 6,500	€ 7,800
► Facing editorial 2	€ 6,100	€ 7,320
► Facing editorial 3	€ 5,900	€ 7,080
► Inner page	€ 5,100	€ 6,120
► Double page spread	€ 10,500	€ 13,000

Annual packages

PREMIUM Pack

Print issues	JAN.	FEB.	MARCH	APRIL	MAY EuroPCR	JUNE	JULY	AUGUST ESC	SEPT.	OCT.	NOV.	DEC.
Cover 2												
Cover 3												
Cover 4												
facing highlight 2												
facing contents 1												
facing contents 2												
facing editorial 1												
facing editorial 2												
Website												
Web banner B**												

** right-hand side of home page

PREMIUM Pack

Package rate ~~€ 139,440~~

Discounted rate € 125,280

"18 spaces"

► 16 print (9 covers)

► 2 web

PLATINUM Pack

Print issues	JAN.	FEB.	MARCH	APRIL	MAY EuroPCR	JUNE	JULY	AUGUST ESC	SEPT.	OCT.	NOV.	DEC.
Cover 2												
Cover 3												
Cover 4												
facing contents 1												
facing editorial 1												
facing editorial 2												
Website												
Web banner B**												

** right-hand side of home page

PLATINUM Pack

Package rate ~~€ 125,480~~

Discounted rate € 112,930

"16 spaces"

► 14 print (8 covers)

► 2 web

GOLD Pack

Print issues	JAN.	FEB.	MARCH	APRIL	MAY EuroPCR	JUNE	JULY	AUGUST ESC	SEPT.	OCT.	NOV.	DEC.
Cover 2												
Cover 3												
Cover 4												
facing contents 2												
facing editorial 1												
facing editorial 2												
Website												
Web banner B**												
Web banner C***												

** right-hand side of home page *** bottom of home page

GOLD Pack

Package rate ~~€ 104,520~~

Discounted rate € 94,060

"14 spaces"

► 12 print (8 covers)

► 2 web

SILVER Pack

Print issues	JAN.	FEB.	MARCH	APRIL	MAY EuroPCR	JUNE	JULY	AUGUST ESC	SEPT.	OCT.	NOV.	DEC.
Cover 2												
Cover 3												
Cover 4												
facing contents 1												
facing contents 2												
facing editorial 1												
facing editorial 3												
Website												
Web banner B**												
Web banner C***												

** right-hand side of home page *** bottom of home page

SILVER Pack

Package rate ~~€ 99,680~~

Discounted rate € 89,890

"14 spaces"

► 12 print (6 covers)

► 2 web

All rates are tax excluded

Technical requirements

Size	Trim size (mm)	Bleed (mm)
» Cover page (C2, C3, C4)	210 x 280	220 x 290
» Full page	210 x 280	220 x 290
» Double page spread	420 x 280	430 x 290

Important: Respect the bleed size indicated above, ie 5mm on all 4 sides of the page, to avoid any problems at the time of cutting and binding the journal.

- » Accepted media: CD, DVD, sent by e-mail or uploaded to the web
- Website: www.gcbases.com - Login: ejj_adverts
- Password: ejj
- Then click on the "UPLOAD" area.
- » Colours: 4-colour (CMYK).
- » Types of files: PDF high resolution: 300 dpi

- » Some premium positions can be subject to change according to final editorial content
- » We reserve the right to refuse adverts if judged inappropriate
- » Advertisements are honoured on a first-come, first-served basis

Cancellation and payment policy

Orders cannot be accepted unless accompanied by a deposit of 50%. The balance must be paid at the mentioned payment deadline (see above chart). Advertisers, not having paid the full amount of the advert package by the requested deadline will be refused publication.

The payment of the 50% deposit will not be reimbursed in any case. Cancellation of an advert 1 month or less prior to the publication date will be refused and no reimbursements will be made.

Prices are payable in Euros. A 19.6% sales tax applies to all rates. For media agencies, no commission fees are proposed. Net prices applicable only.

Notes...

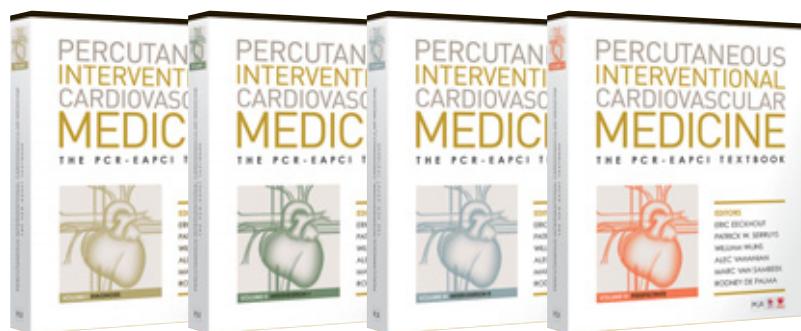


The PCR-EAPCI Textbook

The only textbook you need

Available in print, web and iPad formats, the PCR-EAPCI Textbook of Percutaneous Interventional Cardiovascular Medicine will serve as the innovative and educational reference for current and future generations of interventional cardiologists. The four volumes deal with diagnosis, coronary interventions, structural heart disease, peripheral interventions and perspectives. The content will continuously evolve as you, the reader, take active ownership and transform it into an encyclopaedic, universal and unique piece of interventional wisdom.

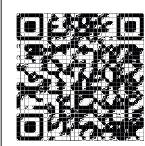
- ▶ Edited by Eric Eeckhout, Patrick W. Serruys, William Wijns, Alec Vahanian, Mark van Sambeek, Rodney de Palma
- ▶ Hardcover – 2,600 pages
- ▶ 31 associate editors and reviewers,
- ▶ 266 authors
- ▶ Fully illustrated with full-colour images and drawings
- ▶ Textbook endorsed by EAPCI



Rates (exclusive shipping charges)

Print edition	€ 340
Online edition	€ 185
Print & online editions package	€ 440

Order your copy online - www.pcrbookshop.com



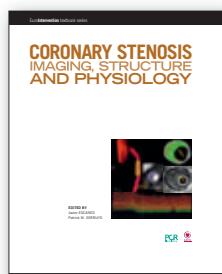
Access the website by flashing the QR code

For bulk orders, and special enquiries please contact us at contact@pcrtextbook.com

... also on the book shelves

Imaging, structure and physiology

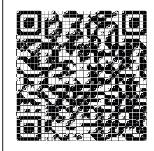
- ▶ Edited by Javier Escaned, MD and Patrick W. Serruys MD, PhD
- ▶ Hardcover - 536 pages
- ▶ Fully illustrated with full-colour images and line drawings
- ▶ Joint enriched digitally edition



Rates (exclusive shipping charges)

Online edition	€ 80
Print & online editions package	€ 160

Order your copy online - www.pcrbookshop.com

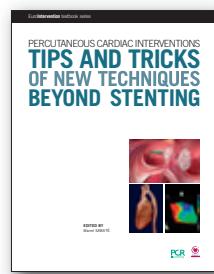


Access the website by flashing the QR code

For bulk orders, and special enquiries, please contact contact@pcrpublishing.com

Tips and tricks of new techniques beyond stenting

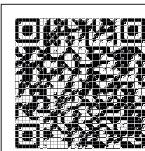
- ▶ Edited by Manel Sabaté, MD
- ▶ Hardcover - 248 pages
- ▶ Fully illustrated with full-colour images and line drawings
- ▶ Textbook endorsed by EAPCI
- ▶ Joint enriched digitally edition



Rates (exclusive shipping charges)

Online edition	€ 60
Print & online editions package	€ 120

Order your copy online - www.pcrbookshop.com



Access the website by flashing the QR code

For bulk orders, and special enquiries, please contact contact@pcrpublishing.com

Digital & Publishing in a nutshell

Get more out of your EuroPCR session!

page 42-43

 EuroPCR session on USB keys	please contact us
 EuroPCR session on CDs with delivery +24h to your stand	
500 CDs	€ 9,500
1,000 CDs	€ 12,000
1,500 CDs	€ 13,500
 EuroPCR session on CDs with delivery post EuroPCR	
500 CDs	€ 8,500
1,000 CDs	€ 10,500
1,500 CDs	€ 11,500
 EuroPCR session webcast	€ 6,900
 EuroPCR session transmission	€ 11,000

Websites banners

page 44-45

 Banners on EuroIntervention website	Regular month	Special month (EuroPCR/ESC)
Web banner A	€ 5,600	€ 6,400
Web banner B	€ 3,900	N/A
Web banner C	€ 3,000	€ 3,800
 Banners on PCRonline website		
Home page banner (1 month - green period)	€ 4,800	
Home page banner (1 month - red period)	€ 6,300	
Home page banner pack (5-months)	please contact us	
EuroPCR programme banner (April, May & June 2013)	€ 4,500	
Press release banner (1 month)	€ 500	
Press release banner pack (5 months)	€ 2,000	

Emailing campaigns/eblasts

page 46

	Green month	Orange month	Red month
 Sponsored Email campaign	€ 6,500	€ 7,500	€ 8,900
 Press digest campaign	€1,500	N/A	€ 2,000

Automatic extra fee for files received late: € 1,000

iPad applications

page 47-48

 EuroIntervention iPad application	
Within the annual package (Premium/Platinum/Gold/Silver) - 1 month	€ 3,000
"Stand Alone" partnership - 1 month	€ 4,900
 OCT iPad application	
Single application	€ 99.99, directly from the App store
Personalised pack of applications	please contact us

Digital & Publishing in a nutshell

Publishing offers

page 49

For bulk orders, and special enquiries please contact us at contact@pcrtextbook.com

EuroIntervention journal

Individual rates

Positions in print issues	Regular month (EuroPCR/ESC)	Special month
C2 (Inside Front Cover)	€ 8,600	€ 10,320
C3 (Inside Back Cover)	€ 7,500	€ 9,000
C4 (Back Cover)	€ 9,700	€ 11,640
Facing contents 1	€ 7,100	€ 8,520
Facing contents 2	€ 6,900	€ 8,280
Facing editorial 1	€ 6,500	€ 7,800
Facing editorial 2	€ 6,100	€ 7,320
Facing editorial 3	€ 5,900	€ 7,080
Inner page	€ 5,100	€ 6,120
Double page spread	€ 10,500	€ 13,000

Annual packages

see page 50

The PCR-EAPCI Textbook

Rates (exclusive shipping charges)

Print edition	€ 340
Online edition	€ 185
Print & online editions package	€ 440

Imaging, structure and physiology

Rates (exclusive shipping charges)

Online edition	€ 80
Print & online editions package	€ 160

Tips and tricks of new techniques beyond stenting

Rates (exclusive shipping charges)

Online edition	€60
Print & online editions package	€120



All rates shown are tax excluded



PCR Family

Table of contents

PCR55
EuroPCR57
AsiaPCR/SingLIVE59
PCR London Valves61
GulfPCR-GIM63
AfricaPCR65
PCRonline67
EuroIntervention69
PCR Publications71
PCR Focus Group73
PCR Seminars75





Innovation in education at work

The mission of PCR is to serve the needs of each individual patient by helping the cardiovascular community to share knowledge, experience and practice.

Its activities cover a large spectrum, from the organisation of annual courses in Europe, Asia and the Middle East to editing a scientific journal, publishing textbooks as well as providing training seminars on thematic subjects.

PCR activities are made by and for you.



The leading Course in Interventional Medicine

The mission of EuroPCR is to contribute to the advancement of education and information in the field of percutaneous coronary interventions.

EuroPCR is the flagship congress of the PCR family, attracting more than 11,000 healthcare professionals from around the globe. Open-mindedness, innovation and a patient-centred approach are the winning elements that make up EuroPCR, with discussion and debate on the different treatment options in a constructive manner.

In line with this, the cardiovascular community identifies the best treatment option for each individual patient. Safe, effective, patient-centred healthcare will help us reduce the burden of cardiovascular disease.

Life-saving PCI should be the basis of our daily practice and EuroPCR provides you with the latest techniques, updates and breakthrough science, allowing you to turn this information into actions that will improve the patients' quality of life.

Bringing together the entire cardiovascular community, EuroPCR provides you with a richly educational experience and an international platform for expression. EuroPCR is the official congress of the European Association of Percutaneous Cardiovascular Interventions (EAPCI).





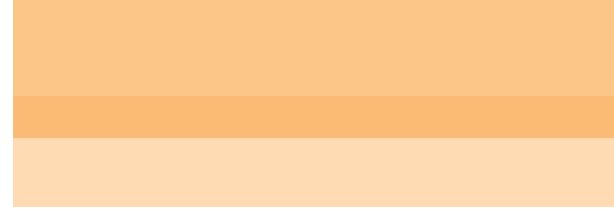
Information & education for the cardiovascular community in Asia-Pacific

AsiaPCR/SingLIVE is based on a strong and respectful collaboration between leading cardiovascular interventional teams in the Asia Pacific region and prominent PCR family members. This Course is built by and for the Asia-Pacific cardiovascular community.

It reaches out to a wider international audience, to share and learn from the expertise in Asia-Pacific, and promotes contributions by and exchanges with national cardiovascular teams from the region. It ambitions to create a real visibility at the global level for regional projects in education, research and development.

After gathering more than 1,800 participants in 2012, the next edition will take place from the 24th to the 26th of January 2013 at a new location in Singapore: the Marina Bay Sands Conference Center.





PCR

london valves

Designed to reduce the learning curve of the heart team

PCR London Valves, centred on the “Heart-team” approach, is a Course fully dedicated to the new modalities of valve. The course is a predominantly practical case-based meeting, promoting the exchange between involved clinical teams. In 2011, it gathered more than 1,000 participants.

The 2012 edition will take place from the 30th of September to the 2nd of October at the Queen Elizabeth II conference centre in London.





Built for the cardiovascular community in the Gulf and Middle East region and beyond

GulfPCR-GIM is the latest addition to the PCR family. A partnership between the Gulf Interventional Working Group & PCR, this new 2-day Course is built for the cardiovascular community in the Gulf and Middle East region. It aims to share and learn from the regional expertise and stimulate new regional projects.

In December 2011, the inaugural edition of GulfPCR-GIM gathered more than 500 participants in Dubai. The 2012 course will take place from the 12th to the 14th of December 2012, at the Grand Hyatt in Dubai.



africa PCR

A course built by and
for the Pan-African
cardiovascular community.

AfricaPCR is a collaborative initiative of PCR, SASCI,
PASCAR and SAHA.

The first edition will take place the 22nd February, 2013,
during the 6th World Congress of Paediatric Cardiology
& Cardiac Surgery in Cape Town, South Africa.





Connecting the community through an online educational platform

PCRonline is the scientific website for the whole PCR family, a trusted reference and forum for exchange.

It provides authoritative and robust educational content delivered in an innovative and dynamic format to thousands of online members. Practitioners can access informative and educative material, archives and the latest updates from the fast- evolving world of cardiovascular medicine: lectures, slides, session videos from all of the PCR Courses, as well as news and reviews.

Interactivity

Physicians can join lively discussions of cases, which have solicited over 5,000 visits, for some of them, with members leaving their comments and questions, and with responses provided by authors and experts.

Engagement

Members spend an average of 25 minutes on the case corner section, reading and often commenting on their peers' cases.

Word of mouth

News travels fast with the support of social media: PCRonline has a fast-growing LinkedIn group to share all the latest news from the website: 890 members as of July 2012.

A world-wide community of 37,500 members

- Editorial Board: made up of 36 members from 15 countries
- Expert contributors: 4,000
- Lectures available: 10,000
- Case corner: 130,000 pages views in 2011
- Clinical cases: 1,000 cases online
- Literature reviews from Young Practitioners: 10,700 visits in 2011

EuroIntervention

The multimedia reference journal for the cardiovascular community

EuroIntervention, an international, English peer-reviewed journal, published in both print, web and iPad formats, strives to create a forum of high-quality research and education in the field of percutaneous and surgical cardiovascular intervention. Official publication of EuroPCR and the European Association of Percutaneous Cardiovascular Interventions (EAPCI), EuroIntervention is endorsed by the European Society of Cardiology (ESC). Under the leadership of Prof. Patrick W. Serruys and his Editorial Board, the journal draws strong and active support from key opinion leaders. A worldwide readership includes demanding practitioners, cardiologists, cardiac surgeons, vascular surgeons, radiologists, nurses and technicians, as well as national society members and institutions.





Reference textbooks for the cardiovascular community

Percutaneous Interventional Cardiovascular Medicine – The PCR-EAPCI Textbook

Available in print, web and iPad formats, the PCR-EAPCI Textbook of Percutaneous Interventional Cardiovascular Medicine will serve as the innovative and educational reference for current and future generations of interventional cardiologists. The content will continuously evolve as the readers take active ownership and transform it into an encyclopaedic, universal and unique piece of interventional wisdom.

The Clinical Atlas of Intravascular Optical Coherence Tomography (OCT)

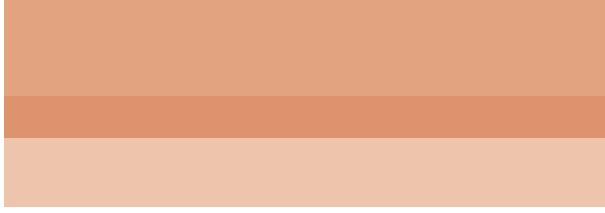
The OCT atlas is the first comprehensive educational tool devoted exclusively to intravascular OCT. Developed specifically for the iPad, The Clinical Atlas of OCT offers a rapid and interactive guidance to a systematic and scientifically critical interpretation of OCT images for interventional cardiologists, pathologists, and other physicians, technicians, trainees and research staff.

Tips and tricks of new techniques beyond stenting

Innovation in interventional cardiology extends well beyond coronary stenting. The aim of this textbook is to provide the reader with a book that is at the same time both clinical and yet practically oriented, covering interventional techniques of special interest to the interventionalist, and focusing on those common problems/dilemmas that beset the cathlab operator.

Imaging, structure and physiology

This textbook has been designed as a clinically and research orientated reference for all cardiologists, physicians, cardiovascular imagers, trainees and investigators working in the field of ischemic heart disease. This book comes to fill an empty space in the medical literature: a textbook providing a comprehensive, multifaceted analysis of atherosclerotic and non-atherosclerotic coronary stenosis, addressing multiple issues that are of key importance in invasive and non-invasive diagnostic studies of the coronary vessels.



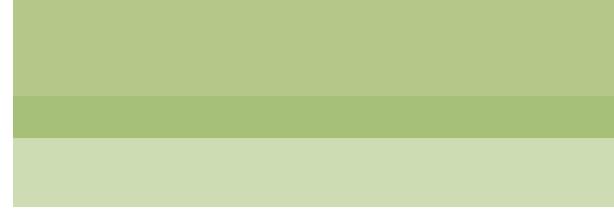
PCR

■ focus group

For selected early-phase technologies: to create a think tank to devise on possible clinical applications, related technical developments and any relevant research programmes.

In March 2012, the first PCR Focus Group gathered close to 200 participants on the Bioresorbable Vascular Scaffolds (BVS) in Rotterdam. A second edition on BVS is planned for early 2013.





PCR ■ seminars

Educative solutions

The mission is to implement the Participatory learning group development concept. Acting as an R&D cell, this branch has created the LTT sessions and PCR Seminars.

In a more and more complex environment, with an overload of continuous and non-discriminated information, there is a real demand for adapting educational content to individual and local needs: PCR seminars aims to fulfil this gap!

No top-down approach, on the contrary, PCR seminars focus on calling data relevant to individual experience of the participants, relying on their capacity to understand rather than on memory retention. Participants become a permanent source of experience themselves, therefore a source of education.

Experts in the cardiovascular field are selected to develop and deliver these sessions, based on an innovative approach. These experts undergo a specific training module prior to delivering PCR seminars, with a team of adult learning specialists.

The foundation of PCR seminars lies in the specificity of the adult learning process (Visionary Transformative Adult Learning - VITAL), where experience and reflection are key in apprehending new knowledge and skills.





Glossaries

Table of contents

Index	77-78
Palais des Congrès map	79-80



Index

A

Accommodation (faculty).....	p. 27
AfricaPCR.....	p. 65
Advertising.....	p. 29
Advertising (rules and requirements).....	p. 32
AsiaPCR/SingLIVE.....	p. 59
Audio-visual production.....	p. 26, 38

B

Badges (stand builders and exhibitors).....	p. 16, 17
Badges invited guests and staff (attendees)	p. 36
Bag insertion.....	p. 31
Banner ads campaign – EuroIntervention	p. 44
Banner ads campaign - PCRonline.....	p. 45
Branded note pads and pen sets.....	p. 29
Building overtime	p. 15, 37

C

Calendar.....	p. 6, 7
Car park.....	p. 16
Catering.....	p. 35, 38
CDs.....	p. 42
Chairperson.....	p. 24
Cleaning.....	p. 16, 35, 37
Closing hours.....	p. 15
Comfort stand	p. 9
Computing equipment.....	p. 38
Concierge	p. 35
Contacts	p. 5
Contemporary stand	p. 9, 10
Cyber space.....	p. 29

D

Daily newspaper.....	p. 29
Delegates bag.....	p. 29
Delivery	p. 16
Digital & Publishing.....	p. 41

E

EBAC	p. 19
Electricity	p. 37
Emailing campaigns	p. 46
Entry passes (for stand builders)	p. 16
Escalators	p. 13, 31
EuroIntervention Journal	p. 49, 50, 51, 69
Europa Organisation.....	p. 5
EuroPCR	p. 57
EuroPCR visual identity	p. 17, 32
Excellence stand	p. 9, 11
Exhibit guide	p. 31, 35
Exhibition	p. 9
Exhibitor badges.....	p. 17, 36
Exhibitor support centre.....	p. 35
Exhibitor web portal	p. 4

F

Facts & figures (EuroPCR 2012).....	p. 2
Faculty key responsibilities.....	p. 24
Faculty management	p. 27
Faculty presentations	p. 25
Filming	p. 17
Food	p. 35
Free promotion & services	p. 35
Furniture	p. 38

G

Giveaways.....	p. 17
Group registration form	p. 36
GulfPCR-GIM	p. 63

H

Hand-outs	p. 26
History (EuroPCR)	p. 8
Hostesses and hosts	p. 37
Hours	p. 15
How should I treat? session	p. 22

I

Important dates	p. 6, 7
Industry partners (2012 list)	p. 3
Industry supported sessions	p. 19
Insurance	p. 11, 37
Invitations (faculty)	p. 27
Inviting guests	p. 36
iPad application – EuroIntervention	p. 47
iPad application – OCT	p. 48
IT equipment	p. 38

L

Liberté stand	p. 9
Live case transmission	p. 20
Logos	p. 17, 32
Lunch bags	p. 29

M

Map (Car park)	p. 18
Map (Palais des Congrès)	p. 79, 80
Map (Transportation vehicle access)	p. 18
Material Catalogue	p. 30
Meeting rooms	p. 37
Metro poster network	p. 30

N

Night security	p. 35
Note pad and pen sets	p. 29

Index

O

- Official providers p. 38
 On-site timetable p. 15
 Opening hours p. 15

P

- Palais des Congrès (Map) p. 79, 80
 Palais des Congrès (Access map) p. 18
 Panellist p. 25
 Parking p. 16
 Partnership Guide (online) p. 4
 PCR p. 55
 PCR-EAPCI Textbook p. 52
 PCR Focus groups p. 73
 PCR London Valves p. 61
 PCRonline p. 41, 67
 PCR publications p. 41, 71
 PCR seminars p. 75
 Photographers p. 38
 Photography & filming p. 17
 Plants & Flowers p. 38
 Poster network p. 30
 Press facilities p. 35
 Private welcome desk p. 36
 Privilege stand p. 9, 10
 Promotional rights p. 17
 Publishing offers p. 49

Q

- Quizzes and competitions p. 17

R

- Registration (faculty) p. 27
 Reloading p. 16
 Rules for all stands p. 13

S

- Safety p. 13
 Safety plan form p. 13
 SCALES p. 16
 Scientific session guidelines p. 24
 Security p. 35, 38
 Security inspection p. 15
 Session Cds or USB keys p. 42
 Session room p. 26
 Session services p. 26
 Session signage p. 26

- Session transmission p. 43
 Session webcast p. 43
 Shipment p. 16
 Slide guidelines p. 25
 Slide management system p. 25
 Smartphone p. 30
 Speaker p. 24, 25
 Staff p. 17, 37
 Stands p. 9, 10, 11
 Stand activities p. 17
 Stand allocation p. 14
 Stand builders entry passes p. 16
 Stand build-up p. 16
 Stand configurations p. 13
 Stand construction p. 13
 Stand drawing p. 13
 Stand height zones p. 12
 Stand insurance p. 11, 37
 Storage p. 16
 Symposia and 60 min inside sessions p. 21

T

- Tailor-made stands p. 38
 Technical information (session) p. 26
 Timetable (on-site) p. 15
 Tools & Techniques (TNT) session p. 20
 Tourism p. 35
 Trainer p. 25
 Training village session p. 23
 Transport & accommodation (faculty) p. 27
 Transport vehicles p. 16, 18
 Truck access p. 16, 18

U

- Unloading p. 16
 USB keys p. 42

V

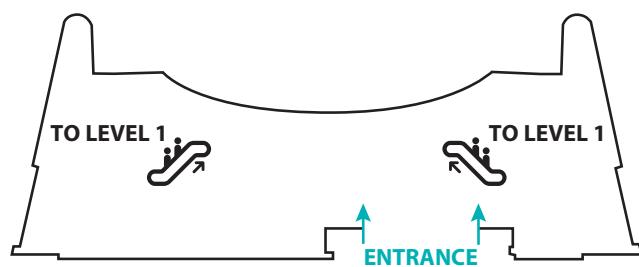
- VAT p. 5
 Vehicle access p. 16
 Video connection kit p. 36
 Voting system p. 26

W

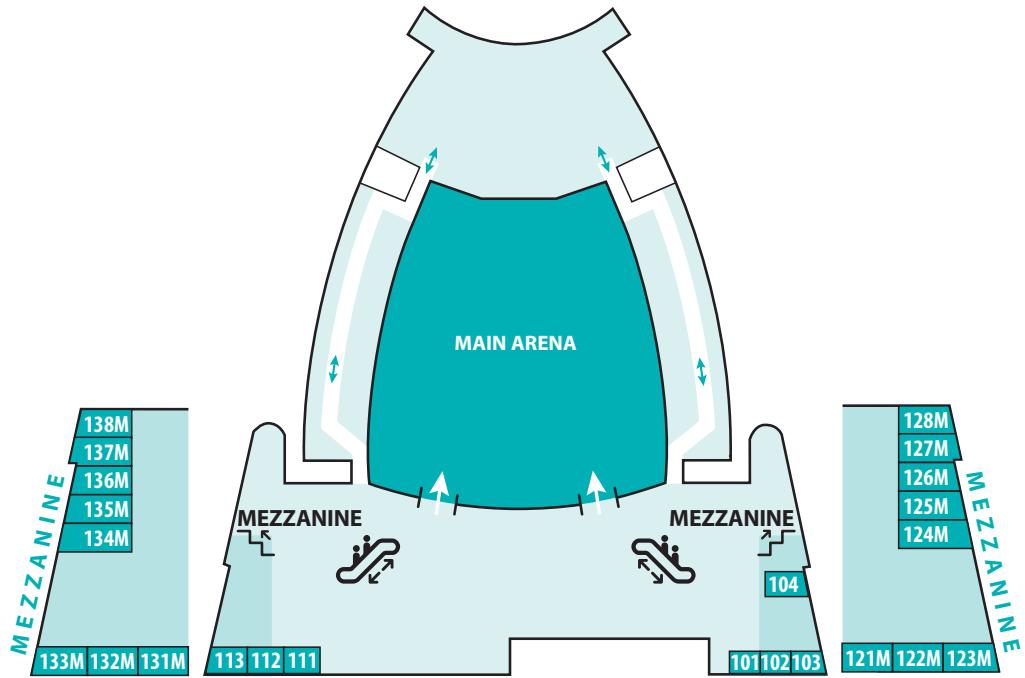
- Water coolers p. 29
 Webcast (session) p. 43
 Web banners p. 44, 45
 Wifi p. 35

MAP – Palais des Congrès

Level 0

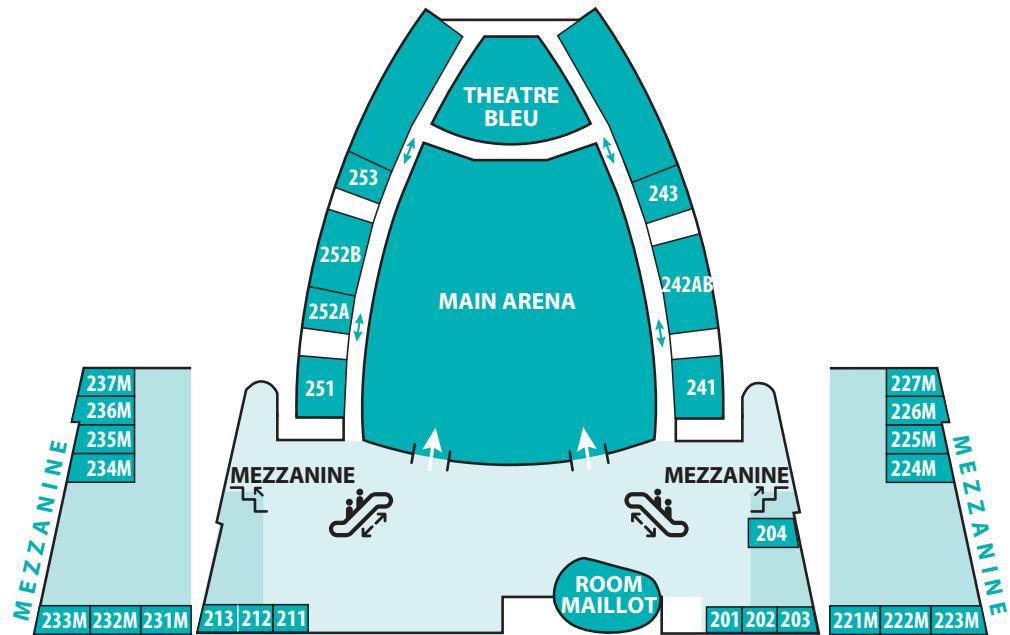


Level 1

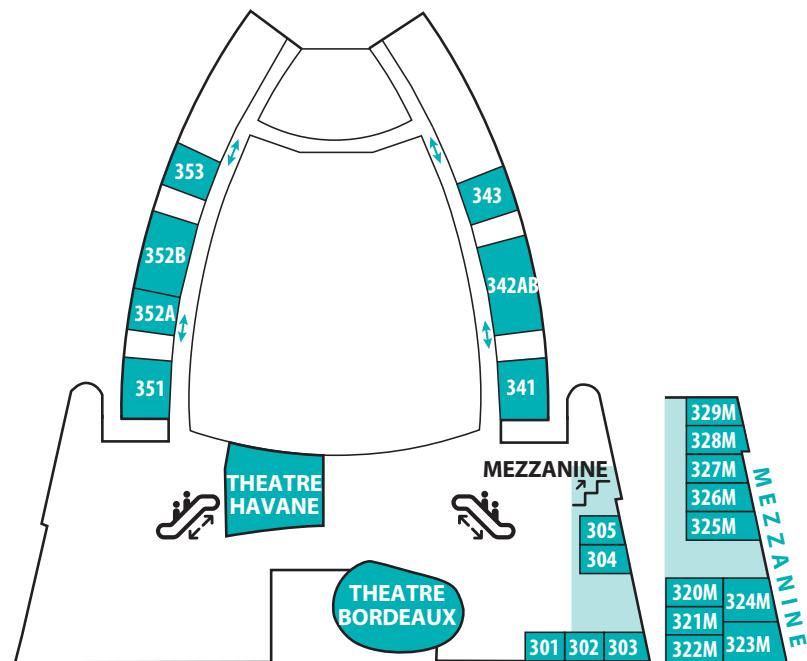


MAP – Palais des Congrès

Level 2



Level 3





Innovation in education at work

The mission of PCR is to serve the needs of each individual patient by helping the cardiovascular community to share knowledge, experience and practice.

Its activities cover a large spectrum, from the organisation of annual courses in Europe, Asia and the Middle East to editing a scientific journal, publishing textbooks as well as providing training seminars on thematic subjects.

PCR activities are made by and for you.

2012 2013



30th Sept. - 2nd Oct. 2012
London

Pcrlondonvalves.com



14th-15th December 2012
Dubai

Gulfpcr.com



24th-26th January 2013
Singapore

Asiapcr.com



22nd February 2013
Cap Town

6th World congress
Paediatric Cardiology
& Cardiac Surgery



21st-24th May 2013
Paris

Europcr.com



21st - 24th May 2013
PARIS - Palais des Congrès