

■ asia
PCR
Singapore *LIVE*
partnership file

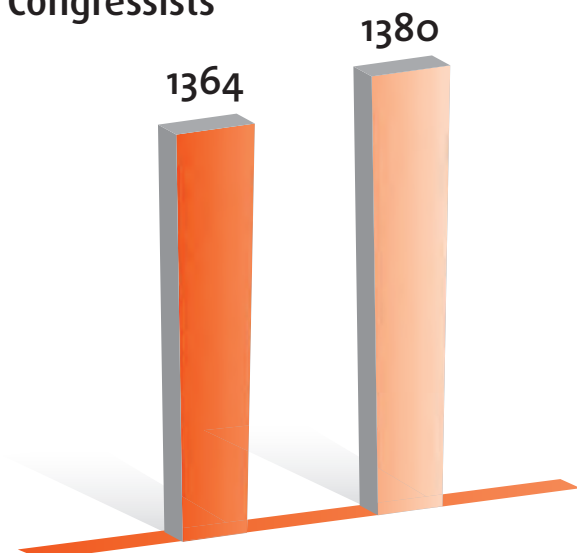
Singapore 2013
24th-26th January



■ Facts & Figures 2012

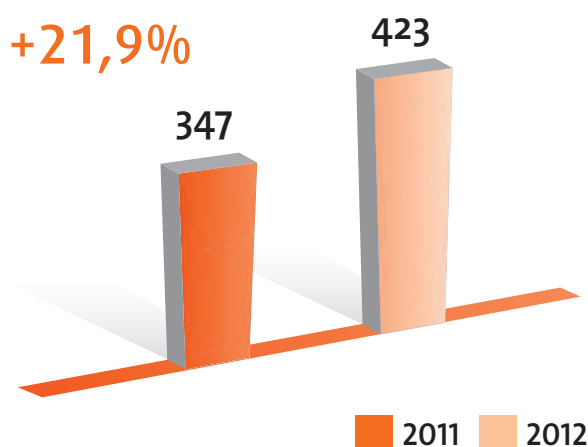
Global attendance +5,3%

■ Congressists



■ Exhibitors

+21,9%



Key figures

1,380physicians

423exhibitors

223guest faculty

228submissions

61 countries

AUSTRALIA	JAPAN	SAUDI ARABIA
AUSTRIA	JORDAN	SERBIA
BANGLADESH	KAZAKHSTAN	SINGAPORE
BELGIUM	LATVIA	SOUTH AFRICA
BRAZIL	LITHUANIA	SOUTH KOREA
BRUNEI	LUXEMBOURG	SPAIN
DARUSSALAM	MALAYSIA	SRI LANKA
BULGARIA	MALDIVES	SWEDEN
CANADA	MAROCCO	SWITZERLAND
CHINA	MEXICO	SYRIAN ARAB
DENMARK	MYANMAR	REPUBLIC
EGYPT	NEPAL	TAIWAN
FINLAND	NETHERLANDS	THAILAND
FRANCE	NEW ZEALAND	TUNISIA
GERMANY	NIGERIA	TURKEY
GREECE	NORWAY	UKRAINE
HONG KONG	OMAN	UNITED ARAB
INDIA	PAKISTAN	EMIRATES
INDONESIA	PHILIPPINES	UNITED
IRAN	POLAND	KINGDOM
ISRAEL	RUSSIAN	UNITED STATES
ITALY	FEDERATION	VIETNAM

Thanks to all our partners

ABBOTT VASCULAR
 ACIST MEDICAL SYSTEMS
 ANGIOPLASTY SUMMIT - TCTAP
 ANGIOVENTION CO., LTD.
 ASAHI INTECC CO. LTD
 B. BRAUN SINGAPORE PTE LTD
 BIOSENSORS INTERVENTIONAL TECHNOLOGIES PTE LTD
 BIOTRONIK SE & CO. KG
 BOSTON SCIENTIFIC
 CID SPA
 CORDIS CORPORATION, A JOHNSON & JOHNSON COMPANY
 ELIXIR MEDICAL CORPORATION
 EUROCOR
 CERC - EUROPEAN CARDIOVASCULAR RESEARCH CENTRE
 HEXACATH
 INFO RESSOURCES SERVICES
 INNOHEART PTE LTD
 JAPAN STENT TECHNOLOGY CO., LTD.
 KANEKA MEDIX CORPORATION
 LEPU MEDICAL TECHNOLOGY (BEIJING) CO., LTD
 MAQUET CARDIOVASCULAR
 MEDTRONIC INTERNATIONAL, LTD
 MERIL LIFE SCIENCES PVT. LTD.
 MINVASYS
 NATIONAL HEART CENTRE SINGAPORE
 ORBUSNEICH MEDICAL PTE LTD
 P.G. BOOKS PTE LTD
 PIE MEDICAL IMAGING
 QUALIMED INNOVATIVE MEDIZINPRODUKTE GMBH
 RESEARCHBOOKS ASIA
 SANOFI
 SIEMENS HEALTHCARE
 ST JUDE MEDICAL
 TEMMED MEDICAL CO., LTD
 TERUMO CORPORATION SINGAPORE BRANCH
 TRANSLUMINA GMBH
 TRANSMEDIC PTE LTD
 ZOLL MEDICAL CORPORATION

■ General information

Editorial

With 1,803 participants from 61 countries and the active participation of 36 exhibitors, AsiaPCR/SingLIVE 2012 was a great success! We are pleased to invite you to join us in preparing the 2013 edition made BY and FOR the Asia Pacific cardiovascular community.

In response to this ever-growing Course, AsiaPCR/SingLIVE will be moving to the Sands Expo and Convention Center next to the Marina Bay Sands. The Course activities will be grouped and the Exhibition Hall will be ideally situated next to the Main Arena.

National societies and Working Groups from Asia Pacific will play an active role in this year's scientific programme. Live demonstrations as well as discussions and patient-based sessions will continue to be an integral part of the Course.

You have the opportunity to be a fundamental part of the programme. Support a breakfast, lunch and/or dinner symposium either with or without Live transmissions. Be a part of the Training Village, a popular cornerstone of the 2012 programme. These hands-on activities will be located in closer proximity to the Exhibition Hall in 2013, generating more traffic and increasing your company's visibility.

This Partnership file is your tool for making your company's presence in Singapore the most successful yet. Discover the new and different opportunities available to you in 2013 from sponsoring the delegates bag, the cyber space, and the notebook & pen to email campaigns and advertising in the 100% revamped smartphone application. Get the most out of your AsiaPCR/SingLIVE experience through the promotional solutions detailed here.

We look forward to working closely with you on AsiaPCR/SingLIVE 2013.



Information

Course Dates

Thursday 24th to Saturday 26th January, 2013

Course Venue

Marina Bay Sands - Sands Expo and Convention Center
10 Bayfront Avenue - Singapore 018956

Official Language

The official language of the Course is English.

Contacts

Marketing development

Patrick JOLLY: pjolly@europa-organisation.com

Scientific programme

Sabrina CONESA: sconesa@europa-organisation.com

Seow-Fong OH: oh.seow.fong@nhcs.com.sg

Hendrick OU: hendrick.ou.zy@nhcs.com.sg

Exhibition & Services

Christine PEREIRA: cpereira@europa-organisation.com

Registration

All participants will be issued badges, which must be worn at all times. 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. The registration desk will be open on Wednesday, 23rd January, 2013 from 4:00pm.

Physicians or industrials without a booth

Until 14th December 2012SGD 1,050 Tax incl.

From 15th December 2012 & on siteSGD 1,250 Tax incl.

Nurses/technicians

Until 14th December 2012SGD 650 Tax incl.

From 15th December 2012 & on siteSGD 800 Tax incl.

Europa Organisation Asia Pte Ltd

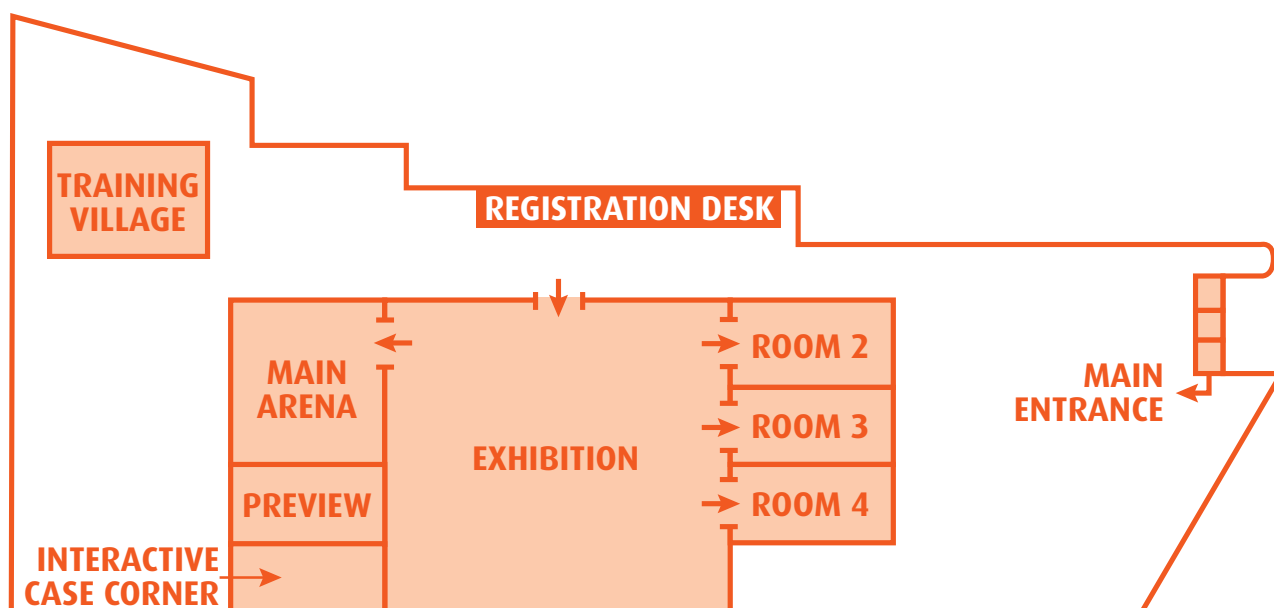


Europa Organisation Asia Pte Ltd is the professional congress organiser of AsiaPCR/SingLIVE.

The organisational team is dedicated to ensuring AsiaPCR/SingLIVE is a success for your company. They are 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!

■ Be part of the exhibition area!

Exhibition offers



Rates are exclusive of GST 7%.
The minimum stand size is 9 sqm.

Unequipped standSGD 1,730 per sqm

Materialisation of stand space on the floor only
(no walls, no carpet provided)

Equipped standSGD 1,830 per sqm

Benefit from the following services:

- ▶ Partitions, fascia board
- ▶ 1 table, 2 chairs & 1 reception desk
- ▶ Spotlights
- ▶ Power outlet

Exhibitor service kit

The exhibitor service kit will be available at the end of October 2012 and sent to companies whose accounts are up-to-date.

Free exhibitor badges

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

- ▶ 9 to 11 sqm. 4
- ▶ 12 to 20 sqm. 6
- ▶ 21 to 30 sqm 12
- ▶ 31 to 50 sqm 17
- ▶ 51 sqm and more 22

The number of complimentary exhibitor badges included in each offer is strictly reserved for the employees and official distributors/agents of the ordering party.

Once you confirm your booth space, you will receive the complimentary exhibitor badges form for completion.

You are requested to complete the complimentary badges forms properly, including clear identification of employees and distributors.

Once your form is processed by the registration department, all name changes will be charged at SGD 100 per name change.

Additional exhibitor badges rates are:

Until 14th December 2012SGD 650 Tax incl.
From 15th December 2012 & on siteSGD 800 Tax incl.



Order before Wednesday 12th September, 2012

First-come, first served basis. If we are unable to meet your requirements, we aim to provide you with the best possible alternative.

Payment before Friday 26th October, 2012

Stand & promotional activities



Promotional activities on your stand require prior approval from Europa Organisation Asia Pte Ltd.

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.

Catering

All exhibitors have access to the delicious buffets available during lunchtime, for the duration of the Course. Coffee breaks will also be available throughout the convention centre at specific times. For private catering on your stand please contact Christine Pereira - cpereira@europa-organisation.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.

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 see us at the Exhibitor support centre at the Sands Expo and Convention Center, Level 5.

Giveaways/gifts

Notwithstanding your legal responsibilities on your own stand, Europa Organisation Asia Pte Ltd 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.

Industry meetings & events

In order to privilege delegate attendance at official activities of AsiaPCR/SingLIVE, industry meetings and events are permitted outside of official course hours only. External meetings must not compete content and time wise with any official programme session. Companies are requested to respect this guideline from Thursday, 24th January to Saturday, 26th January 2013.

Market research

Market researches are not authorised outside of your stand space without prior written approval by Europa Organisation Asia Pte Ltd.

Photography & filming

No part of the building or exhibition may be photographed or filmed without prior approval from Europa Organisation Asia Pte Ltd and/or the relevant exhibitor. Europa Organisation Asia Pte Ltd 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.

Promotional rights

The use of any AsiaPCR/SingLIVE 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 Asia Pte Ltd.

A copy of the AsiaPCR/SingLIVE corporate identity rules and the AsiaPCR/SingLIVE logo can be obtained upon request.



The use of AsiaPCR/SingLIVE branding and visuals is not allowed without prior approval from Europa Organisation Asia Pte Ltd.

Quizzes & competitions

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

Staffing on stands

All exhibitors must ensure that a staff member is present at the stand at all times. Unattended stands present a security risk. Europa Organisation Asia Pte Ltd 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.



Industry supported sessions - for exhibitors only

General considerations

In order to support an educational scientific session, you must be an exhibitor. All requests must be approved by the AsiaPCR/SingLIVE Board, who reserve the right to refuse an application and/or modify the content and/or proposed speakers.

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

- › Room rental
- › Session and industry partner's name in print and online programmes
- › On-site signage
- › Technical assistance in the room
- › Visibility in AsiaPCR/SingLIVE communication material

Signed order forms 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 section).

Session content and proposed speakers and chairpersons are approved by the AsiaPCR/SingLIVE Board before being integrated into the scientific programme. Room allocation is done by the AsiaPCR/SingLIVE 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 Asia Pte Ltd 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 educational grant from..."

Options for the management of sessions supported by the industry

Option 1 Organised by the industry partner		Option 2 - Co-organised by the industry partner and AsiaPCR/SingLIVE	
<ul style="list-style-type: none">‣ Full ownership of scientific programme by industry partner‣ Selection & management of faculty by industry partner‣ Final approval of the session programme and proposed faculty by AsiaPCR/SingLIVE Board		<ul style="list-style-type: none">‣ Topics & faculty proposed by industry partner‣ Final selection of topics & faculty by AsiaPCR/SingLIVE Board‣ Management of faculty by Europa Organisation Asia Pte Ltd‣ Session overseen by AsiaPCR/SingLIVE Board	
Responsibilities			
Industry partner <ul style="list-style-type: none">‣ Scientific programme content‣ Facilitation/coordination of programme build-up‣ Contractual relationship with faculty‣ Logistics for faculty handled either by the industry partner (Option 1.A) or by Europa Organisation Asia Pte Ltd (Option 1.B)	AsiaPCR/SingLIVE <ul style="list-style-type: none">‣ AsiaPCR/SingLIVE faculty position granted to speakers‣ Allocation of room and timeslot by the AsiaPCR/SingLIVE Board	Industry partner <ul style="list-style-type: none">‣ Facilitation/coordination of programme build-up	AsiaPCR/SingLIVE <ul style="list-style-type: none">‣ Scientific programme content built by the AsiaPCR/SingLIVE Board‣ Contractual relationship with faculty (honorarium)‣ Allocation of room and timeslot by the AsiaPCR/SingLIVE Board‣ Logistics for faculty
What's included in our offer			
<ul style="list-style-type: none">‣ Session fee‣ Faculty registration fees		<ul style="list-style-type: none">‣ Session fee‣ Faculty registration fees‣ Faculty honoraria‣ Faculty honoraria management handling fees (25%)	
Additional expenses			
<p>The industry partner is responsible for:</p> <ul style="list-style-type: none">‣ faculty transport and accommodation expenses‣ faculty honoraria at discretion <p>If the industry partner requests that Europa Organisation Asia Pte Ltd handles the logistics for faculty, please note that:</p> <ul style="list-style-type: none">‣ faculty transport and accommodation will be invoiced after the course (management of 25% handling fees applicable) <p><i>Note: Honoraria are not handled by Europa Organisation Asia Pte Ltd.</i></p>		<p>The invoice for faculty transport and accommodation expenses will be sent to the industry partner after the course.</p>	

Once official invitations are sent by the Organising Committee to chairpersons and speakers, option changes (option 2 modified to option 1) are not possible.

AsiaPCR/SingLIVE faculty management

Industry partners who wish to support a scientific session are responsible for the payment of the registration fees and logistic expenses of the faculty.

All chairpersons, speakers, panellists involved in sessions supported by the industry become AsiaPCR/SingLIVE faculty. Industry partners have two alternatives (Option 1 or Option 2) regarding the management of their faculty. For more information, please see page 6.

The logistic policy explained here applies when the industry partner requests that Europa Organisation Asia Pte Ltd handles the logistics for its faculty.

Once you have chosen the option, you will receive the guidelines & the order form for logistic arrangements and will be asked to send that documents back to the Organising Committee duly signed.

In the intention of providing a premium service to your faculty, you will be asked to indicate the type of arrangements for each faculty such as category of travel, organisation of transfer, reimbursement of extra expenses, etc....

Registration

Registration fees are included in the session fee for a fixed number of badges depending on the type of session (See pages 9, 10, 11 and 12 for more information).

Europa Organisation Asia Pte Ltd will register faculty involved in sessions supported by the industry at the early-bird rate. Faculty will be asked to collect their badge on-site. The industry partner cannot collect the badge on behalf of the faculty.

Accommodation

Europa Organisation Asia Pte Ltd will book a room in one of the faculty hotels on the following basis:

- ▶ a 4 star hotel or equivalent located within a short distance of the convention centre
- ▶ 3 nights only, (Wednesday 23rd to Friday 25th January included - Saturday night is not included).
- ▶ single room basis
- ▶ bed & breakfast
- ▶ VAT and local taxes

Europa Organisation Asia Pte Ltd is responsible for choosing the hotel depending on room availability.

Hotels booked personally by the faculty will not be reimbursed post-course.

Travel

Europa Organisation Asia Pte Ltd will apply the following travel guidelines for the faculty unless the industry partner stipulates otherwise in the logistics order form:

- ▶ flights of 6 hours or less in economy class
- ▶ flights exceeding 6 hours in business class

Car costs, tolls, fuel and parking will not be taken into consideration, nor reimbursed.

Other expenses

Europa Organisation Asia Pte Ltd can handle other logistic arrangements on-demand in the logistics form: transfer to and from the airport, extra nights, change in the room category, room service, mini bar, restaurant, Internet & Wifi, laundry, access to gym, access to hotel lounge etc...

Without mention of this in the logistics form, please note that none of these arrangements will be made by Europa Organisation Asia Pte Ltd. Should we receive reimbursement requests from the faculty for one or several of these services, we will decline the demand.

Invitation

Invitation letters will be sent to faculty by Europa Organisation Asia Pte Ltd on behalf of the industry partner and the AsiaPCR/SingLIVE Board.

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.

Faculty will be asked to sign the Professional Healthcare Agreement outlining his/her key responsibilities and collaboration with AsiaPCR/SingLIVE.

Lunch symposium with LIVE demonstration



- › Offer reserved for exhibitors only
- › Lunch is included in the offer
- › Complimentary insertion of flyer in delegates bag (flyer provided by sponsor)
- › Rates are exclusive of GST 7%.

Chapters	Duration	Content	Session duration: 100 minutes
Introduction	5 minutes	› The chairperson presents the objectives and the outline of the session.	
Live case transmission	45 minutes	› Case selection is based on pre-defined objectives. › Only one case should be performed.	
Lectures	3 x 10 minutes	› 3 talks are presented by 3 different speakers.	
Discussion	15 minutes	› Pre-determined timeslot for interactivity and discussion. Must be well planned in order to add value to the session.	
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.	

Offer # 1
Thursday 24th

Offer # 6
Friday 25th

Main arena - Lunch sympo

Option 1 Organised by the industry partner		Option 2 - Co-organised by the industry partner and AsiaPCR/SingLIVE	
Session fee	SGD 55,000	Session fee	SGD 55,000
		Speakers' honoraria* (3 x SGD 2,000)	SGD 6,000
		Chairpersons' honoraria* (2 x SGD 3,000)	SGD 6,000
		Honoraria administrative handling fees 25%	SGD 3,000
TOTAL	SGD 55,000	TOTAL	70,000 €

*Important note

Registration fees for the faculty (up to a maximum of 5 badges) are included in the session fee.

The number of badges included in this offer cannot be modified.

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.

Full payment upon receipt of invoice. These rates do not include transport and accommodation expenses of the chairpersons and speakers to be paid by the industry partners. If Europa Organisation Asia Pte Ltd handles the logistics for your faculty, you will be invoiced after the course.



Order before Tuesday 15th May, 2012

First-come, first served basis. If we are unable to meet your requirements, we aim to provide you with the best possible alternative.

Symposium & reception



- ▶ Offer reserved for exhibitors only
- ▶ Complimentary insertion of flyer in delegates bag (flyer provided by sponsor)
- ▶ Rates are exclusive of GST 7%.

Chapters	Duration	Content	Session duration: 80 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	10 minutes	▶ Pre-determined timeslot for interactivity and discussion. Must be well planned in order to add value to the session.	
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.	
The session will be followed by a cocktail outside the session room.			

Offer # 3
Thursday 24th

Main arena - Evening symposium

Option 1 Organised by the industry partner		Option 2 - Co-organised by the industry partner and AsiaPCR/SingLIVE	
Session fee	SGD 41,000	Session fee	SGD 41,000
		Speakers' honoraria* (4 x SGD 2,000)	SGD 8,000
		Chairpersons' honoraria* (2 x SGD 3,000)	SGD 6,000
		Honoraria administrative handling fees 25%	SGD 3,500
TOTAL	SGD 41,000	TOTAL	SGD 58,500

Offer # 4
Thursday 24th

Room 2 & Room 3 - Evening Symposium

Option 1 Organised by the industry partner		Option 2 - Co-organised by the industry partner and AsiaPCR/SingLIVE	
Session fee	SGD 32,000	Session fee	SGD 32,000
		Speakers' honoraria* (4 x SGD 2,000)	SGD 8,000
		Chairpersons' honoraria* (2 x SGD 3,000)	SGD 6,000
		Honoraria administrative handling fees 25%	SGD 3,500
TOTAL	SGD 32,000	TOTAL	SGD 49,500

*Important note

Registration fees for the faculty (up to a maximum of 6 badges) are included in the session fee.
The number of badges included in this offer cannot be modified.
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.

Full payment upon receipt of invoice. These rates do not include transport and accommodation expenses of the chairpersons and speakers to be paid by the industry partners. If Europa Organisation Asia Pte Ltd handles the logistics for your faculty, you will be invoiced after the course.



Order before Tuesday 15th May, 2012

First-come, first served basis. If we are unable to meet your requirements, we aim to provide you with the best possible alternative.

Lunch symposium



- ▶ Offer reserved for exhibitors only
- ▶ Lunch is included in the offer
- ▶ Complimentary insertion of flyer in delegates bag (flyer provided by sponsor)
- ▶ Rates are exclusive of GST 7%.

Chapters	Duration	Content	Session duration: 80 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	10 minutes	▶ Pre-determined timeslot for interactivity and discussion. Must be well planned in order to add value to the session.	
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.	

Offer # 2
Thursday 24th

Offer # 7
Friday 25th

Room 2 & room 3 - Lunch symposium

Option 1 Organised by the industry partner		Option 2 - Co-organised by the industry partner and AsiaPCR/SingLIVE	
Session fee	SGD 38,000	Session fee	SGD 38,000
		Speakers' honoraria* (4 x SGD 2,000)	SGD 8,000
		Chairpersons' honoraria* (2 x SGD 3,000)	SGD 6,000
		Honoraria administrative handling fees 25%	SGD 3,500
TOTAL	SGD 38,000	TOTAL	SGD 55,500

*Important note

Registration fees for the faculty (up to a maximum of 6 badges) are included in the session fee.

The number of badges included in this offer cannot be modified.

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.

Full payment upon receipt of invoice. These rates do not include transport and accommodation expenses of the chairpersons and speakers to be paid by the industry partners. If Europa Organisation Asia Pte Ltd handles the logistics for your faculty, you will be invoiced after the course.



Order before Tuesday 15th May, 2012

First-come, first served basis. If we are unable to meet your requirements, we aim to provide you with the best possible alternative.

Breakfast symposium



- ▶ Offer reserved for exhibitors only
- ▶ Breakfast is included in the offer
- ▶ Complimentary insertion of flyer in delegates bag (flyer provided by sponsor)
- ▶ Rates are exclusive of GST 7%.

Chapters	Duration	Content	Session duration: 45 minutes
Introduction	2 minutes	▶ The chairperson presents the objectives and the outline of the session.	
Lectures	3 x 10 minutes	▶ 3 talks are presented by 3 different speakers	
Discussion	10 minutes	▶ Pre-determined timeslot for interactivity and discussion. Must be well planned in order to add value to the session.	
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.	



Room 2 & room 3 - Breakfast symposium

Option 1 Organised by the industry partner		Option 2 - Co-organised by the industry partner and AsiaPCR/SingLIVE	
Session fee	SGD 16,500	Session fee	SGD 16,500
		Speakers' honoraria* (3 x SGD 2,000)	SGD 6,000
		Chairpersons' honoraria* (2 x SGD 3,000)	SGD 6,000
		Honoraria administrative handling fees 25%	SGD 3,000
TOTAL	SGD 16,500	TOTAL	SGD 31,500

*Important note

Registration fees for the faculty (up to a maximum of 5 badges) are included in the session fee.

The number of badges included in this offer cannot be modified.

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.

Full payment upon receipt of invoice. These rates do not include transport and accommodation expenses of the chairpersons and speakers to be paid by the industry partners. If Europa Organisation Asia Pte Ltd handles the logistics for your faculty, you will be invoiced after the course.



Order before Tuesday 15th May, 2012

First-come, first served basis. If we are unable to meet your requirements, we aim to provide you with the best possible alternative.

Training village



- › Rates are exclusive of GST 7%.
- › Offer reserved for exhibitors only
- › As an industry sponsor, you are responsible for:
 - organising and covering expenses (registration, travel/accommodation) for the trainers
 - providing the Organising Committee with the programme of your Training village room for 2 days (Thursday 24th & Friday 25th)
 - providing the simulators and other equipments to be used in your Training village room

Rate per training roomSGD 14,000

- › 3 complimentary exhibitor badges provided
- › Room equipped with 1 screen, projector and 2 tables for demonstration of products
- › Complimentary insertion of flyer in congress bags (flyer provided by sponsor)
- › Programme listed in the Final Programme
- › Pop-up signage may be used on-site in front of the session room only

Two session formats available:

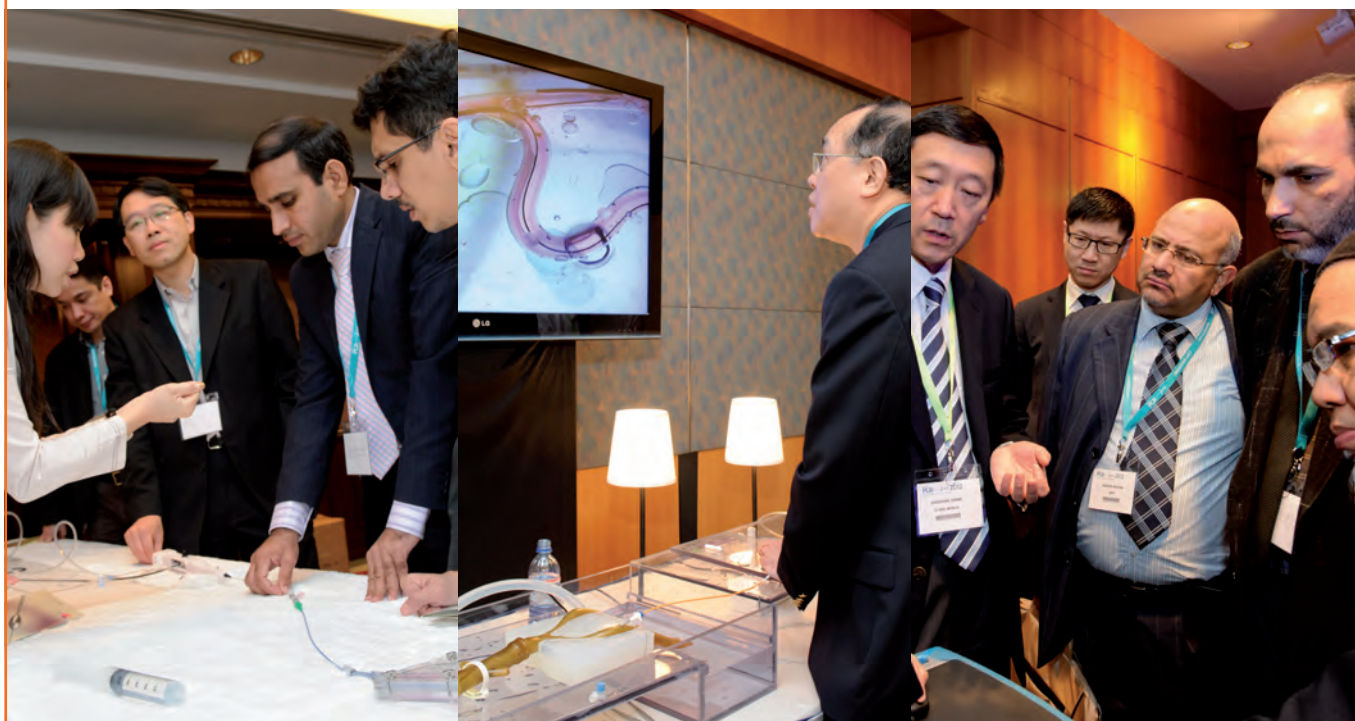
→ Devices hands-on workshop

Industry-run training workshop provide interactive product demonstration and hands-on opportunities for a focused group of delegates. The workshops allow attendees to become familiar with the use of devices in conditions close to real practice.

→ Simulator training session

Industry-run sessions that provide training for delegates on simulator machines.

These sessions allow attendees to virtually practice angioplasties.



Order before Tuesday 15th May, 2012

First-come, first served basis. If we are unable to meet your requirements, we aim to provide you with the best possible alternative.

Advertising & promotional opportunities



Rates are exclusive of GST 7%.

Delegate bags

Course bags will carry names/logos of both AsiaPCR/SingLIVE and the sponsoring company. Exclusive sponsorship.

► Rate SGD 20,000



Order before Friday 26th July, 2012

Send your logo before Friday 12th October, 2012

Bag insertion

Per A4 single-page. The content of your insertion will be subject to the approval of Europa Organisation Asia Pte Ltd.

► Rate SGD 2,000

Notebook and pen

Stationery provided by the sponsor will be inserted in the delegates bag. Exclusive sponsorship.

► Rate SGD 5,000

Final programme

An effective communication tool that will optimise your visibility, promote your devices and/or your session at AsiaPCR/SingLIVE, it is the perfect complement to the Course.

Back cover page	Full page		4-colour	SGD 7,750
Inner page	Full page		4-colour	SGD 6,000
Inner page	1/2 page		4-colour	SGD 3,400
Inner page	1/4 page		4-colour	SGD 1,800

Cyber space

Stand out from the crowd with this exclusive sponsorship. The cyber space is highly frequented by attendees wishing to access the internet or simply consult their emails during the Course.

- Banner with the logo of your company
- Product animation on screensaver
- Display boards for your brochures within the cyber space

► Rate SGD 10,000

Online banner

Place your banner next to the AsiaPCR/SingLIVE programme on PCRONline.com during the peak of visits to this section (December through February)

► Rate SGD 4,200

Eblast

Before, during and after the Course, use an eblast to announce your participation and/or your session at AsiaPCR/SingLIVE, or to communicate throughout the year with the AsiaPCR/SingLIVE community with 9,600 regional contacts (of which 77% of physicians).

► Rate SGD 6,500



Order before Wednesday 12th September, 2012

Send your artwork before Friday 16th November, 2012

Smartphone



Rates are exclusive of GST 7%.
Limited offers. First-come, first-served basis.

The PCR application is a nifty tool for Course participants, facilitating their navigation of the AsiaPCR/SingLIVE programme.

The PCR smartphone application has been completely remodelled to better meet the needs and interests of both attendees and exhibitors alike. With improved features attendees will be able to:

- Navigate the scientific programme
- Display all session details; add a particular session to "My AsiaPCR", create an alarm in their calendar, locate the room on the convention centre map, and share the session with friends via Facebook, Twitter and LinkedIn
- Look up/Search for a faculty member, case presenter, Live operator etc.
- Browse the exhibitors list: get their booth number, locate it on the Convention Centre map, book a rendez-vous, add it to their calendar, save your contact details to their address book, get information about your company and your products...
- Get breaking news in the cardiovascular field, straight from pconline.com

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 AsiaPCR/SingLIVE, exhibitors and asiapcr.com.
.....SGD 900
- Push message promoting your industry-supported sessionSGD 1,200
- Logo in the exhibitors listSGD 100
- Your company name at the top of the exhibitors list.
Limited to 4 companiesSGD 450



Experience AsiaPCR/SingLIVE the smart way...

with the Course in the palm of your hand
Download the PCR smartphone application!

Available for iPhone, Android, Blackberry and Windows Phone

■ asia
PCR
Singapore *LIVE*

Course Directors

Tian-Hai KOH
Eric EECKHOUT

Course Co-Directors

Terrance CHUA
Jean FAJADET
Junbo GE
Soo-Teik LIM
Marie-Claude MORICE
Christoph NABER
Shigeru SAITO
Patrick W. SERRUYS
Bien-Soo TAN

Chairman of PCR

Jean MARCO

www.asiapcr.com