



# Partnership guide 2013



15<sup>th</sup>-17<sup>th</sup> September, 2013 - London  
Queen Elizabeth II Conference Centre

# Facts & figures 2012

## General overview

|      |                         |
|------|-------------------------|
| 1303 | active participants     |
| 967  | congressists            |
| 336  | exhibitors              |
| 51   | participating countries |
| 175  | submissions             |

## Countries

|                |           |                    |                      |
|----------------|-----------|--------------------|----------------------|
| ARGENTINA      | EGYPT     | LATVIA             | SINGAPORE            |
| AUSTRALIA      | FINLAND   | LEBANON            | SLOVAKIA             |
| AUSTRIA        | FRANCE    | MEXICO             | SLOVENIA             |
| BELGIUM        | GEORGIA   | MONACO             | SOUTH AFRICA         |
| BRAZIL         | GERMANY   | NETHERLANDS        | SPAIN                |
| CANADA         | GREECE    | NIGERIA            | SWEDEN               |
| CHILE          | HONG KONG | NORWAY             | SWITZERLAND          |
| CHINA          | INDIA     | POLAND             | TAIWAN               |
| COLOMBIA       | IRELAND   | PORTUGAL           | TURKEY               |
| CROATIA        | ISRAEL    | ROMANIA            | UNITED ARAB EMIRATES |
| CYPRUS         | ITALY     | RUSSIAN FEDERATION | UNITED KINGDOM       |
| CZECH REPUBLIC | JAPAN     | SAUDI ARABIA       | UNITED STATES        |
| DENMARK        | KUWAIT    | SCOTLAND           |                      |

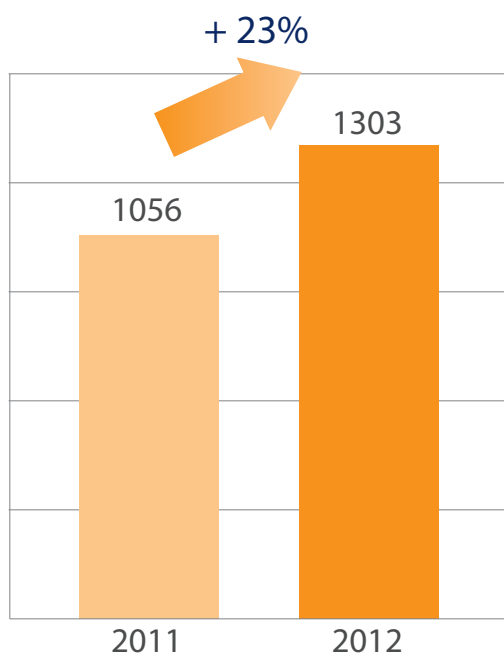
## Exhibitors in 2012

Our sincere thanks to those who contributed to the success of PCR London Valves:

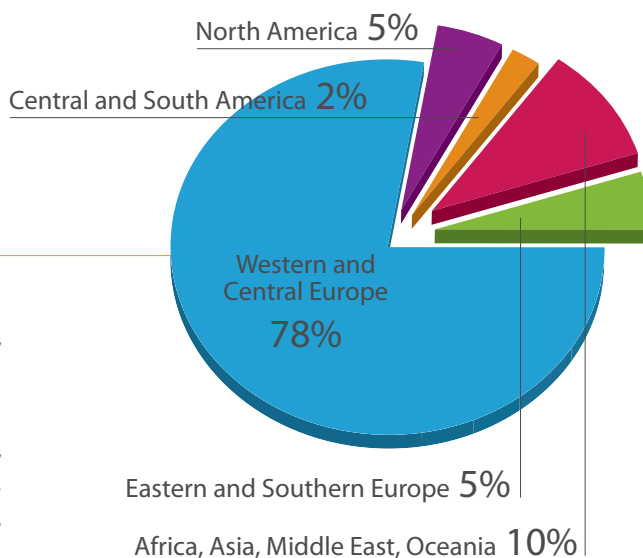
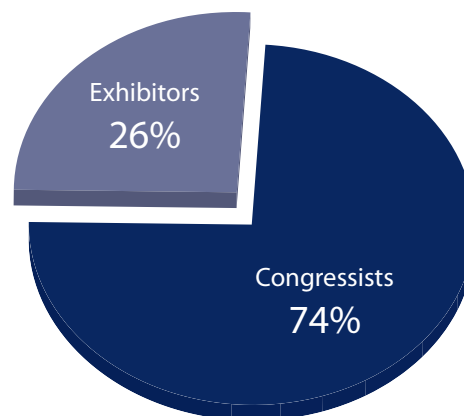
|                       |                                      |
|-----------------------|--------------------------------------|
| ABBOTT VASCULAR       | JENAVALVE TECHNOLOGY GMBH            |
| ACIST MEDICAL SYSTEMS | MEDTRONIC INTERNATIONAL TRADING SARL |
| BOSTON SCIENTIFIC     | PHILIPS HEALTHCARE                   |
| CERC                  | PIE MEDICAL IMAGING                  |
| EAPCI                 | ST JUDE MEDICAL                      |
| EDWARDS LIFESCIENCES  | WISEPRESS MEDICAL BOOKSHOP           |
| GE HEALTHCARE         |                                      |

## Attendance figures

### Global attendance



### Segmentation of participants



### Medical staff only - region of origin

#### Eastern and Southern Europe includes:

Croatia, Cyprus, Finland, Georgia, Greece, Latvia, Romania, Russian Federation, Slovenia

#### Western and Central Europe includes:

Austria, Belgium, Czech Republic, Denmark, France, Germany, Ireland, Italy, Monaco, Netherlands, Norway, Poland, Portugal, Slovakia, Spain, Sweden, Switzerland, United Kingdom

## Course accreditation



PCR London Valves 2012 was accredited by the European Board for Accreditation in Cardiology (EBAC) for 12 hours of External CME credits.

EBAC works in cooperation with the European Accreditation Council for Continuing Medical Education (EACCME), which is an institution of the European Union of Medical Specialists (UEMS).

# Editorial

It gives us great pleasure to invite you to partner with us for the fourth edition of PCR London Valves. The Course is solely focused on the improvement of valve therapies and will run from September 15<sup>th</sup> to 17<sup>th</sup> 2013.

We are delighted to announce that the Course venue will be the Queen Elizabeth II Conference Centre in the heart of central London.

As the Course grows in success and stature each year, so do the number of participants. In 2012, we welcomed 1,303 participants, an increase of 23% on the previous year.

Thanks to a rearrangement of the layout, this September, we will benefit from more room for innovation, general comfort and networking!


This year again we will have the sponsored sessions – including recorded live demonstrations in the Main arena and the 60-minutes inside sessions held in rooms 2 and 4. A perfect complement to this is the training village, very popular with the attendees to virtually practice and manipulate devices.

As a new feature this year, we'll be bringing you the Technology innovation suite which will be open to all medical staff. The aim of this exciting new area is to demonstrate new technological advancements in a private room. Keeping to this theme, there will be a dedicated innovation corner in the exhibition hall, tailored for start-ups.

You can reach your audience in a range of different ways with our publishing and digital offers: advertisements in EuroIntervention journal, iPad applications and PCRONline to name but a few.

Given the success of the smartphone app, we will be providing it again this year as an indispensable guide for the participants. A wide selection of advertising opportunities are also on offer so don't hesitate to talk to us.

We look forward to working with you!



Marc Doncieux  
CEO Europa Organisation



## Information

### Course Dates

Sunday 15<sup>th</sup> to Tuesday 17<sup>th</sup> September, 2013

### Course Venue

The Queen Elizabeth II Conference Centre

Broad Sanctuary, Westminster, London SW1P 3EE - United Kingdom

Phone: +44 (0)20 7222 5000 - Fax: +44 (0)20 7798 4200 - [www.qeicc.co.uk](http://www.qeicc.co.uk)

### Official Language

The official language of the Course is English.

### Contacts

Marketing development - Patrick Jolly: [pjolly@europa-organisation.com](mailto:pjolly@europa-organisation.com)

Scientific programme - Sabrina Conesa: [sconesa@europa-organisation.com](mailto:sconesa@europa-organisation.com)

Exhibition & advertising - Christine Pereira: [cpereira@europa-organisation.com](mailto:cpereira@europa-organisation.com)

## Registration

### Heart team registration\*

|   |         |
|---|---------|
| 2 participants .....  | 1,340 € |
| 3 participants .....  | 1,720 € |
| 4 <sup>th</sup> team member (and each additional participant) ..... | 180 €   |

*\*Same domain name in the email addresses is proof that participants are members of the same institute.*

### Individual registration

|                                  |       |
|----------------------------------|-------|
| Medical staff .....              | 750 € |
| Industrial without a booth ..... | 750 € |
| Additional exhibitor badge ..... | 385 € |

### On-site registration

|                                 |       |
|---------------------------------|-------|
| All types of participants ..... | 820 € |
|---------------------------------|-------|

No possibility to register on-site as a heart team. Individuals only.

## Europa Organisation



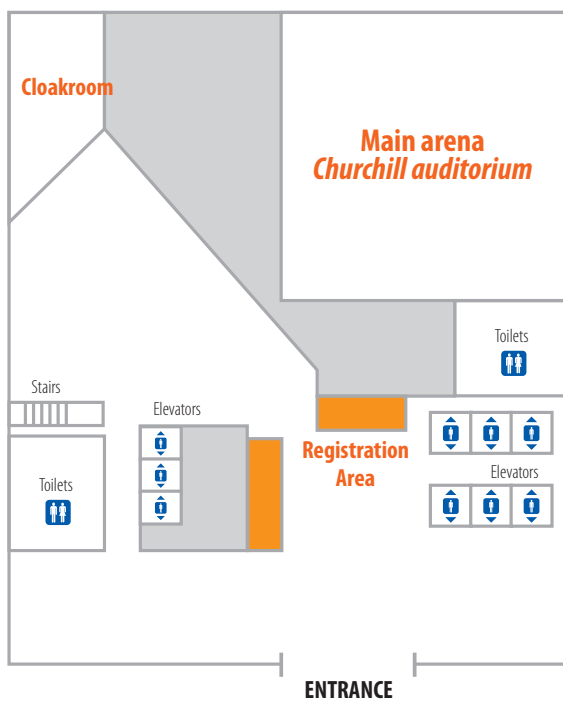
Europa Organisation is the Professional Congress Organiser of PCR London Valves.

The organisational team is dedicated to ensuring PCR London Valves 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!

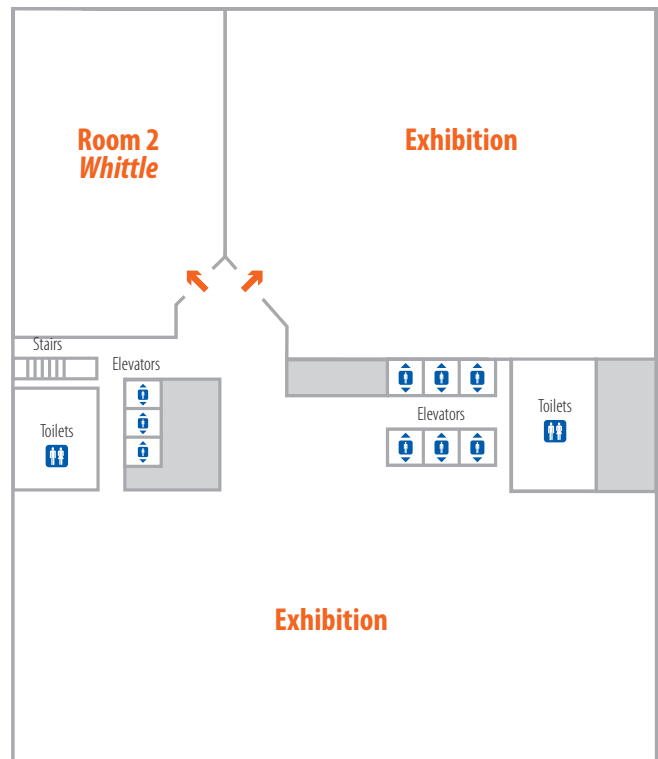
# Provisional plan

Subject to modifications.

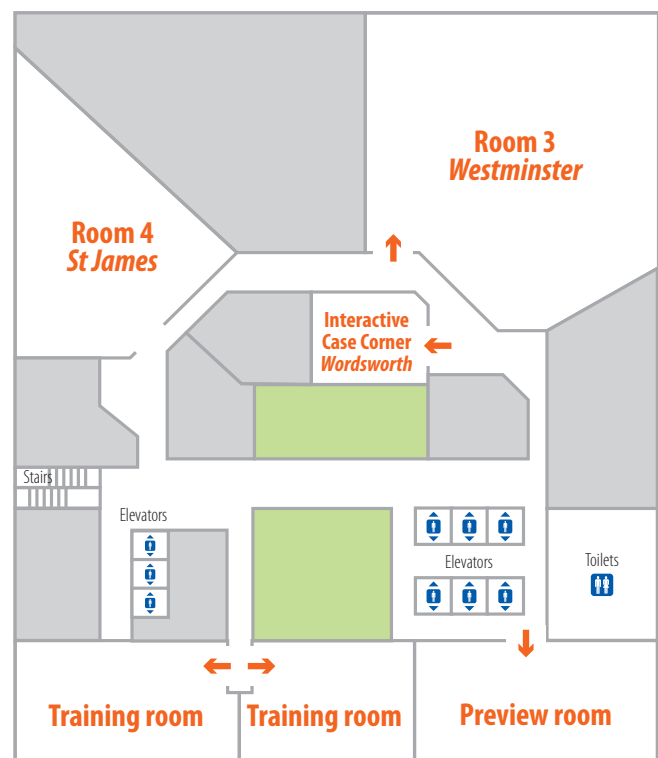
## Ground floor



## 3<sup>rd</sup> floor



## 4<sup>th</sup> floor



# Exhibitor forum

All in One Package ..... 13,500 € VAT excl.\*

- › A 12 sqm area
- › Materialisation of space on the floor only (no walls provided)
- › Electricity (1kw)
- › 1 table and 3 chairs
- › 1 complimentary bag insertion
- › 6 complimentary exhibitor badges
- › On-site support: the Exhibitor support centre is available for all your on-site needs
- › Visibility within the community: presence in the Final Programme and associated online documents
- › Cleaning: stands are vacuumed and wastebaskets are emptied every night
- › Obligatory insurance: third part liability and multiple risk exhibition insurance up to 3,050 € of exhibited equipment.

## \* Important note

It will not be possible to build a booth. Exhibitors may bring their own pop-up stand.

The set-up will take place on Sunday 15<sup>th</sup> September from 9:00 and must be complete at 17:00.

Rates are exclusive of 20% VAT. Applicable to all companies.

# Innovation corner



Space ..... 3,000 € VAT excl.\*

Tailored for start-up companies! (prior to product availability on the market and non-CE marked)

**Benefit from the opportunity to reach your target audience by participating in the innovation corner.**

- › A 6 sqm area
- › Materialisation of space on the floor only (no walls or carpet provided)
- › Electricity (1kw)
- › 1 table and 2 chairs
- › 2 complimentary exhibitor badges
- › On-site support: the Exhibitor support centre is available for all your on-site needs
- › Visibility within the community: presence in the Final Programme and associated online documents
- › Cleaning: stands are vacuumed and wastebaskets are emptied every night
- › Obligatory insurance: third part liability and multiple risk exhibition insurance up to 3,050 € of exhibited equipment.

## \* Important note

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The set-up will take place on Sunday 15<sup>th</sup> September from 9:00 and must be complete at 17:00.

Rates are exclusive of 20% VAT. Applicable to all companies.



**Order before Friday 31<sup>st</sup> May, 2013**

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

# Stand & promotional activities

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## 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 catering available during lunchtime, for the duration of the Course. Coffee breaks will also be available throughout the Conference Centre. For private catering on your stand please contact The Queen Elizabeth II Conference Centre.

## 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.

## Giveaways/gifts

Notwithstanding your legal responsibilities on your 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.

## Industry meetings & events

In order to privilege delegate attendance at official activities of PCR London Valves, industry meetings and events must not compete content and time wise with any official programme session. Companies are requested to respect this guideline from Sunday 15<sup>th</sup> to Tuesday 17<sup>th</sup> September, 2013, all day long.

## Market research

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

## 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.



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



## Promotional rights

The use of any PCR London Valves 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 PCR London Valves corporate identity rules and the PCR London Valves logo can be obtained upon request.



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

## 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 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 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

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## General considerations

All requests must be approved by the PCR London Valves Board, who reserves the right to refuse an application and/or modify the content and/or proposed speakers and chairpersons.

**If you choose to support a scientific session, 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
- › Visibility in PCR London Valves 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.

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 PCR London Valves Board before being integrated into the scientific programme.

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 educational grant from...".

## EBAC

The PCR London Valves 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 PCR London Valves 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.

# Options for the management of sessions supported by the industry

| Option 1<br>Organised by the industry partner   |   | Option 2<br>Co-organised by the industry partner and PCR London Valves  |   |
|---|---|---|---|
| <ul style="list-style-type: none"><li>‣ Full ownership of scientific programme by industry partner</li><li>‣ Selection &amp; management of faculty by industry partner</li><li>‣ Final approval of the session programme and proposed faculty by PCR London Valves Board</li></ul>                                |   | <ul style="list-style-type: none"><li>‣ Topics &amp; faculty proposed by industry partner</li><li>‣ Final selection of topics &amp; faculty by PCR London Valves Board</li><li>‣ Management of faculty by Europa Organisation</li><li>‣ Final approval by PCR London Valves Board</li></ul> |   |
| Responsibilities  |   |   |   |
| <b>Industry partner</b> <ul style="list-style-type: none"><li>‣ Scientific programme content</li><li>‣ Facilitation/coordination of programme build-up</li><li>‣ Contractual relationship with faculty</li><li>‣ Logistics for faculty handled either by the industry partner or by Europa Organisation</li></ul> | <b>PCR London Valves</b> <ul style="list-style-type: none"><li>‣ PCR London Valves faculty position granted to speakers</li></ul> | <b>Industry partner</b> <ul style="list-style-type: none"><li>‣ Facilitation/coordination of programme build-up</li></ul>   | <b>PCR London Valves</b> <ul style="list-style-type: none"><li>‣ Scientific programme content built by the PCR London Valves Board</li><li>‣ Contractual relationship with faculty (honorarium)</li><li>‣ Logistics for faculty</li></ul> |
| What's included in our offer  |   |   |   |
| <ul style="list-style-type: none"><li>‣ Session fee</li><li>‣ Faculty registration fees</li></ul>   |   | <ul style="list-style-type: none"><li>‣ Session fee</li><li>‣ Faculty registration fees</li><li>‣ Faculty honoraria and administrative handling fees</li></ul>  |   |
| Additional expenses   |   |   |   |
| If the industry partner requests that Europa Organisation handles the logistics for faculty, a 15% administrative handling fee will be charged on transport & accommodation expenses only. Invoices for faculty transport and accommodation will be sent within 2 months following the Course.                    |   | A 15% administrative handling fee will be charged on transport and accommodation expenses only.<br><br>Invoices for faculty transport and accommodation fees and honorarium will be sent within 2 months following the Course.  |   |

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.

# Tools & Techniques (TNT)

With recorded  
LIVE demonstration



Session duration: 100 minutes

| Chapters                    | Duration  | Content   |
|-----------------------------|---|---|
| Introduction                | 5 minutes   | <ul style="list-style-type: none"> <li>The chairperson presents the objectives and the outline of the session.</li> </ul>   |
| Recorded LIVE demonstration | 45 minutes  | <ul style="list-style-type: none"> <li>Case selection is based on pre-defined objectives.</li> <li>Only one case should be shown. The time slot is scheduled in advance as an integral part of the session.</li> </ul>    |
| Lectures                    | 3 x 10 minutes and 5-min discussion & audience interaction after each lecture | <ul style="list-style-type: none"> <li>3 spot lectures on the technical aspects of the case are presented by 3 different speakers, underlining 1-2 key messages each.</li> </ul>  |
| Take-home message           | 5 minutes   | <ul style="list-style-type: none"> <li>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.</li> </ul> |

## Main arena

Sunday 15<sup>th</sup>, Monday 16<sup>th</sup>, Tuesday 17<sup>th</sup> September

| Option 1<br>Organised by the industry partner |          |
|---|----------|
| Session fee                                   | 70,000 € |
|   |          |
|   |          |
| TOTAL   | 70,000 € |

| Option 2<br>Co-organised by the industry partner and PCR London Valves |          |
|--|----------|
| Session fee  | 70,000 € |
| Speakers' honoraria* (3 x 1,200 €)                                     | 3,600 €  |
| Chairpersons' honoraria* (2 x 1,800 €)                                 | 3,600 €  |
| Honoraria administrative handling fees 25%                             | 1,800 €  |
| TOTAL  | 79,000 € |

### \* Important note

Registration fees for the speakers and chairpersons involved in the symposium are included in the session fee, up to a maximum of 5 badges. The number of badges, chairpersons and speakers included in this offer 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. Operators and panellists are not included in this offer, i.e. they will not receive honorarium. 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. Invoices for these expenses will be sent post-PCR London Valves.



**Order before Friday 15<sup>th</sup> March, 2013**

**Programme to be received for Friday 15<sup>th</sup> March, 2013**

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



- Offer reserved for exhibitors only
- Complimentary insertion of flyer in delegates bag (flyer provided by sponsor)
- Rates are exclusive of 20% VAT. Applicable to all companies.
- Full payment is required upon receipt of invoice
- No refund in case of cancellation

# Audio-visual production

An audio-visual production team at your service.

**The recording of your live demonstrations can be handled by a specialised technical team.**

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 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.



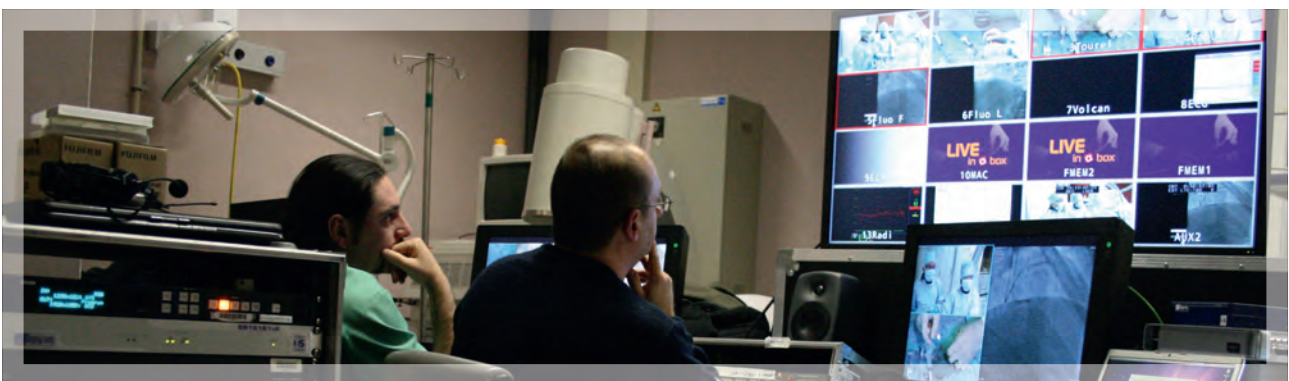
**We offer you the opportunity to use this team for your own internal needs in terms of recording and editing Live.**

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.

**Please do not hesitate to contact us for a personalised quote:**

**Olivier Mathié - [omathie@europa-organisation.com](mailto:omathie@europa-organisation.com)**







# 60 minutes inside: ...

Duration: 60 minutes

| Chapters                            | Duration       | Content   |
|-------------------------------------|----------------|---|
| Introduction                        | 5 minutes      | ▶ The chairperson presents the objectives and the outline of the session.   |
| Lectures                            | 4 x 10 minutes | ▶ 4 spot lectures are presented by 4 different speakers.  |
| Discussion and audience interaction | 10 minutes     | ▶ After the lectures, 10 minutes are dedicated to discussion between the panel and the audience.  |
| 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. |

## Room 2 - Monday 16<sup>th</sup> & Tuesday 17<sup>th</sup> September

| Option 1<br>Organised by the industry partner |          |
|---|----------|
| Session fee                                   | 35,000 € |
|   |          |
|   |          |
| TOTAL   | 35,000 € |

| Option 2<br>Co-organised by the industry partner and PCR London Valves |          |
|--|----------|
| Session fee  | 35,000 € |
| Speakers' honoraria* (4 x 1,200 €)                                     | 4,800 €  |
| Chairpersons' honoraria* (2 x 1,800 €)                                 | 3,600 €  |
| Honoraria administrative handling fees 25%                             | 2,100 €  |
| TOTAL  | 45,500 € |

## Room 4 - Monday 16<sup>th</sup> & Tuesday 17<sup>th</sup> September

| Option 1<br>Organised by the industry partner |          |
|---|----------|
| Session fee                                   | 25,000 € |
|   |          |
|   |          |
| TOTAL   | 25,000 € |

| Option 2<br>Co-organised by the industry partner and PCR London Valves |          |
|--|----------|
| Session fee  | 25,000 € |
| Speakers' honoraria* (4 x 1,200 €)                                     | 4,800 €  |
| Chairpersons' honoraria* (2 x 1,800 €)                                 | 3,600 €  |
| Honoraria administrative handling fees 25%                             | 1,800 €  |
| TOTAL  | 35,500 € |

### \* Important note

Registration fees for the speakers and chairpersons involved in the symposium are included in the session fee, up to a maximum of 6 badges. The number of badges, chairpersons and speakers included in this offer 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. Panellists are not included in this offer, i.e. they will not receive honorarium.

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. Invoices for these expenses will be sent post-PCR London Valves.



**Order before Friday 15<sup>th</sup> March, 2013**

**Programme to be received for Friday 15<sup>th</sup> March, 2013**

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



- ▶ Offer reserved for exhibitors only
- ▶ Complimentary insertion of flyer in delegates bag (flyer provided by sponsor)
- ▶ Rates are exclusive of 20% VAT. Applicable to all companies
- ▶ Full payment is required upon receipt of invoice
- ▶ No refund in case of cancellation

# Space rental

## Training village

If you choose to be part of the Training village, the following is included:

- › Room rental
- › Training sessions and industry partner's name in print and online programmes
- › On-site signage
- › Electricity (3kw)

### Hands-on sessions (models)

Industry run hands-on workshops providing interactive product demonstration and hands-on opportunities to a focused group of delegates.

### Simulation / virtual reality sessions

Based on the use of simulators, these sessions allow attendees to combine virtual practice and diagnostic reasoning.

The training programme is built around scheduled educational sessions with limited audience. Attendance per session is limited to ensure maximum interactivity. Training village sessions are not accessible on invitation only.

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

Training village sessions cannot be held on Sunday 15th September. They cannot start before 9:00 on Monday 16th September and cannot end after 15:00 on Tuesday 17th September.

As an industry sponsor, you are responsible for:

- › providing the Organising Committee with the programme of your Training village room
- › providing the simulators and other equipments to be used in your Training village room

## Rental fees - Room size 130 sqm

| Option 1<br>Organised by the industry partner |          |
|---|----------|
| Session fee                                   | 17,500 € |
|   |          |
| TOTAL   | 17,500 € |

| Option 2<br>Co-organised by the industry partner and PCR London Valves |          |
|--|----------|
| Session fee  | 17,500 € |
| Trainer's honorarium*  | 1,200 €  |
| Honoraria administrative handling fees of 25%                          | 300 €    |
| TOTAL  | 19,000 € |

## Rental fees - Room size 100 sqm

| Option 1<br>Organised by the industry partner |          |
|---|----------|
| Session fee                                   | 13,500 € |
|   |          |
| TOTAL   | 13,500 € |

| Option 2<br>Co-organised by the industry partner and PCR London Valves |          |
|--|----------|
| Session fee  | 13,500 € |
| Trainer's honorarium*  | 1,200 €  |
| Honoraria administrative handling fees of 25%                          | 300 €    |
| TOTAL  | 15,000 € |

### \* Important note

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-course 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 within 2 months after the course.

## Technology innovation suite

If you choose to be part of the Technology innovation area, the following is included:

- › Room rental
- › On-site signage
- › Electricity (3kw)

The aim of the suite is to demonstrate new technology innovation to all physicians attending the Course.

The suite cannot be open on Sunday 15<sup>th</sup> September, cannot start before 9:00 on Monday 16<sup>th</sup> September and cannot end after 15:00 on Tuesday 17<sup>th</sup> September.

| Room size    | Price   |
|--------------|---------|
| 30 to 40 sqm | 9,000 € |

The technology innovation suite is not meant for company staff meetings and briefings, investigator meetings or other types of closed meetings. For additional furnishing, catering, decoration and audiovisual facilities, please contact the Queen Elizabeth II Conference Centre.

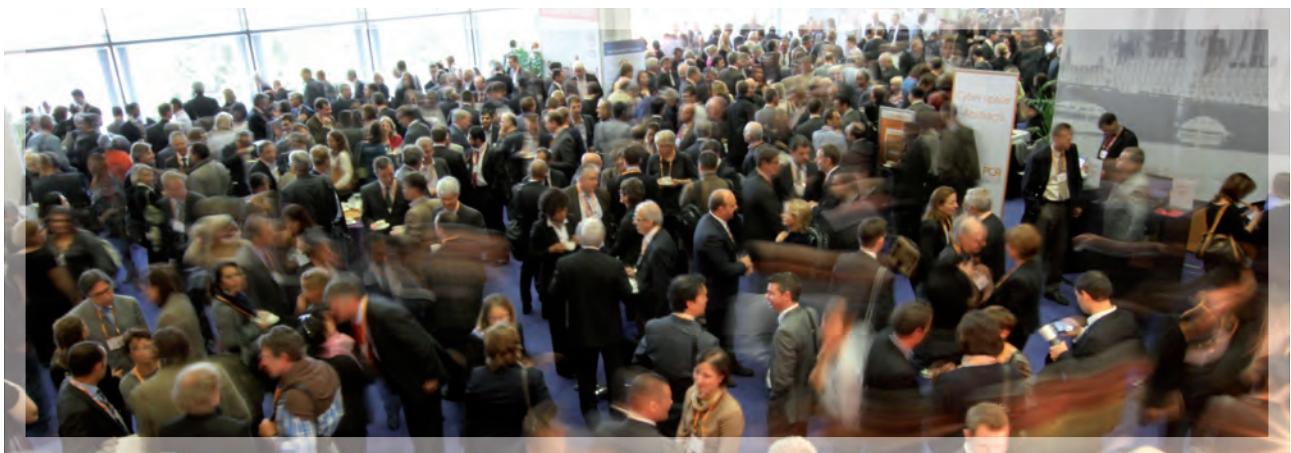


### Order before Friday 15<sup>th</sup> March, 2013

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



- › Offer reserved for exhibitors only
- › Rates are exclusive of 20% VAT. Applicable to all companies.
- › Full payment is required upon receipt of invoice
- › No refund in case of cancellation



# PCR London Valves 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 and trainers (physicians only) involved in sessions supported by the industry are considered PCR London Valves 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 PCR London Valves 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. All faculty will be asked to sign the Professional Healthcare Agreement outlining his/her key responsibilities and collaboration with PCR London Valves.

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.

## Registration

Registration fees are included in the session fee for a fixed number of badges depending on the type of session. The number of badges is indicated in the corresponding pages of the partnership file. The number of badges included in the offer cannot be modified. Should the industry partner choose to invite fewer speakers and chairpersons than indicated, the total amount invoiced will not be modified.

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 on-site. The industry partner cannot collect the badge on behalf of the faculty.

## Logistics handled by Europa Organisation

**There are several advantages of having your faculty transport & 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 2 nights only (from Sunday 15<sup>th</sup> September to Tuesday 17<sup>th</sup> September - Tuesday 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.

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

**Europa Organisation will apply the following travel guidelines for the faculty:**

- › flights of 6 hours or less in economy class
- › flights exceeding 6 hours in business class
- › train trips in first class

## Logistics handled by the industry partner

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

## Faculty reimbursement policy

PCR London Valves 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/conventioncentre
- › Car costs, 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 will be charged for the costs.

## Accommodation

Europa Booking & Services (EBS) will administer the hotel management of PCR London Valves 2013.

### To serve you better, EBS:

- › suggests the best solution to enhance your expectations following your special needs, options, confirmations, rooming lists, etc.
- › handles your reservations, the invoicing process and follows up with accounting collection.
- › manages email confirmations as well as modification and cancellation processes.
- › is present BEFORE, DURING and AFTER the course.

EBS guarantees an attractive offer, a high-quality service and simplifies processes as for reservation, invoicing and payments. Whatever your budget, EBS has a wide range of hotel rooms available within a short walking distance of the Queen Elizabeth II Conference centre.

**Do not hesitate to contact EBS at [ebs@europa-organisation.com](mailto:ebs@europa-organisation.com)**





# Advertising & promotional opportunities

## Final programme

**Don't miss the opportunity to be part of it!**

A combination of articles focusing on the latest devices and valve technology, the Final programme will provide attendees with an overview of what not to miss, a summary of sessions, keynote interviews as well as industry news.

An effective communication tool that will optimise your visibility. The perfect complement to the Course!

|                 |           |   |          |         |
|-----------------|-----------|---|----------|---------|
| Back cover page | Full page |  | 4-colour | 7,050 € |
| Inner page      | Full page |  | 4-colour | 5,350 € |
| Inner page      | 1/2 page  |  | 4-colour | 3,100 € |
| Inner page      | 1/4 page  |  | 4-colour | 1,500 € |

## Delegate bags

Put your logo on the delegates bag and reach out to all attendees. Exclusive sponsorship.

Rate..... 12,000 €

## Notebook and pen

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

Rate..... 3,000 €

## Smartphone

The PCR smartphone application allow the participants to get the Course in the palm of their hand. Interactive programme, exhibitors, maps, QR code scanner, photos, ... A complete and efficient tool downloaded by all the smartphone users. Limited offers, first-come, first-served basis.

- › 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 PCR London Valves, exhibitors and [pcrlondonvalves.com](http://pcrlondonvalves.com)..... 1,000 €
- › Push message promoting your industry-supported session..... 1,500 €
- › Your logo in the exhibitors list..... 99 €
- › Your company name at the top of the exhibitors list. Limited to 4 companies..... 550 €

## Cyber space

Stand out from the crowd with this exclusive sponsorship: signage with logo of your company, product animation on screensaver, display boards for your brochures. The cyber space is frequented by attendees wishing to access Internet or simply consult their emails during the course. Exclusive sponsorship.

Rate..... 3,000 €



**Order before Friday 31<sup>st</sup> May, 2013**

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



- › VAT of 19,6 % will be applied for French companies and companies without a VAT number or a tax registration number.

# Publishing & Digital offers

Europa Digital & Publishing is a subsidiary of Europa Organisation, one of the main European actors on the RSM market (Medical Scientific Meetings) and the and the Professional Congress Organiser of PCR Courses.

Europa Digital & Publishing is divided into two branches.

- › The first branch is concerned with the production of scientific reference Journal and Textbooks for the cardiovascular community.
- › The activity of the second branch is oriented towards highlighting scientific content, presented at congresses and through other media, on the internet.

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

## PCRONline

PCRONline is a web platform with **over 40,000 members worldwide**.

In 2012, it received a total of **180,771 visits** with an **average of 5.28 min spent per session** and 25 minutes on the case corner.

Benefit today from customised advice from our online experts to make the most of our digital services.

Contact [cmassonnie@europa-organisation.com](mailto:cmassonnie@europa-organisation.com)

### Emailing campaigns

Keep the cardiovascular community informed of your new product, latest study or symposium promotion.

#### › Sponsored Emailing campaign

Before, during and after the Course, use an emailing campaign to announce your participation and/or session at PCR London Valves. You may also communicate throughout the year with over 21,000 regional contacts (72% of which are physicians).

Rate.....3,900 €

#### › Press digest campaign

Communicate your press release by email to the cardiovascular community : use this official monthly compilation of press releases to increase your visibility.

April, May and/or June.....2,000 €

Other months.....1,500 €



### Sessions related offers

#### › Sessions webcast

Offer the video of your session to the entire cardiovascular community on PCRONline : over 40,000 members!

Rate.....6,900 €

#### › Sessions on USB keys or CDs

Ensure that everybody gets to see your scientific session by recording it on USB keys or CDs.

Contact us at [advertising@europa-dp.com](mailto:advertising@europa-dp.com) to get a personalised quote.

#### › Sessions transmission

Give physicians the opportunity to be part of PCR Courses by proposing your selection of sessions from the PCR scientific programme.

Rate for 1-day high-definition transmission to 1 location

Select up to 5 sessions.....11,000 €

**Important:** Please contact us one month ahead of the Course at [advertising@europa-dp.com](mailto:advertising@europa-dp.com) if you would like to book one of the offers proposed above to confirm availability.

# Publishing & Digital offers

## EuroIntervention journal

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 Abstracts book. Inserts are also proposed as extra advertising spaces.

**9,868**  
REGULAR SUBSCRIBERS

OVER  
**40,000**  
ESTIMATED READERS

### Advertising rates

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

Please consult the Media Pack on the website [www.eurointervention.org](http://www.eurointervention.org) for prices, publication calendar and technical specifications.

Please note that on the occasion of the PCR London Valves Course, the September issue of EuroIntervention will be distributed during the meeting. If you are interested in booking inner pages, double-pages or inserts in the print edition, or web banners on the dedicated website, please contact us at [advertising@europa-dp.com](mailto:advertising@europa-dp.com).

## 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

**3,600** iPad applications  
downloaded on the App Store  
"as of January 2013"

An added value to the print version & a personalised monthly exposure of your brand!

### Our offer

#### Position of your brand:

- ▶ Your logo at the bottom of the welcome page
- ▶ A full screen advert at the start of the application, rotating continuously
- ▶ And for the Digital Partner of the Month, a web banner on the table of contents of the current issue of EuroIntervention.org

For detailed information and rates, contact us at [advertising@europa-dp.com](mailto:advertising@europa-dp.com).

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



# 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.

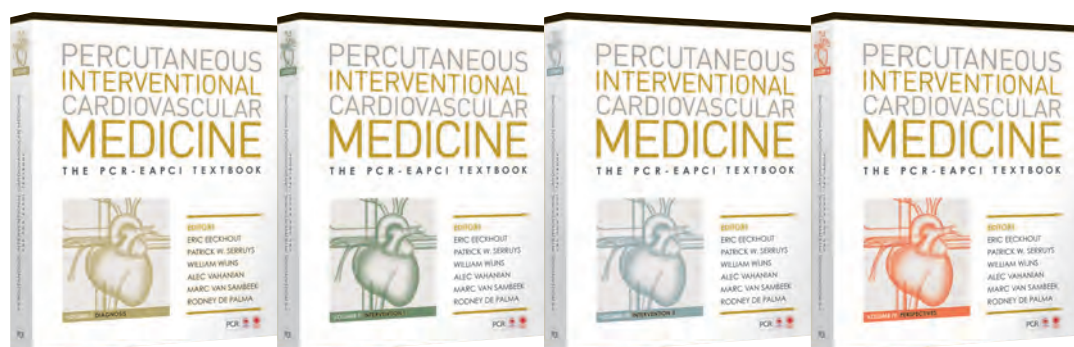
- › Edited by Eric Eeckhout, Patrick W. Serruys, William Wijns, Alec Vahanian, Mark van Sambeek, Rodney de Palma
- › Hardcover - 2,600 pages
- › 31 associate editors and reviewers,
- › 266 authors
- › Fully illustrated with full-colour images and drawings
- › Textbook endorsed by EAPCI

## Rates (exclusive of shipping charges)

|                                      |       |
|--------------------------------------|-------|
| Print edition.....                   | 340 € |
| Online edition.....                  | 185 € |
| Print & online editions package..... | 440 € |

Order your copy online - [www.pcrbookshop.com](http://www.pcrbookshop.com)

For bulk orders, and special enquiries please contact us at [contact@pcrtextbook.com](mailto:contact@pcrtextbook.com)







## Partnership guide 2013

Valid as at 23<sup>rd</sup> January, 2013.

**15<sup>th</sup>-17<sup>th</sup> September, 2013 - London**  
Queen Elizabeth II Conference Centre

[www.prclondonvalves.com](http://www.prclondonvalves.com)