



partnership file

Dubai 2012
12th-14th December



■ Facts & figures 2011

General overview

514 global attendance

383 physicians

125 exhibitors

36 participating countries

74 submissions

Our partners in 2011

Our sincere thanks to those who contributed to the success of the first edition of GulfPCR-GIM:

Abbott Vascular International BVBA	Japan Stent Technology
AMCO Al-Haya Medical Company	Kimal PLC
AstraZeneca	Maquet Getinge Group
B. Braun Melsungen AG, Germany	Medrad Interventional
Balton	Medtronic
Biosensors International	Meril Life Sciences PVT. Ltd
Boston Scientific	Modern Pharmaceutical Co. (MPC)
Edwards Lifesciences	Sanofi
Hexacath	Terumo

Countries

Algeria	Italy	Saudi Arabia
Bahrain	Japan	Singapore
Bangladesh	Jordan	Slovenia
Bosnia & Herzegovina	Kuwait	South Africa
Brazil	Lebanon	Sudan
Egypt	Malaysia	Switzerland
France	Morocco	Syria
Georgia	Netherlands	Tunisia
Germany	Oman	Turkey
India	Pakistan	United Arab Emirates
Iran	Philippines	United Kingdom
Iraq	Qatar	Yemen

Course accreditation

UAEU Faculty of Medicine and Health Sciences



GulfPCR-GIM was accredited by both the United Arab Emirates University (UAEU) and 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). Sessions supported by the industry are not individually accredited. The accreditation logos cannot be used on communication materials to promote sessions supported by the industry.

What participants say about GulfPCR-GIM...

"This was a memorable first edition with fertile interaction from both the participants and the faculty"

"I was thrilled to take part in this meeting focused on the Middle East interventional community and I look forward to an exciting 2012 edition"

"It was a great chance to share experience with people from other countries. The level was very high."

■ General information

Editorial

We are pleased to invite you to participate in the preparation of the second edition of GulfPCR-GIM to take place from Wednesday evening, 12th December to Friday, 14th December. The inaugural edition of GulfPCR-GIM successfully gathered 514 participants and the attractiveness of the Course was confirmed by a strong and varied attendance of physicians and cathlab staff coming from the Middle East, North Africa and beyond.

The overarching theme of this year's Course will be: Complex interventions and new technologies, with an emphasis on reflecting on knowledge and experience. Building on the 2011 edition, the Course Directors are dedicated to creating an innovative and interactive programme.

This second edition will feature many exciting changes. Principal among these is the addition of Live cases. There will also be new workshops, encouraging participants to update their knowledge and their hands-on experience.

Given the success of the first edition, this year's Course will also benefit from a change of venue: the Grand Hyatt Dubai. This hotel boasts a much larger exhibition hall, ideally situated next to the Main Arena, which will ensure visibility and traffic for your booths.

The Partnership file details the possibilities available for making your company's presence at the Course a success. Get the most out of the GulfPCR-GIM experience through email campaigns, on-site advertising and other promotional solutions, including the 100% revamped smartphone application and the new evening symposium slot.

We look forward to working closely with you in planning GulfPCR-GIM 2012.

Information

Course Dates

Wednesday 12th December, 2012 (from 17:00)

Thursday 13th December, 2012 (from 8:30)

Friday 14th December, 2012 (until 18:00)

Course Venue

Grand Hyatt Dubai

PO Box 7978 DUBAI, UAE

Tel: +971 4 317 1234 Fax: +971 4 317 1235

Official Language

The official language of the Course is English.

Contacts

Scientific programme

Angie Viciano: aviciano@europa-organisation.com

Exhibition & advertising

Christine Pereira: cpereira@europa-organisation.com

www.gulfpcr.com

Europa Organisation



Europa Organisation is the Professional Congress Organiser of GulfPCR-GIM.

The organisational team is dedicated to ensuring GulfPCR-GIM 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!



■ Exhibition

Exhibition

Preference Package 790 USD/sqm*

- ▶ Minimum size: 12 sqm
Materialisation of space on the floor only (no walls provided)
- ▶ On-site support: the Exhibitor support centre is available for all your on-site needs
- ▶ Visibility within the community: a listing in the Final Programme and associated online documents
- ▶ Cleaning: Stands are vacuumed and wastebaskets are emptied every night

Integral Package 840 USD/sqm*

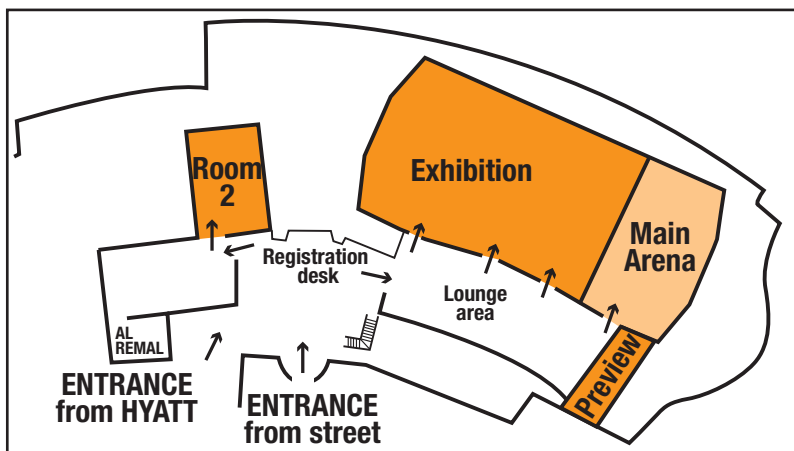
- ▶ Minimum size: 12 sqm
- ▶ 2,5 m. high partitions
- ▶ 1 table and 3 chairs
- ▶ Signage: company name and stand number
- ▶ 1 row of 3 spots for 12 sqm
- ▶ On-site support: the Exhibitor support centre is available for all your on-site needs
- ▶ Visibility within the community: a listing in the Final Programme and associated online documents
- ▶ Cleaning: Stands are vacuumed and wastebaskets are emptied every night

Important note

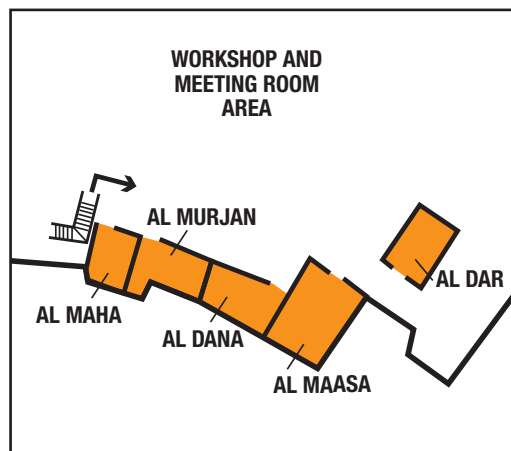
The set-up will take place on Wednesday 12th December 2012. Set up times will be confirmed at a later date.

Provisional plan

Ground floor



First floor



Don't forget!

General guidelines

The distribution of flyers outside your stand space is strictly forbidden.

Photographers and/or the use of any audiovisual equipment is strictly forbidden, unless written authorisation has been provided by Europa Organisation.

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



Order your booth before Thursday 13th 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 Thursday 18th October 2012

■ Registration & accommodation

Badges

Delegate badge 990 USD

Exhibitor badge 725 USD

Last-minute registration*
(both types of badges) 1,100 USD

* from 6th December 2012

Free exhibitor badges

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

- 12-19 sqm: 3 badges
- 20-34 sqm: 6 badges
- 35-49 sqm: 9 badges
- 50 sqm and/or above: 15 badges

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.

Accommodation

Book your room now at the GRAND HYATT DUBAI (the congress venue). Europa Booking & Services has booked a certain number of rooms for your guests and your staff. Do not hesitate to contact EBS at ebs@europa-organisation.com. You will find enclosed an accommodation form.



Course venue: Grand Hyatt Dubai

A modern and luxury hotel in the Bur Dubai district, Grand Hyatt Dubai majestically towers over the edge of Dubai's historic creek.

Symposia & training

Industry supported sessions – for exhibitors only

In order to support an educational scientific session, you must be an exhibitor. All requests must be approved by the GulfPCR-GIM 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 printed and online programmes
- ▶ Organisation and cost of registration, travel and accommodation for 2 speakers who will be given Faculty status
- ▶ On-site signage
- ▶ Technical assistance in the room
- ▶ Visibility in GulfPCR-GIM communication material
- ▶ Insertion of flyer in delegates bag (flyer provided by sponsor)

Should the industry partner choose to invite fewer speakers than indicated above, the total amount invoiced will not be modified.

The organisation and costs of registration, travel and accommodation of any additional speakers are not included.

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.

Room allocation is done by the GulfPCR-GIM Board, based on the coherence of the entire scientific programme, availability of the proposed chairperson/speakers 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 educational grant from...". External meetings in Dubai organised by industry partners may not compete content and time wise with any official GulfPCR-GIM programme session.

Symposium

Duration: 1 hour

Chapters	Duration	Content
Introduction	3 minutes	▶ The chairperson presents the objectives and the outline of the session.
Lectures	45 minutes	▶ Talks presented by different speakers. For the Friday lunchtime shared symposium, three talks presented by one speaker per company (15 minutes each).
Discussion	10 minutes	▶ Pre-determined timeslot(s) for interactivity and discussion. Must be well planned in order to add value to the session.
Take-home message	2 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.

7 slots available

- ▶ Wednesday 12th December - 18:00 - 19:00 (1 hour) / Room 2
- ▶ Thursday 13th December - 12:45 - 13:45 (1 hour) / Main arena
- ▶ Thursday 13th December - 12:45 - 13:45 (1 hour) / Room 2
- ▶ Thursday 13th December - 18:00 - 19:00 (1 hour) / Main arena
- ▶ Thursday 13th December - 18:00 - 19:00 (1 hour) / Room 2
- ▶ Friday 14th December - 12:45 - 13:45 (1 hour) / Main arena
- ▶ Friday 14th December - 12:45 - 13:45 (1 hour) - session shared by 3 companies with 15 min each / Room 2

21,000 USD*
32,000 USD*
18,000 USD*
25,000 USD*
14,000 USD*
28,000 USD*
7,000 USD*
per company

Training Workshops

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

The timing and duration of each type of Workshop are to be proposed to the GulfPCR-GIM Board by the industry partners.

Workshops may start as from the morning of Thursday 13th December.

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

- ▶ 2-day room rental
- ▶ On-site signage
- ▶ Industry partner's name in printed and online programmes

Approximate room size of Training Workshop:

90 sqm **10,000 USD***
50 sqm **8,000 USD***



Order and payment before Thursday 21st June, 2012

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

■ Stand out from the crowd

Advertising & promotional opportunities

Final programme

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

The Final programme provides attendees with an overview of what not to miss, a summary of sessions, keynote interviews and industry news. An effective communication tool that will optimise your visibility, promote your devices and/or your session at GulfPCR-GIM, it is the perfect complement to the Course!

Back cover page	Full page	■ 4-colour	7,920 USD*
Inner page	Full page	■ 4-colour	5,610 USD*
Inner page	1/2 page	■ 4-colour	3,500 USD*
Inner page	1/4 page	■ 4-colour	2,380 USD*

Delegates bag

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

► Rate 15,000 USD*

Notebook and pen

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

► Rate 3,300 USD*

Bag insert

Make sure the attendees know what you are doing - A session? Your stand location? Choose either a printed document or a pre-approved promotional item.

► Rate..... 1,000 USD*

Smartphone application

The PCR smartphone application has been completely remodelled to meet the needs and interests of both attendees and exhibitors alike. Limited offers, first-come, first-served basis!

- A clickable banner linked to the URL of your choice in the seven different sections of the application: A to Z, news, maps, photos, my GulfPCR-GIM, exhibitors and gulfpcr.com 710 USD*
- Push message promoting your industry-supported session 950 USD*
- Logo in the exhibitors list 80 USD*
- Your company name at the top of the exhibitors list. Limited to 4 companies 360 USD*

Online banner

Place your banner next to the GulfPCR-GIM programme on pconline.com during the peak of visits to this section (November through January).

► Rate 3,300 USD*

Eblast

Before, during and after the Course, keep in touch with the GulfPCR-GIM community. Use an eblast to announce your participation and/or your session at GulfPCR-GIM, or to communicate throughout the year with 7,400 regional contacts (of which 85% are physicians).

► Rate 5,200 USD*



Order before Thursday 13th 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 Thursday 18th October 2012



Course Directors

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Haitham AMIN

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Europa Organisation

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