

INVITATION TO INDUSTRY ■ SPONSORSHIP AND EXHIBITION PROSPECTUS



5th INTERNATIONAL CONGRESS ON  
**CORONARY ARTERY DISEASE**  
FROM PREVENTION TO INTERVENTION  
ICCAD

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FLORENCE, ITALY, OCTOBER 19-22, 2003



Visit our website:  
<http://www.kenes.com/CAD5>



5th International Congress on Coronary Artery Disease  
From Prevention to Intervention



**UNDER THE AUSPICES OF:**

Working Group on Epidemiology and Prevention  
of the European Society of Cardiology

**A PROJECT OF:**

LIMED Communications

**ORGANIZERS**

KENES International  
and  
LIMED Communications

## CONTENTS

	Page
International Scientific Committee And Faculty _____	4
Previous Congress Statistics _____	6
Timetable + Major Topics _____	8
Preliminary List of Scientific Presentations _____	9
General Information _____	14
Registration _____	15
Information for Sponsors _____	16
List of Sponsorship Items _____	17
Sponsorship Booking Application Form _____	20
Exhibition _____	21
Exhibition Floorplan _____	23
Exhibition Application Form and Contract _____	24
Terms and Conditions _____	25
Dates to Remember _____	26



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Basil S. Lewis, Israel

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Allan Shor, South Africa  
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Sigmund Silber, Germany  
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P. Gabriel Steg, France  
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James E. Tcheng, USA  
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John E. Sanderson, Hong Kong

## Dear Colleague,

The Organizing Committee takes great pleasure in inviting you to participate in the 5th International Congress on Coronary Artery Disease - from Prevention to Intervention, which will be held on October 19-22, 2003 at the Centro Affari, Florence, Italy, under the auspices of the Working Group on Epidemiology and Prevention of the European Society of Cardiology.

The Florence meeting will follow the format of the very successful previous Coronary Artery Disease meetings and will provide a comprehensive update on coronary disease in all its aspects. Keynote lectures will be delivered by a distinguished international faculty, while a large number of selected free communications will report new data from basic research laboratories and clinical centers around the globe.

The program will use a bench to bedside approach, and include sessions on molecular mechanisms, gene therapy and angiogenesis, epidemiology and prevention, pharmacology and clinical trials. We will discuss new frontiers in interventional cardiology and new approaches to the surgical management of coronary disease.

We believe that Florence is an ideal venue to host this state-of-the-art scientific program. The attractions of the city and the surrounding countryside will provide a wonderful environment and backdrop for the Congress, while the location is strategically situated with easy access from Europe and abroad.

This "Sponsorship Opportunities" package will assist you with suggestions as to how your company may best utilize the opportunity to reach this targeted audience of approximately 1000 opinion leaders, scientists, physicians and surgeons who will be attending the Congress. All opportunities are available on a first come first served basis.

We will be happy to discuss these and other possibilities with you and look forward to working with you and seeing you at ICCAD 5 - the 5th International Congress on Coronary Artery Disease.

*Yours sincerely,*

Basil S. Lewis, MD, FESC, FACC  
Chairman, Organizing Committee



## PREVIOUS CONGRESS STATISTICS

Year	Congress	Venue
2001	ICCAD 4	Prague, Czech Republic
2000	ICCAD 3	Lyon, France
1998	ICCAD 2	Florence, Italy
1997	ICCAD 1	Prague, Czech Republic

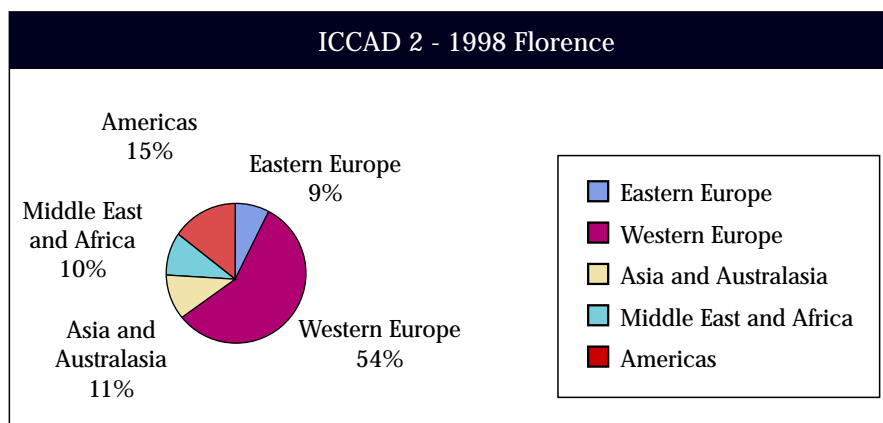
The number of attendants at the ICCAD congress has increased from 550 to 800 over the past years.

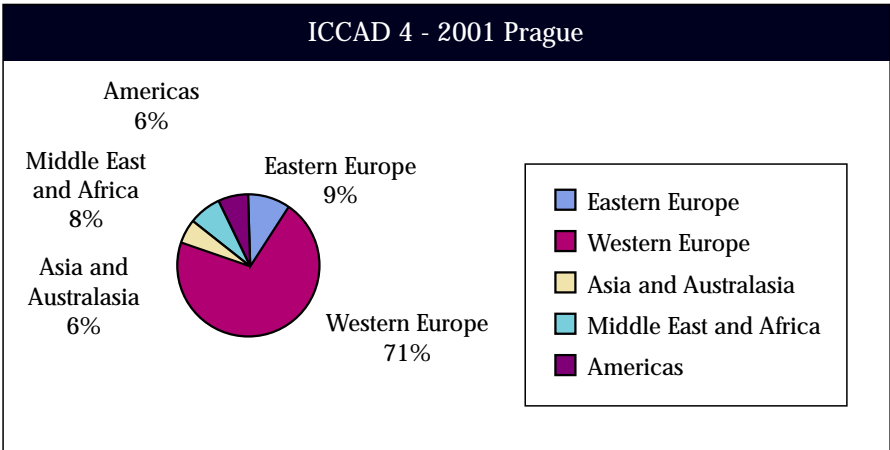
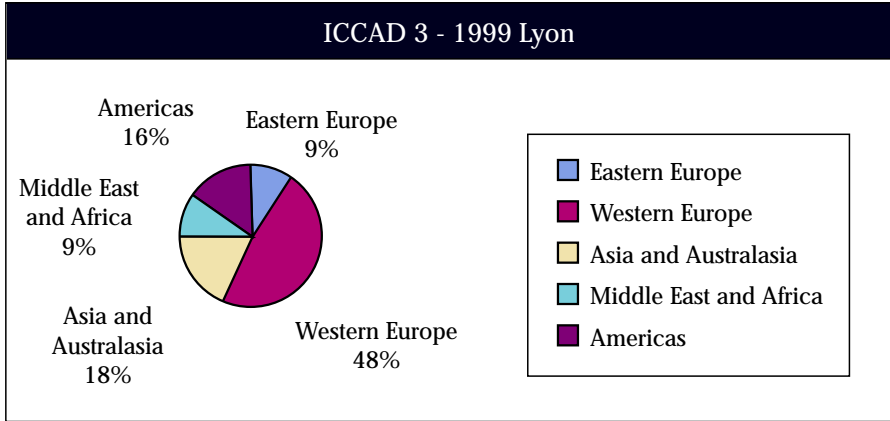
## PROFILE OF ATTENDANCE

Main Delegate Target Markets:

- Scientists and researchers
- Epidemiologists
- General physicians
- Cardiologists
- Interventionalists
- Cardiovascular surgeons

The Majority of delegates will attend from Europe. Below is a graphical representation of participation at previous ICCAD Congresses.







## TIMETABLE

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### SUNDAY, OCTOBER 19, 2003

Afternoon	Arrival and Registration
Evening	Get-Together Reception

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### MONDAY, OCTOBER 20, 2003

Morning	Opening Ceremony
	Scientific Sessions
Afternoon	Scientific Sessions

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### TUESDAY, OCTOBER 21, 2003

Morning	Scientific Sessions
Afternoon	Scientific Sessions
Evening	Farewell Dinner (optional €60.00 per person)

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### WEDNESDAY, OCTOBER 22, 2003

Morning	Scientific Sessions
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## MAJOR TOPICS

- Molecular biology, genetic mechanisms
- Vascular biology and endothelial dysfunction
- Angiogenesis, gene therapy
- Atherosclerosis, lipids and lipoproteins
- Epidemiology and prevention
- Management of risk factors
- Angina pectoris and silent ischemia
- Acute coronary syndromes
- Acute myocardial infarction
- Myocardial viability and function
- New diagnostic and imaging technologies
- Drug therapy and clinical trials
- Evidence-based patient management
- Arrhythmias, sudden death
- Heart failure
- Assist devices, transplantation
- Quality of life
- Prognosis and outcome
- Nursing aspects
- Practice patterns and guidelines
- Interventional cardiology and stenting
- Restenosis management and prevention
- Cardiac surgery
- Innovative surgical techniques
- Minimally invasive surgery, robotic surgery

## PRELIMINARY LIST OF SCIENTIFIC PRESENTATIONS

### ▶ ANGIOGENESIS, GENE THERAPY

Angiogenesis and myogenesis - hope or hype?

*Roger J. Laham*, Beth Israel Deaconess Medical Center, Boston MA, USA

Engineering new blood vessels: the intersection between vascular biology and cell therapy

*Moshe Y. Flugelman*, Lady Davis Carmel Medical Center and Technion-IIT, Haifa, Israel

Impact of diabetes mellitus on vascular function and vascular remodeling

*Johannes Waltenberger*, University of Ulm, Germany

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### ▶ BASIC RESEARCH, MOLECULAR BIOLOGY

Immune mechanisms and immunomodulation of atherosclerosis

*Prediman K. Shah*, Cedars-Sinai Medical Center, Los Angeles CA, USA

Signaling mechanism and transcriptional adaptation in cardiovascular disease

*M.A.Q. Siddiqui*, SUNY Downstate Medical Center, Brooklyn NY, USA

Macrophage foam cell formation without LDL modification

*Howard S. Kruth*, National Heart, Lung and Blood Institute, Bethesda MD, USA

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### ▶ VASCULAR BIOLOGY, PATHOLOGY AND PATHOPHYSIOLOGIC ASPECTS

Vascular actions of cholesterol and statins: there's more than just the plaque

*Clive Rosendorff*, Mount Sinai School of Medicine and VA Medical Center, Bronx NY, USA

Coronary microembolization

*Gerd Heusch*, Universitätsklinikum Essen, Essen, Germany

"Fat" in the heart - findings and significance in 1000 endomyocardial biopsy specimens

*Djurica Stojacic*, Institute of Cardiovascular Diseases, Sremska Kamenica, Yugoslavia

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### ▶ INFECTION, INFLAMMATION AND THE ATHEROSCLEROTIC PLAQUE

Inflammation and infection in coronary artery disease - a current viewpoint

*Sandeep Gupta*, Whipp's Cross and Bartholomew's Hospitals, London, England



➤ ACUTE CORONARY SYNDROMES, ACUTE MYOCARDIAL INFARCTION

Management of acute coronary syndromes

*Michel B. Bertrand*, Hopital Cardiologique, Lille, France

Primary angioplasty vs thrombolytic therapy for acute ST-segment elevation myocardial infarction

*Bernard J. Gersh*, Mayo Clinic, Rochester MN, USA

Prehospital thrombolysis as part of a combined revascularization strategy: can it be alternative to primary angioplasty for acute myocardial infarction?

*Paul Touboul*, Hopital Cardiovasculaire et Pneumologique Louis Pradel, Lyon, France

Reperfusion management in acute myocardial infarction

*Hans-Jurgen Rupperecht*, Klinikum der Johannes-Gutenberg-Universitat, Mainz, Germany

Percutaneous coronary intervention in asymptomatic post-MI patients: the late open artery hypothesis

*Judith S. Hochman*, Chris Buller, St Lukes-Roosevelt Hospital Center, New York NY, USA

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➤ MYOCARDIAL PERFUSION AND VIABILITY

Molecular nuclear cardiology

*Barry L. Zaret*, Yale University, School of Medicine, New Haven CT, USA

Detection of myocardial ischemia in asymptomatic patients with type II diabetes mellitus

*Frans J.Th. Wackers*, Yale University, School of Medicine, New Haven CT, USA

Coronary hemodynamics after myocardial infarction

*Christiaan J.M. Vrints*, University Hospital Antwerpen, Belgium

Clinical significance of myocardial viability following acute myocardial infarction

*Cees A. Visser*, Academic Hospital Free University, Amsterdam, The Netherlands

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➤ GUIDELINES, CLINICAL ASPECTS

From guidelines to clinical practice - results from the national registries on ACS and PCI in Portugal

*Ricardo J. Seabra-Gomes*, Instituto do Coracao, Carnaxide, Portugal

Evaluation of chest pain in the emergency department using nuclear cardiology: update and follow-up

*Rami A. Gal*, Milwaukee WI, USA

What principles of ethics and proportionality to use for prevention and interventions in coronary heart disease?

*Herbert J. Geschwind*, Faculte de Medicine, Paris, France

➤ EPIDEMIOLOGY AND PREVENTION

Prediction of coronary risk - regional differences and new markers  
*Ian M. Graham*, Adelaide and Meath Hospital, Dublin, Ireland

Quality assurance in secondary prevention - a possibility to improve patient care  
*Leif Erhardt*, University of Lund, Malmö, Sweden

International trends in stroke mortality  
*Cinzia Sarti*, National Public Health Institute, Helsinki, Finland

Secondary prevention of coronary heart disease  
*Nodar Kipshidze*, Institut of Therapy, Tbilisi, Republic of Georgia

Coronary heart disease patients in Israel reveal birthplace-associated patterns of stroke incidence  
*Uri Goldbourt*, Sheba Medical Center and Tel Aviv University, Tel Hashomer, Israel

Coronary artery disease and abdominal aortic aneurysm - coincidence and risk factors  
*Igor Rieicansky*, Slovak Institute of Cardiovascular Diseases, Bratislava, Slovakia

Natriuretic peptide system in coronary arteries - importance of gene polymorphisms  
*Andrzej Rynkiewicz*, Medical University of Gdansk, Gdansk, Poland

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➤ PHARMACOTHERAPY

Combination therapy of an AT1 receptor antagonist and a statin in the prevention and treatment of coronary artery disease  
*Bertram Pitt*, University of Michigan School of Medicine, Ann Arbor MI, USA

Coronary vascular remodeling after myocardial infarction: pharmacologic modification  
*Bodh I. Jugdutt*, University of Alberta Hospitals, Edmonton, Alberta, Canada

Acute coronary syndrome and low molecular weight heparin, GP 2B/3A inhibitors, clopidogrel, urgent revascularization: Selective use or polytherapy for all patients  
*Udho Thadani*, University of Oklahoma, Oklahoma City OK, USA

The impact of pharmacological heart rate slowing in CAD: theoretical benefits and empirical results with ivabradine  
*Jeffrey S. Borer*, The New York Hospital, Cornell Medical Center, New York NY, USA

Organic nitrates caused endothelial dysfunction  
*John D. Parker*, Mount Sinai Hospital, Toronto, Ontario, Canada

Increase of cardiac events in continuous long-term dosing with nitrates  
*Ken Kanamasa*, Kinki University School of Medicine, Osaka, Japan



➤ VENTRICULAR FUNCTION, HEART FAILURE

Heart failure as a manifestation of coronary artery disease  
*Mihai Gheorghide*, Northwestern University, Chicago IL, USA

Diastolic heart failure - what is it?  
*John E. Sanderson*, The Chinese University of Hong Kong, Prince of Wales Hospital, Hong Kong

Cardiovascular magnetic resonance in heart failure  
*Dudley J. Pennell*, Royal Brompton Hospital, London, England

Value of natriuretic peptides in early diagnosis of left ventricular dysfunction in patients at risk for coronary artery disease  
*Burkert Pieske*, Universitätsklinik Gottingen, Gottingen, Germany

Mechanical unloading of the failing left ventricle with an artery-to-artery extracorporeal flow circuit: the Orqis Cancion cardiac recovery system  
*Hani N. Sabbah*, Henry Ford Heart and Vascular Institute, Detroit MI, USA

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➤ INTERVENTIONAL CARDIOLOGY, STENTING

Mechanical reperfusion in acute myocardial infarction  
*Albert W. Schomig*, Deutsches Herzzentrum Munchen, Germany

Acute myocardial infarction: primary PCI in the "real world"  
*David Antoniucci*, Careggi Hospital, Florence, Italy

Acute coronary syndromes - is use of IVUS an advantage?  
*Heinz-Peter Schultheiss*, Freie Universitat Berlin, Germany

Drug-eluting stents: from bench to bedside  
*Eberhard Grube*, Heart Center Siegburg, Siegburg, Germany

Drug eluting stents - an IVUS perspective  
*Theodore A. Bass*, Health Science Center, Jacksonville FL, USA

Small vessel PCI in the era of drug-eluting stents  
*Bernard Chevalier*, Centre Cardiologique du Nord, Saint-Denis, France

Stent coating in the prevention of restenosis - active, passive or both?  
*Bernd Heublein*, Medizinische Hochschule Hannover, Hannover, Germany

The TAXUS series: Present status and practical consequences  
*Sigmund Silber*, Herzkatheterlabor in der Klinik Dr Muller, Munchen, Germany

Benefit of intervention and revascularization in elderly patients  
*David A. Halon*, Lady Davis Carmel Medical Center and Technion-IIT, Haifa, Israel

➤ CORONARY SURGERY

Changing patterns of practice in coronary surgery

*Bernard S. Goldman*, Sunnybrook Health Science Center, Toronto, Ontario, Canada

Hybrid/integrative approach to revascularization in the management of coronary artery disease

*Gregory P. Fontana*, Cedars-Sinai Medical Center, Los Angeles CA, USA

Ventriculo-coronary shunts - a new technique for coronary revascularization

*Hermann Reichenspurner*, Universitätsklinikum Eppendorf, Hamburg, Germany

Coronary revascularization: stenting or bypass surgery?

*Felix H. Unger*, Landeskliniken Salzburg, Salzburg, Austria

Surgery for ischemic mitral valve insufficiency

*Jean Francois Obadia*, Hopital Cardiologique Louis Pradel, Lyon, France

Avoiding cognitive damage after cardiac surgery - the challenge for the future

*Ernst Wolner*, University Clinic of Vienna, Allgemeines Krankenhaus, Vienna, Austria

Cerebrovascular and neuropsychological effects of coronary surgery: comparison between beating heart and extracorporeal circulation techniques

*Sergio Castellani*, Azienda Ospedaliera Careggi, Firenze, Italy

Advances in beating heart coronary artery surgery

*Hillel Laks*, University of California Los Angeles, Los Angeles CA, USA





5th International Congress on Coronary Artery Disease  
From Prevention to Intervention

## GENERAL INFORMATION

**KENES** *International*

**CARES FOR YOUR ORGANIZATION**

GLOBAL CONGRESS ORGANIZERS AND  
ASSOCIATION MANAGEMENT SERVICES

5th ICCAD Secretariat

17, rue du Cendrier

P.O.Box 1726, CH-1211 Geneva 1, Switzerland

Tel: + 41 22 908 04 88

Fax: + 41 22 732 28 50

E-mail: [coronary@kenes.com](mailto:coronary@kenes.com)

Website: <http://www.kenes.com/cad5>

Exhibition and Sponsorship Sales Contact:

Kenes International

Suite 77, 176 Finchley Rd.

London, NW3 6BT

UK

Fax: +44- (0) 20- 84160624

Email: [mforeman@kenes.com](mailto:mforeman@kenes.com)

Venue

Centro Affari Firenze

Piazza Adua, 1

50123 Florence

Italy

Tel. +39 055 49.721; Fax +39 055 49.73.237

E-mail: [info@firenze-expo.it](mailto:info@firenze-expo.it)

[www.firenze-expo.it](http://www.firenze-expo.it)

Centro Affari Firenze

The Firenze Expo & Congress is a homogeneous complex, which is perfectly integrated with the city's urban network. Just a few meters from the central station of Santa Maria Novella and a short walk from Florence's major sights. It provides a setting for important events involving up to 25,000 participants and occupies an area of more than 50,000 square meters, including large green areas.

Florence

For Florence, beauty is a necessity. Lying on the banks of the Arno surrounded by gentle green hills, in the middle of a region of Italy, which is one of the most beautiful in the world, Florence is a unique treasure chest of works of art.

But Florence is not just a city of art or an extraordinary museum. It is also a sophisticated and cultured city, lively and ironic, eager to offer opportunities for business, knowledge and leisure, and open to novelties.

## REGISTRATION

	Before July 15, 2003	After July 15, 2003	Onsite
Full Participant	€ 550.00	€ 640.00	€ 690.00
Nurse, Technician, Trainee*	€ 290.00	€ 340.00	€ 390.00
Student**	€ 160.00	€ 190.00	€ 230.00
Accompanying Person	€ 175.00	€ 175.00	€ 175.00

\* Letter of verification required

\*\* Valid Student Card required

## OFFICIAL SOCIAL EVENTS

In order to prevent clashes between industry events and official social functions, below please find the provisional dates for the official Social Events. Please note that the evening of Monday, October 20, 2003 has been left free for an Industry Event.

Provisional Date	Provisional Time	Event
Sunday 19 October	19:00-20:30	Get-Together Reception
Monday 20 October		Free for an Industry Event
Tuesday 21 October	20:00	Faculty Dinner





## INFORMATION FOR SPONSORS

### Application for Sponsorship

Application for sponsorship can be made in writing with the enclosed booking enquiry form to:

Kenes International  
Suite 77, 176 Finchley Rd.  
London, NW3 6BT, UK  
Fax: +44-(0)20-84160624  
Email: mforeman@kenes.com

Once an application is made a contract will be sent to you for completion. This contract should be signed and returned with a 50% deposit payment to the sponsorship/exhibition office address above. Alternatively an invoice for the deposit can be requested on the booking form. Once this has been received a confirmation of sponsorship will be mailed to you with an accompanying invoice.

### Terms of Payment

50% with signed contract  
Balance due to be paid before the start date of the Congress

### Payment Methods

Option 1: Payment by cheque - Please make cheques in US\$ payable to: ICCAD5

Option 2: Payment by Bank Transfer in US\$ - Please make drafts payable to "ICCAD5", and send them to ICCAD5-2003/Sponsor, Credit Suisse Bank Geneva Branch, Switzerland, Account number: 465953-82-35, swift code: CRESCHZZ 12A. Bank charges are the responsibility of the payee and should be paid at source in addition to the rental fees.

Option 3: Payment by Credit Card - Please complete your credit card details on the booking form.

### Cancellation Policy

Cancellation must be made in writing to:

Kenes International  
Suite 77, 176 Finchley Rd.  
London, NW3 6BT, UK  
Fax: +44- (0) 20- 84160624  
Email: mforman@kenes.com

The organisers shall retain:

- 10% of the agreed package amount if the cancellation is made more than 9 months prior to the Congress
- 50% of the agreed package amount if the cancellation is made between 6 and 4 months prior to the Congress
- 100% of the agreed package amount if the cancellation is made less than 4 months prior to the Congress

### General Conditions

Terms and Conditions will be included in the sponsorship agreement.

## LIST OF SPONSORSHIP ITEMS

- |       |  |           |
|-------|--|-----------|
| 1.    | <p><b>Platinum Class Patron's Club Sponsorship</b><br/> Platinum Class Patron's Sponsorship includes<br/> Sponsorship of 3 Congress Sessions or Satellite Symposia</p> <ul style="list-style-type: none"> <li>• Sponsorship of Opening Lecture at ICCAD 5</li> <li>• Patron's Award at Opening Ceremony of Congress</li> <li>• 6 complimentary registrations to Congress</li> <li>• Exhibition space (18m<sup>2</sup>)</li> <li>• Sponsor's logo and name included in Congress website providing 2-way Hyperlink to/from Congress- Sponsor's site</li> <li>• Recognition as Platinum Patron status, Patron's Award Winner, Official Sponsor and Founding Father in all Congress brochures, Advance and Final Programs, Abstract Book and Website</li> </ul>  | \$100,000 |
| <hr/> |  |           |
| 2.    | <p><b>Gold Class Principal Sponsorship Package</b><br/> Gold Class Patron (Principal Sponsorship) includes<br/> Sponsorship of 2 Congress Plenary Session(s) or Satellite Symposia</p> <ul style="list-style-type: none"> <li>• 6 complimentary registrations</li> <li>• Exhibition (12m<sup>2</sup>) - space only - may be upgraded as required</li> <li>• Sponsor's logo and name included in Congress website providing 2-way Hyperlink to/from Congress - Sponsor's site</li> <li>• Recognition as Gold Patron status, Official Sponsor and Founding Father in all Congress brochures, Advance and Final Programs, Abstract Book and Website</li> </ul>  | \$30,000  |
| <hr/> |  |           |
| 3.    | <p><b>Major Sponsorship Package</b><br/> Major Sponsorship includes<br/> 4 complimentary registrations</p> <ul style="list-style-type: none"> <li>• Exhibition (6m<sup>2</sup>) - space only - may be upgraded as required</li> <li>• Sponsor's logo and name included in Congress website providing 2-way link to/from Congress- Sponsor's site</li> <li>• Recognition as Official Sponsor and Founding Father in all Congress brochures, Advance and Final Programs, Abstract Book and Website</li> </ul>  | \$12,000  |
| <hr/> |  |           |
| 4.    | <p><b>Satellite Symposium</b><br/> Satellite sessions will be held on Monday and Tuesday afternoon (14:00-17:00)<br/> Satellite package includes</p> <ul style="list-style-type: none"> <li>• No more than 3 satellite symposia in parallel at any time</li> <li>• Hall provided with Congress staff, microphones, standard audiovisual facilities</li> <li>• Content and faculty - responsibility of Sponsor</li> <li>• No competing plenary, core curriculum or other central Congress sessions at times of satellite (there may be free posters and free communications)</li> <li>• Sponsor's logo and name included in Congress website providing 2-way link to/from Congress- Sponsor's site</li> <li>• Recognition as Official Sponsor and Founding Father in all Congress brochures, Advance and Final Programs, Abstract Book and Website</li> <li>• Satellite program advertised in all Congress Brochures</li> </ul> | \$20,000  |



5. Keynote Lecture \$3000 (each)  
a) Monday, October 20, 2003 09:30-10:15  
Opening Lecture  
Presenter - TBA  
b) Tuesday, October 21, 2003 14:00-14:45  
Title - TBA  
Presenter - TBA  
c) Other  
(State of the art review)  
Date and time to be discussed

The above Keynote lectures are available for sponsorship. In addition to paying the sponsorship contribution, the sponsoring company will cover costs (travel, accommodation, honorarium) for the Keynote Speakers.

Sponsor's support will be acknowledged in the Final Program as providing an unrestricted educational grant

Logo with Hyperlink on Meeting website

Acknowledgement on Sponsor board's on-site

Acknowledgement on Sponsor's list in the final Program

- 
6. "Hands-on" session, "How to do it" session or "State of the art focus" session \$10,000  
Date and time to be arranged with Organizing Committee (lunch breaks, cocktail hour, etc)  
Speakers and content - responsibility of Sponsor

- 
7. Get-Together Reception (sole sponsorship) \$15,000

The opening social event of the Congress will take place on Sunday October 19, 2003, the evening before the Official opening of the Congress, and will be held in proximity to the Congress exhibition. The Get-Together Reception will allow Congress participants to meet in a relaxed atmosphere to greet old friends and make new ones, and to meet and interact with Exhibitors and Sponsors.

- Sponsor's logo will be printed on the Official Get-together invitation and ticket
- 6 complimentary invitations to the Get-Together Reception

- 
8. Internet/Cyber center/Cafe \$10,000 + equipment costs

Sponsor will provide work stations and technical assistance in the set up of the Cyber Center

- Opportunity to display company logo/information on screen saver
- Opportunity to display company logo/information on screen background
- Opportunity to distribute mouse pads and related promotional gifts from the Cyber Center
- Acknowledgement on Sponsor Board's on-site
- Acknowledgement on Sponsor's List in the final program
- Information regarding this service will be included in all future announcements.

- 
9. Coffee breaks - 5 breaks \$20,000

Sponsor will host the coffee breaks throughout the Congress. Sponsorship of individual breaks is also available. Opportunities include

- Brand cups, napkins, sugar sachets, etc
- Company brochures at site
- Sponsor will become Official Sponsor and Founding Father of the meeting and will be recognized in the Official Congress Program and website
- Logo with Hyperlink on Congress Website

<p><b>10. Hospitality Suites</b></p> <p>Sponsor will host and entertain their guests throughout the Meeting</p> <ul style="list-style-type: none"> <li>• Opportunity to brand the hospitality suite</li> <li>• Acknowledgement on directional signage outside suite</li> <li>• Acknowledgement on Sponsor board's on-site</li> <li>• Logo with Hyperlink on Meeting website</li> <li>• Acknowledgement on Sponsor's list in the final Programme</li> </ul>	<p>\$3,000 + costs</p>				
<hr/>					
<p><b>11. Congress Bags (sole sponsorship)</b></p> <p>Congress bags will be given to each congress participant</p> <ul style="list-style-type: none"> <li>• Company name/logo printed on bag</li> <li>• Company brochure inserted in bag (content requires Organizing Committee approval)</li> </ul> <p>Company responsible for cost of non-standard bags and printing logo</p>	<p>\$10,000</p>				
<hr/>					
<p><b>12. Bag Inserts</b></p> <p>Meeting bags will be distributed to all registered Meeting participants. The Insert will be provided by the sponsor and will be distributed in the Meeting bag. A restriction of 10 items will apply.</p> <table border="0" style="width: 100%;"> <tr> <td style="padding-left: 20px;">Companies already participating as an Exhibitor</td> <td style="text-align: right;">\$500</td> </tr> <tr> <td style="padding-left: 20px;">Non Participating Company</td> <td style="text-align: right;">\$1,000</td> </tr> </table>	Companies already participating as an Exhibitor	\$500	Non Participating Company	\$1,000	
Companies already participating as an Exhibitor	\$500				
Non Participating Company	\$1,000				
<hr/>					
<p><b>13. Faculty Dinner</b></p> <p>This is an opportunity for sponsor to be associated with prestigious dinner for the International Scientific and Local Congress Faculty</p> <ul style="list-style-type: none"> <li>• Sponsor name/logo printed on invitation and menu</li> <li>• Sponsor logo on sign at entrance</li> <li>• Sponsor will become Official Sponsor and Founding Father of the meeting and will be recognized in the Official Congress Program and website</li> <li>• Logo with Hyperlink on Congress Website</li> </ul>	<p>\$25,000</p>				
<hr/>					
<p><b>14. Advertising opportunities</b></p> <p>The Congress will distribute a Call for Abstracts (10,000 copies), Advance Preliminary Program (5,000 copies), and a Final Program and Abstract Book to all participants. A full page back cover color advertisement is available for each item</p> <ul style="list-style-type: none"> <li>• Call for Abstracts</li> <li>• Advance Program</li> <li>• Mini-Program (Program-at-a-glance)</li> <li>• Final Program</li> <li>• Abstract Book</li> </ul>	<p>\$10,000</p> <p>\$ 5,000</p> <p>\$ 5,000</p> <p>\$10,000</p> <p>\$10,000</p>				

Sponsorship at level of \$10,000 or more will confer status of Official Sponsor and Founding Father of the Congress with Company Logo and Hyperlink on Official Congress Website

#### Acknowledgements

Please note that all sponsors and exhibitors will be acknowledged in the final Program, on acknowledgement boards at the Congress and on the Congress website. Please forward your company logo (in eps 300dpi format) in both black and white and colour versions to: [mforman@kenes.com](mailto:mforman@kenes.com)



5th International Congress on Coronary Artery Disease  
From Prevention to Intervention

## SPONSORSHIP BOOKING APPLICATION FORM

Please complete and send to:

5th ICCAD  
C/o Kenes International  
Suite 77, Finchley Rd.  
London, NW3 6BT, UK  
Fax: +44-(0)20-84160624

Contact Name: \_\_\_\_\_

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

Post/Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

I would like to book the following Sponsorship Items:

Sponsorship Item	Price in US\$
Platinum Class Patron's Club Sponsorship	\$ 100,000
Gold Class Principal Sponsorship Package	\$ 30,000
Major Sponsorship Package	\$ 12,000
Satellite Symposium	\$ 20,000
Keynote Lectures	\$ 3,000
Get-together Reception	\$ 15,000
Internet Café	\$ 10,000
Coffee breaks	\$ 20,000
Hospitality Suites	\$ 3,000
Congress Bags	\$ 10,000
Bag Inserts	
Company Participating as an Exhibitor	\$ 500
Non Participating Company	\$ 1,000
Faculty Dinner	\$ 25,000
Advertising	
Call for Abstracts	\$ 10,000
Advance Program	\$ 5,000
Mini-Program	\$ 5,000
Final Program	\$ 10,000
Abstract Book	\$ 10,000
Total Amount (please complete)	

- Please call me to discuss our sponsorship package
- Please send me a sponsorship contract and first 50% deposit invoice

\* delete as appropriate

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## EXHIBITION

A professional Exhibition will be held in the Palazzo Degli Affari. We have taken care to design the floorplan in order to maximise the exhibitor's exposure to the delegates. It is for this reason that poster sessions, coffee and lunch breaks will be held in the exhibition area.

### Proposed Dates

Set up times:	Sunday, October 19, 2003	12:00 - 19:30
Exhibition open times:	Monday - Tuesday, October 20-21, 2003	09:00 - 18:00
	Wednesday, October 22, 2003	09:00 - 13:00
Dismantling/Breakdown times:	Wednesday, October 22, 2003	13:00

### Stand Space Rental

The price for floor space only is € 350 per square metre. This includes:

- Exhibitors' Manual.
- Tea/coffee/lunch for registered exhibitors
- Exhibitors' badges
- 100 Word Company/product profile in the official Program
- Cleaning of public areas and gangways

### Shell Scheme Rental

The price for shell scheme is € 400 per square metre. This includes:

- Exhibitors' Manual.
- Tea/coffee/lunch for registered exhibitors
- Exhibitors' badges
- White Shell Scheme frame
- One 16A electrical socket
- Basic Lighting
- Fascia Panel
- 100 Word Company/product profile in the official Program
- Cleaning of public areas and gangways

All these services and others will be available to order in the technical manual.

### Allocation of Exhibition space

Space Allocation will be made on a "first come, first served basis". A completed application form accompanied by advance payment should be mailed/faxed to ensure reservation of a desired location. Upon receipt of the application form with payment, space will be confirmed and an invoice for the balance due will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with payment are received. Advance payment will be refunded if space is fully booked or space offered is not acceptable to exhibitors.

### Exhibitor Registration

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Two exhibitor badges will be given for every 9 square metres booked. Any additional exhibitors will be charged an exhibitor registration fee of €170. An exhibitor registration form will be included in the exhibitor's manual.

### Technical/Exhibitor Manual

A technical manual outlining all technical aspects of exhibiting will be circulated 3 months before the Congress. It will include the following:

- Technical details about the Venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms



### Site Inspections

Exhibitors and sponsors are free to visit the Congress venue at their convenience. Please contact the venue directly to arrange this.

Contact Name: Ms. Rossana Sormanni

Tel: +39 055 4973228

Fax: +39 055 4973257

Email : info@firenze-expo.it

Website: www.firenze-expo.it

### Exhibitor Profile

A 100-word Exhibitor Company/Product profile displayed at the Exhibition will be published in the list of exhibitors in the official Program and must be submitted electronically by e-mail to mlelcuk@kenes.com.

### Floor Plan

The floor plan in this brochure is correct at the time of printing. Exhibitors are welcome to modify any spaces to their specific requirements. A revised floor plan will be included with the booth confirmation.

### Payment Methods

Option 1: Payment by cheque - Please make cheques payable to: ICCAD5

Option 2: Payment by Bank Transfer - Please make drafts payable to "ICCAD5", and send them to ICCAD5, Credit Suisse Bank Geneva Branch, Switzerland, Account number: 4251- 465953-82-33, swift code: CRESCHZZ 12A.

Bank charges are the responsibility of the payee and should be paid at source in addition to the rental fees.

Option 3: Payment by Credit Card - Please complete your credit card details on the booking form.

### Cancellation Policy

Cancellation must be made in writing to:

15th ICCAD

Kenes International

Suite 77, 176 Finchley Rd.

London, NW3 6BT, UK

Fax: +44- (0) 20- 84160624

Email: mforeman@kenes.com

The organisers shall retain:

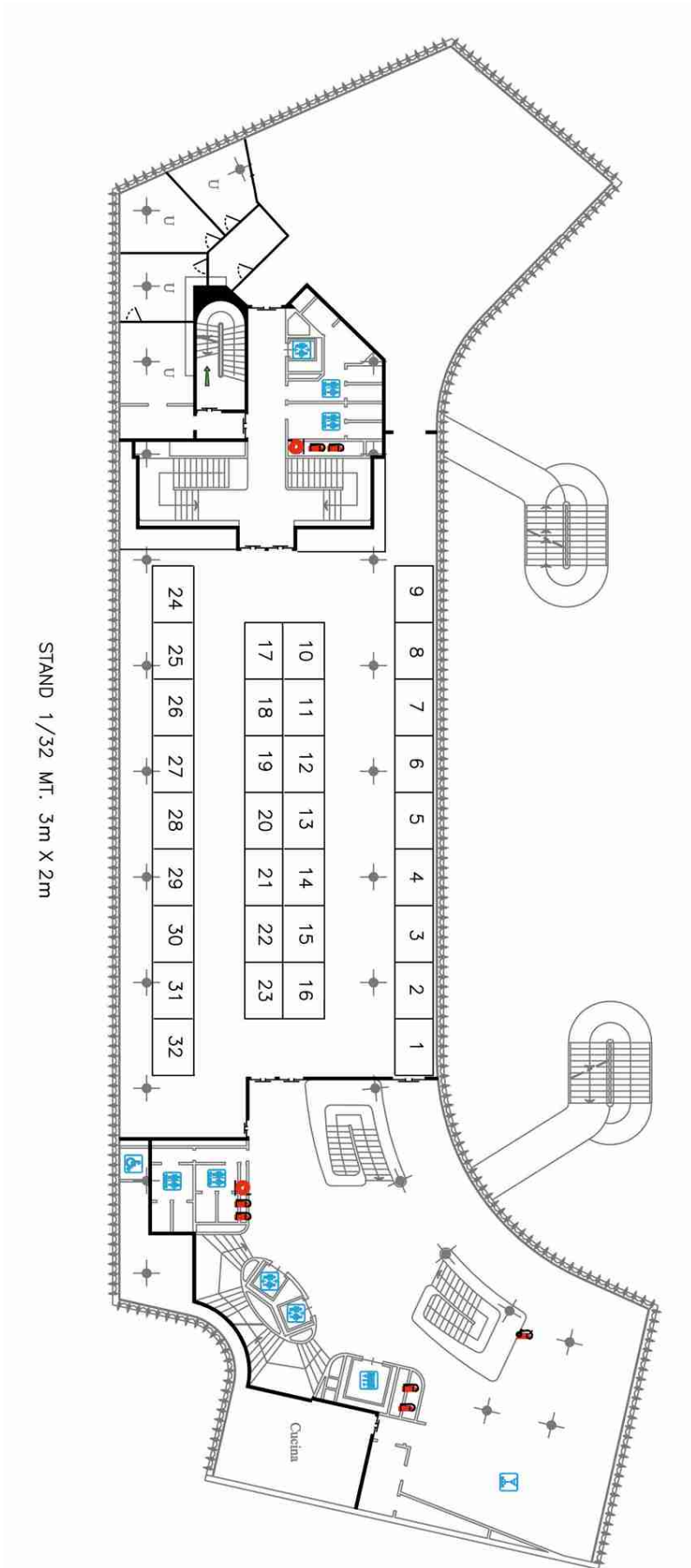
- 10% of the agreed package amount if the cancellation is made more than 9 months prior to the Congress
- 50% of the agreed package amount if the cancellation is made between 6 and 4 months prior to the Congress
- 100% of the agreed package amount if the cancellation is made 2 months prior to the Congress

If exhibition space is resold a full refund will be made less a 10% administration charge.

### Terms and Conditions

The terms and conditions of exhibiting are included in this prospectus. Please note that signature of the exhibition contract indicates acceptance of these terms and conditions.

EXHIBITION FLOORPLAN





## EXHIBITION APPLICATION FORM AND CONTRACT

Please note that all acknowledgements of your company and listing of company name and address will be generated from the following information

Please complete and send to:

5th ICCAD  
Kenes International  
Suite 77, Finchley Rd.  
London, NW3 6BT, UK  
Fax: +44-(0)20-84160624

Name of Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Post/Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone (company) \_\_\_\_\_ Direct \_\_\_\_\_

Fax (company) \_\_\_\_\_ Direct \_\_\_\_\_

Email (company) \_\_\_\_\_ Direct \_\_\_\_\_

Website \_\_\_\_\_

We hereby apply to book exhibition floor/shell scheme space,  
the cost of which is €350/€400 per square metre

Choice	Stand No.	Space Only/ Shell Scheme	No. of Square Metres	Total Price
1st Choice				€
2nd Choice				€
3rd Choice				€

Special notes: Please indicate if your stand must be located adjacent to or opposite the following companies, or if special configuration is needed

- This is a provisional booking. Please hold for 14 days.
- Payment has been made by cheque/transfer, please forward me final confirmation and invoice/ I would like to pay by credit card

Credit Card No. \_\_\_\_\_ Expiry Date \_\_\_\_\_

Type of Card \_\_\_\_\_ Name on Card \_\_\_\_\_

Card Address if different form above \_\_\_\_\_

- Please send me a first deposit invoice for 50% of the total amount due.

We have read the regulations and agree to observe and be bound by them

\* delete as appropriate

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## TERMS AND CONDITIONS

These terms are the contractual agreement between the Organiser and the exhibiting firm.

### Application to Participation

Application to participate will be considered only if: submitted on the appropriate forms, duly completed signed and accompanied by the necessary payment. Registration will be confirmed insofar as space is available. Applicants will be informed in writing of the acceptance or refusal of their application. In case of refusal all payments shall be fully refunded.

### Obligations and rights of the exhibitor

Registration implies full acceptance by the exhibitors of the exhibition regulations. Any infringement of these regulations may lead to immediate withdrawal of the right to participate in the exhibition without compensation or refund of sums already paid, and without prejudice to the exhibitor. By submitting an application to participate, the exhibitor makes a final and irrevocable commitment to occupy the space allocated and to maintain his/her installation until the date and time fixed for closure of the exhibition.

The exhibitor may only present on his/her stand or space the materials, products or services described in the application to participate.

No advertising on behalf of firms not exhibiting is permitted in any form whatsoever. Transfer or sub-letting of all or part of the allocated spaces is prohibited.

### Obligations and rights of the Organiser

The Organiser undertakes to allocate exhibition space as far as possible on the basis of the preference expressed by applicants. Application will be considered in order of reception of application forms accompanied by payment.

The Organiser reserves the right, in case of absolute necessity, to modify the positioning of stands, with no obligation to provide compensation to exhibitors. The Organiser reserves the right to offer to a different firm any stand or space that has not been occupied by the eve of the opening of the exhibition, with no obligation to provide compensation to the defaulting exhibitor.

### Cancellation

In case of cancellation received (in writing) as per the above policy.

### Liability Insurance

The Organiser provides general guard service and third party insurance at the exhibition site. Equipment and all related display materials installed by exhibitors are not insured by the Organiser, and they will under no circumstances be liable for any loss, damage or destruction caused to equipment, goods or property belonging to exhibitors. The exhibitor agrees to be responsible for their property and person and for the property and persons of their employees and agents through full and comprehensive insurance, and shall hold harmless the Organiser for any and all damage claims arising from theft and those perils usually covered by a fire and extended-coverage policy.

### Exhibition Regulations

The Exhibition Manager, acting under direction of the Organizing Committee, has the final decision as to the acceptability of displays.

Exhibitors are not to share with others any space allotted to them without prior written consent by the Exhibition Manager.

The Organiser reserves the right to alter the general layout or limit the space allotted to each exhibitor, postpone the exhibition or transfer it to another site if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the exhibition, the Organisers will not be held liable for expenses incurred other than the cost of exhibit space rental fees.

All exhibits are to be displayed so as to avoid blocking aisles, obstructing adjoining booths, damaging the premises or the leased equipment. Exhibitors are kindly requested to allow sufficient see-through areas which ensure clear views of surrounding exhibits.

In standard booths, height is restricted to 246cm. Exhibitors are responsible for the cost and execution of the design, installation and delivery of their display to (and its removal from) the exhibition site.

Flammable materials are not to be used. Equipment displayed or demonstrated must be installed by strict adherence to safety measures.

Exhibitors undertake to observe the timetable designated for completion of their display before the exhibition opening and its dismantling at the close of the exhibition. No display may be dismantled or packing started before the designated hour. It is the exhibitor's responsibility to pack and remove or consign for shipment all items of value prior to leaving their exhibit unattended, otherwise the Organiser will arrange for their removal at the exhibitor's risk and expenses.

Exhibitors are obliged to ensure that their stands be permanently manned during the exhibition opening hours.

Payment is to be made in accordance with the conditions of payment on the exhibit application form.

Should the exhibitor fail to make a payment on time, the exhibition manager is entitled to terminate the contract, withdraw confirmation of acceptance, make other arrangements for the stand or seek compensation for non-fulfilment of contract.

Participation by exhibitors is dependent upon compliance with all rules, regulations and conditions stated herein. Access to the exhibition is authorized on presentation of a badge issued by the Organiser. Exhibitors' badges will not be mailed in advance and may be collected from the Exhibition Manager's desk.

The Organiser ensures daily cleaning of the aisles. Exhibitors are responsible for the cleaning of their stands. The provision of refreshments to the participants by exhibitors is only permitted if the catering regulations of the exhibition building concerned are observed.

Exhibition areas and fittings made available to exhibitors must be handed back in their original condition. In case of damage or loss of equipment provided, or damage to areas occupied, repair and replacement will be charged to the exhibitor. Any special decoration or fittings must be submitted to the Organiser for prior authorization.

Advertising panels and display are not permitted outside the exhibition areas allotted to exhibitors.

The Organisers will not approve stands, which do not comply with the accepted standards, until the necessary changes have been made.



## DATES TO REMEMBER

Deadline for Satellite Symposium Programs	April 30, 2003
Deadline for Submission of Abstracts	June 30, 2003
Reduced Registration fee deadline	July 15, 2003
Get-Together Reception	October 19, 2003
Faculty Dinner	October 21, 2003



Florence, Italy, October 19-22, 2003

ICCAD 5

CORONARY ARTERY DISEASE



FLORENCE, ITALY, OCTOBER 19-22, 2003