EuroPCR is the official annual Meeting of the European Association for Percutaneous Cardiovascular Interventions (EAPCI)

16-19 May 2017

Palais des Congrès
Paris, France
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Be a part of it!

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The EuroPCR Board keeps on renewing the content of the Course year after year, not only by legitimately incorporating the hot topics of the moment but also by launching new formats of educative sessions and alternative ways to share knowledge, experience and practice. In a nutshell, the EuroPCR Board of Directors commits to innovation and the development of a high-value learning experience and networking opportunities for the participants and the supporting Industry Partners.

Isn’t it an invitation for you, Industry Partners, to dare try new ways to support EuroPCR and the interventional cardiovascular community of healthcare professionals?

In that direction, starting from January 2018, the new EUCOMED code governing the relationship between European healthcare professionals and the industry in the context of medical conferences is clearly an opportunity to innovate and dare go towards new solutions.

High value learning experience is an ambition shared by all EuroPCR Board Members and contributors in designing the Scientific Programme. This Partnership Guide offers you many tracks to accompany or even nurture this aspiration and support the community that your selection becomes strategic.

Check it throughout the following pages. Allow us to dwell upon specific opportunities that fully align with and support PCR ambitions:

- The EuroPCR Training Village offers a variety of training resources you developed for the community, be it on technologies, clinical indications or care services successful since reinforced focus by the Board of Directors
- The newly developed packages for smaller players, combines your booth with adverts in the popular Daily Wire
- The Sponsored sessions (TNT including LIVE cases, Symposia, Case-in-Point sessions) receive a unique support in their design and development by the Board of Directors, i.e. individual conference calls to validate your learning objectives and provide their expert insights
- The EuroPCR 2017 highlights videos are distributed to the whole PCR community
- The PCR App is user-friendly and your best friend to plan the Course, live EuroPCR 2017, and connect with the community

Commitment to quality is part of our DNA. Please keep on challenging us and providing solutions that we may not have thought of. As the organisation team supporting EuroPCR, we serve the initiatives of the Course Directors by creating value-adding sponsorship opportunities.

Join this community by strengthening its goals to share knowledge, experience and practice.

Become a PCR Member!

Thierry Herbreteau
Europa Group CEO

Patrick Jolly
Director - PCR Strategic & Market Development
Industry partners are part of the PCR community

Our sincere thanks to the industry partners, scientific societies, medical institutes and journals who contributed to the success of EuroPCR 2016 through their presence in the exhibition hall, support of a scientific session, or via PCRonline and EuroIntervention Journal throughout the year.

Industry Partners

- 3D Systems, Simbionix
- Abbott
- Abiomed
- ACIST
- Adept Medical
- Alvimedica
- American College of Cardiology
- Andanza
- APT Medical
- Asahi Intecc
- B.Braun Melsungen
- Balton
- Bentley InnoMed
- Biosensors
- Biotronik
- Boston Scientific
- Cardialysis
- Cardinal Health Inventory Management Solutions
- CardioBridge
- Cardionovum
- Celonova Biosciences
- CERC (Cardiovascular European Research Center)
- Concept Medical
- Control Medical Technology
- Cook Medical
- Cordis, a Cardinal Health Company
- Coronado Medical
- DGMR/Global Intercepts
- Direct Flow Medical
- EBIT - Esaote Group
- Edwards Lifesciences
- Elixir Medical
- Envision Scientific
- Eurocor
- GE Healthcare
- Genae Associates
- Goodman Co.
- Heartstitch
- Hexacath
- i-cor
- IDA Ireland
- IHT - Cordynamic
- IMDS
- iVascular
- JenaValve Technology
- Lepu Medical
- MAVIG
- MDT X-Ray
• Medis Medical Imaging Systems
• Medtronic
• Mentice
• Meril Life Sciences
• Merit Medical
• MicroPort
• Minvasys
• Mitralign
• Multimedics
• Natec Medical
• Novella Clinical
• NVT
• Occlutech
• Opsens
• OrbusNeich
• Perouse Medical
• Philips Volcano
• Pie Medical Imaging
• Qualimed
• RenalGuard
• REVA Medical
• Rontis
• S3V Vascular Technologies
• Siemens Healthcare
• Sino Medical Sciences Technology Inc. (SINOMED)
• SIS Medical
• SMT
• St.Jude Medical
• Stentys
• Sungwon Medical
• SurModics/Creagh Medical
• Svelte Medical Systems
• Symetis
• Terumo
• The Medicines Company
• Toray
• Translumina
• Tryton Medical
• Valtech Cardio
• Vascular Solutions
• Zoll Medical Corporation
• Worldwide Innovations & Technologies (RADPAD)
• Caliber Therapeutics
• HLT
• Shockwave Medical
• Sorin
• Tendyne

StartingBlock suites
• Caliber Therapeutics
• Guidewave
• HLT
• MVRx
• ShockWave Medical

Conference and Media Partners
• AICT Congress 2016
• CardioAlex
• Cardiovascular News
• CBS & JCIC, NJ, China
• CIT
• CRToonline
• EAPCI
• European Society of Cardiology
• EVToday CIToday
• Incathlab
• JIM 2017
• Radcliffe Cardio
• Stent For Life
• TCT
• TCTAP 2017
• TOBI 2016
• Wisepress
2016 facts and figures

- 12 Live Centres
- 9 countries
- 1,527 Faculty Members and Presenters
- 81 countries
- 11,588 participants
- 2,264 submissions

Healthcare professionals geographical breakdown

- Europe: 3,563
- Asia: 2,092
- Americas: 747
- Africa: 543
- Oceania: 107
ESC National and Affiliated Scientific Societies and EAPCI Working Groups

- Algerian Society of Cardiology (SAC)
- Argentinian College of Interventional Cardioangiologists (CACI)
- Working Group on Interventional Cardiology of the Austrian Society of Cardiology
- Belgian Working Group on Interventional Cardiology (BWGIC)
- Working Group on Interventional Cardiology of the Association of Cardiologists of Bosnia & Herzegovina
- Working Group on Interventional Cardiology of the Bulgarian Society of Cardiology
- The Cyprus Interventional Cardiology Working Group
- Working Group on Interventional Cardiology of the Croatian Society of Cardiology
- Working Group on Interventional Cardiology of the Czech Society of Cardiology
- Working Group on Percutaneous Coronary Interventions of the Danish Society of Cardiology
- Working Group on Interventional Cardiology of the Egyptian Society of Cardiology (EWGIC)
- Working Group on Interventional Cardiology of the Finnish Society of Cardiology
- Atheroma Coronary and Interventional Cardiology Group of the French Society of Cardiology (GACI)
- Working Group on Interventional Cardiology (AGIK) of the German Society of Cardiology (DGK)
- Working Group on Interventional Cardiology of the Hellenic Cardiological Society
- Working Group on Interventional Cardiology of the Hungarian Society of Cardiology
- Iranian Society of Interventional Cardiology (ISOIC)
- Working group on Interventional Cardiology of the Irish Cardiac Society
- Working Group on Interventional Cardiology of the Israel Heart Society
- Italian Society of Invasive Cardiology (GiSE)
- Italian Vascular and Endovascular Surgery Society (SiCVE)
- Jordan Group on Interventional Cardiology (JGIC)
- Working Group on Interventional Cardiology of the Kazakhstani Society of Cardiology
- Working Group on Interventional Cardiology of the Latvian Society of Cardiology
- Working Group on Interventional Cardiology of the Lebanese Society of Cardiology
- Luxembourg Society of Cardiology
- Working Group on Interventional Cardiology of the former Yougoslav Republic of Macedonia Society of Cardiology
- Working Group on Interventional Cardiology of the Moroccan Society of Cardiology (SMC)
- Moldavian Working Group on Interventional Cardiology
- Working Group on Interventional Cardiology of the Norwegian Society of Cardiology
- Association on Cardiovascular Interventions of the Polish Cardiac Society (ACVI)
- Portugese Association of Interventional Cardiology (APIC)
- Romanian Working Group on Interventional Cardiology
- Russian Scientific Society of Interventional Cardioangiology (RSICA)
- Siberian Association of Interventional Cardioangiologists
- Saudi Arabian Cardiac Interventional Society of the Saudi Heart Association (SACIS)
- Scottish Cardiac Society (SCS)
- Working Group on Interventional Cardiology of the Serbian Society of Cardiology
- Working Group on Invasive and Interventional Cardiology of the Slovak Society of Cardiology
- Working Group on Acute Cardiology of the Slovenian Society of Cardiology
- South African Society of Cardiovascular Intervention (SASCI)
- Vascular Society of Southern Africa (VASSA)
- Working Group on Interventional Cardiology of the Spanish Society of Cardiology
- Working Group on Interventional Cardiology of the Swedish Society of Cardiology
- Working Group on Interventional Cardiology and ACS of the Swiss Society of Cardiology
- Working Group on Interventional Cardiology of the Dutch Society of Cardiology
- Working Group on Interventional Cardiology of the Tunisian Society of Cardiology and Cardiovascular Surgery (GTCLI)
- Association of Percutaneous Cardiovascular Interventions of the Turkish Society of Cardiology (TAPCI/TSC-Interventions)
- Turkish Society of Vascular and Endovascular Surgery
- Association of Interventional Cardiologists of Ukraine (UAIC)
- British Cardiovascular Intervention Society (BCIS)
Find the next PCR Course closest to you

**PCR London Valves**
- 18-20 September 2016
- London, United Kingdom

**PCR Peripheral**
- 10-12 November 2016
- Milan, Italy

**PCR Tokyo Valves**
- 7-9 April 2017
- Tokyo, Japan

**PCR Innovators Day**
- 18 September 2016
- London, United Kingdom

**PCR China Chengdu Valves**
- 4-6 November 2016
- Chengdu, China

**PCR Gulf**
- 14-15 December 2016
- Dubai, United Arab Emirates

**PCR Asia**
- 19-21 January 2017
- Singapore

**PCR Clinical Research**
- All year long

**PCR Seminars**
- All year long

www.pcronline.com
Advertising and promotion

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Advertising and promotion

General overview

IMPORTANT
• All rates are exclusive of French VAT
• Orders cannot be accepted unless accompanied by a 50% deposit
• Full payment must be received 2 months prior to the occurrence of the event and / or publication
• For advertising and promotional offers, space will be allocated on a first-come, first-served basis

Contacts
Contact for PCR Digital & Publishing offers:

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jlagache@europa-organisation.com

Frédéric Doncieux
fred.doncieux@europa-dp.com

Contact for on-site promotional tools:

Christine Pereira
cpereira@europa-organisation.com

Nadège Berges
exhibition@europa-organisation.com

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

Important dates

<table>
<thead>
<tr>
<th>January 2017</th>
<th>February 2017</th>
<th>March 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday 5</strong></td>
<td><strong>Wednesday 1</strong></td>
<td><strong>Thursday 2</strong></td>
</tr>
<tr>
<td>Promotional package - order</td>
<td>Poster - order p. 22</td>
<td>Water coolers - order p. 21</td>
</tr>
<tr>
<td>Branded note pad and pen sets - order</td>
<td>Mobile App - order p. 20</td>
<td>Lunch bags - order p. 24</td>
</tr>
<tr>
<td>Delegate bags sponsorship - order</td>
<td></td>
<td>Mobile App - artwork p. 20</td>
</tr>
<tr>
<td>Hotel key cards - order p. 21</td>
<td></td>
<td>Thursday 30</td>
</tr>
<tr>
<td>Programme at a Glance - order</td>
<td></td>
<td>Post session wrap-up interview video - order p. 25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Daily Wire - order p. 16</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>April 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday 3</strong></td>
</tr>
<tr>
<td>Bag insertion - order p. 22</td>
</tr>
<tr>
<td>Poster - artwork p. 22</td>
</tr>
<tr>
<td><strong>Monday 10</strong></td>
</tr>
<tr>
<td>Daily Wire - artwork p. 16</td>
</tr>
<tr>
<td><strong>Wednesday 12</strong></td>
</tr>
<tr>
<td>EuroIntervention - artwork p. 17</td>
</tr>
<tr>
<td><strong>Friday 14</strong></td>
</tr>
<tr>
<td>Session webcast - order p. 25</td>
</tr>
<tr>
<td>Bag insertion delivery p. 22</td>
</tr>
</tbody>
</table>

Exhibitor web portal

Once you have ordered your stand, connect to www.exhibitors.europcr.com to create your private account and access:

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

Keep it handy! Copy the login and password here:

Web: www.exhibitors.europcr.com

My login: ___________________________
My Password: ___________________________
Advertising and promotion

New! Package offers

1 - Special promotional package for booths between 9 and 12sqm
Enhance the visibility of your company and products with the inclusion of a 1/4 page in the Daily Wire of the Course on the day of your choice.

<table>
<thead>
<tr>
<th>1/4 advertising page</th>
<th>a 9 to 12sqm booth</th>
<th>Special offer</th>
</tr>
</thead>
<tbody>
<tr>
<td>9sqm</td>
<td>eco-friendly</td>
<td>€13,285</td>
</tr>
<tr>
<td>9sqm</td>
<td>comfort</td>
<td>€11,665</td>
</tr>
<tr>
<td>9sqm</td>
<td>contemporary</td>
<td>€12,115</td>
</tr>
<tr>
<td>12sqm</td>
<td>comfort</td>
<td>€14,965</td>
</tr>
<tr>
<td>12sqm</td>
<td>contemporary</td>
<td>€15,565</td>
</tr>
<tr>
<td>12sqm</td>
<td>privilege</td>
<td>€16,885</td>
</tr>
<tr>
<td>12sqm</td>
<td>excellence</td>
<td>€17,725</td>
</tr>
</tbody>
</table>

2 - Session package offer
Make the most of your scientific session through a preferential package offer including:
- A push notification prior your session via the PCR App*
- A session webcast
- A session wrap-up interview
- A post-session survey via the PCR App*
- A post-Course emailing campaign to promote your videos

Total rate: €24,900

(*) choose between one option or the other

3 - Clinical trials communication package
Late-breaking clinical trials, study results or ongoing study?
Here is a package offer to spread the news:
- Clinical study investigator video spotlight
  - Video recorded at EuroPCR by the PCR TV mobile team
  - Preparation is key: we will set up a call a few weeks prior to the Course with our medical editor for you to express your objectives.
  - Briefing of the Speakers prior to the interview
  - One round of editing
- Press release inclusion in the PCR May press digest campaign with the inclusion of a link to your video
- Full-page advert or white paper (advertorial) inclusion in EuroIntervention Journal June issue

Total rate: €13,600
Advertising and promotion
Before - during - after

EuroPCR has a wide range of promotional opportunities to offer you all year long.

<table>
<thead>
<tr>
<th>BEFORE</th>
<th>DURING</th>
<th>AFTER</th>
</tr>
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<tbody>
<tr>
<td><strong>Sponsored emailing campaign</strong>&lt;br&gt;Announce your presence and / or session details through a targeted email campaign to registered candidates.</td>
<td><strong>EuroIntervention Multimedia Journal</strong>&lt;br&gt;Print advertising&lt;br&gt;Advertise in the issue preceding the Course mailed on a monthly basis to all EuroPCR participants and all other regular subscribers.&lt;br&gt;Digital advertising&lt;br&gt;Enhance your visibility through digital advertisement on the Eurointervention iPad application, website and e-newsletter.</td>
<td><strong>Post-session wrap-up interview</strong>&lt;br&gt;A 10-minute wrap-up video interview in the PCR TV Studio with the Speakers of your session.</td>
</tr>
<tr>
<td><strong>PCR April press digest campaign</strong>&lt;br&gt;Share your press release with over 35,000 contacts from the PCR interventional community.</td>
<td><strong>PCR Trials ⭐</strong>&lt;br&gt;A unique resource tool on free access to interventional practitioners. Multimedia editions.</td>
<td><strong>Session webinar</strong>&lt;br&gt;Widen your audience online! Have your entire session video-recorded.</td>
</tr>
</tbody>
</table>

- **NEW!** **EuroPCR highlights**<br>Become the exclusive sponsor of the Course’s highlights coverage.
- **PCR Trials ⭐**
  - Free access for interventional practitioners via this unique resource tool. Multimedia editions.
  - Print edition distributed to all EuroPCR participants.
- **EuroIntervention publications**<br>Advertise in the community’s monthly reference journal. The May issue is displayed in exclusivity during the Course!
- **Daily Wire**
  - Do not miss the opportunity to have your advert displayed in the official daily newspaper of the Course.
- **Bag insertion**
  - Insert a flyer in the bags distributed on-site.
- **Delegate bags ⭐**
- **Notepad and pen sets ⭐**

<table>
<thead>
<tr>
<th>BEFORE</th>
<th>DURING</th>
<th>AFTER</th>
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</thead>
<tbody>
<tr>
<td><strong>Lunch bags ⭐</strong></td>
<td><strong>Water coolers ⭐</strong></td>
<td><strong>PCR May press digest campaign</strong>&lt;br&gt;Share your latest press release with over 35,000 contacts from the PCR interventional community.</td>
</tr>
<tr>
<td><strong>Charging Towers ⭐</strong></td>
<td><strong>Exclusive offers</strong></td>
<td></td>
</tr>
<tr>
<td><strong>NEW!</strong></td>
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</tr>
</tbody>
</table>

**NEW!** **PCR Trials ⭐**
Free access for interventional practitioners via this unique resource tool. Multimedia editions.
Advertising and promotion

PCR emailing campaigns

Sponsored emailing campaigns
Reach out to over 60,000 contacts from the PCR interventional cardiovascular community before, during and after the Course. According to your message and for a stronger impact we can segment the database by PCR Course participants, country and interest.

Before and during the Course from 24 April to 19 May:
Emailing to the full PCR database:...................................................................................................................................................................................................€12,500
Targeted emailing to the EuroPCR registered participants ONLY....................................................................................................................................€8,000

After the Course and all year long:
Inform the community about a product launch, new clinical data or share any other news of interest.
Emailing to the full PCR database:
Peak rate........................................................................................................................................................................................................€12,500
Off-peak rate........................................................................................................................................................................................................€8,900

IMPORTANT:
Sponsored emailing campaigns are limited to 1 per day (weekdays only). Booking taken on a first-come, first-served basis.

Contact kwatson@europa-organisation.com to receive the emailing campaign calendar as well as the technical guidelines for the creation of your file.

PCR monthly press digest campaign
Have your press release included in the press digest campaign released before the Course on 28 April or after the Course on 26 May to over 35,000 contacts.

The PCR press digest campaign is sent at the end of each month and includes direct links to LinkedIn, Facebook and Twitter.
Press release insertion........................................................................................................................................................................................................€2,000

IMPORTANT:
Offer limited to 3 partners each month. First-come, first-served basis.

For format, deadline, availability and up-to-date statistics, please contact Kirsty Watson: kwatson@europa-organisation.com
Advertising and promotion
EuroPCR Daily Wire

The Daily Wire is the publication you don’t want to miss!
A new issue is produced each day of the Course with detailed analysis on the sessions, highlights of the day, what not to miss and interviews with key figures.

The publication is in large newspaper format (240mm x 340mm):
• Distributed every morning by hosts
• Available at self-serve distribution points throughout the Palais des Congrès
• Multilingual articles reflecting the diverse languages of the EuroPCR community

With participants grabbing a hot-off-the-press copy, an advertisement in the Daily Wire will ensure superb exposure for your company and products.

Advertising rates
1/4 page – front page* .......................................................... €5,900
1/2 page – inner position .......................................................... €3,600
1/4 page – inner position .......................................................... €1,900
Full page – inner position ......................................................... €6,100
Full page – back cover** .......................................................... €8,500

* Priority will be given to Industry Partners with a Sponsored session on the day.
** Only one back page allowed per Industry Partner during the 4-day Course.

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

<table>
<thead>
<tr>
<th>Size</th>
<th>Trim size in mm</th>
<th>Bleed size in mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full inner page</td>
<td>220 x 300</td>
<td>230 x 310</td>
</tr>
<tr>
<td>Full back page</td>
<td>220 x 320</td>
<td>230 x 330</td>
</tr>
<tr>
<td>1/2 inner page horizontal</td>
<td>220 x 148</td>
<td>230 x 158</td>
</tr>
<tr>
<td>1/2 inner page vertical</td>
<td>108 x 300</td>
<td>118 x 310</td>
</tr>
<tr>
<td>1/4 inner page horizontal</td>
<td>220 x 70</td>
<td>230 x 80</td>
</tr>
<tr>
<td>1/4 inner page vertical</td>
<td>108 x 148</td>
<td>118 x 158</td>
</tr>
<tr>
<td>1/4 front page horizontal</td>
<td>220 x 60</td>
<td>230 x 70</td>
</tr>
</tbody>
</table>

Order before 30 March 2017 - Send your artwork before 10 April 2017
To place your order, contact: kwatson@europa-organisation.com
Advertising and promotion
EuroIntervention Multimedia Journal

Advertise in the Course’s scientific journal, available on free display to the 12,000+ participants during the 4 days. EuroIntervention is the official journal of EuroPCR and the EAPCI, the leading European Journal in interventional cardiology and monthly publication of reference for the community worldwide.

All EuroPCR participants benefit from a one-year subscription to the print edition!

40,000 estimated readers
9,436 regular subscribers

6,275 applications downloaded
(as of June 2016)

104,718 PDFs downloaded
384,019 visits
1,259,712 page views
(June 2015 - May 2016)

Free bonus!
All adverts are displayed and clickable on the digital editions of the journal (website and iPad)

<table>
<thead>
<tr>
<th>Placements and rates</th>
<th>May issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2 (Inside Front Cover)</td>
<td>€10,300</td>
</tr>
<tr>
<td>Cover 3 (Inside Back Cover)</td>
<td>€9,000</td>
</tr>
<tr>
<td>Cover 4 (Back Cover)</td>
<td>€11,600</td>
</tr>
<tr>
<td>Facing contents 1</td>
<td>€8,500</td>
</tr>
<tr>
<td>Facing contents 2</td>
<td>€8,300</td>
</tr>
<tr>
<td>Facing editorial 1</td>
<td>€7,800</td>
</tr>
<tr>
<td>Facing editorial 2</td>
<td>€7,300</td>
</tr>
<tr>
<td>Facing editorial 3</td>
<td>€7,000</td>
</tr>
<tr>
<td>Standard inner page</td>
<td>€6,100</td>
</tr>
<tr>
<td>Double page spread</td>
<td>€13,000</td>
</tr>
<tr>
<td>Loose insert (bookmark)*</td>
<td>€7,500</td>
</tr>
<tr>
<td>Bound-In insert*</td>
<td>€9,600</td>
</tr>
</tbody>
</table>

*Limited to one per issue, printing charges included

IMPORTANT:
Full page, web banner and iPad sponsoring are offered all year long, on a monthly basis, on the Journal’s print issues, website, e-newsletter and iPad App.

Booking on a first-come, first-served basis.
For availabilities and technical requirements please contact: kwatson@europa-organisation.com
Advertising and promotion

PCR Trials ★

Free access to a unique resource tool for interventional practitioners. This multimedia publication is available in website, App, book form, and updated with new contents four times a year.

This educational tool enables fast and easy access to the most recent studies in interventional cardiology. Each trial is presented in a uniform one-page format with a title, objectives, design, results and a conclusion as phrased by the authors.

Benefits for the exclusive sponsor:

- **Print edition:**
  - 3 cover advertising spaces in the print edition distributed to the EuroPCR participants.
  - Inside front cover
  - Inside back cover
  - Back cover

- **Free App for iPhone and iPad:**
  - Clickable logo and splash screen adverts (portrait and landscape version) displayed for one year.
  - Over 5,710 App downloads as of June 2016

- **Web edition:**
  - 1 clickable banner displayed for 1 year on the online edition on: www.eurointervention.org

- **Promotional email campaign:**
  - Clickable logo on the 4 emailings sent out along the year to the entire PCR database to announce new updates.
  - Over 60,000 contacts

- **Bonus:**
  - 50 print copies for your own distribution

Rate: exclusive to one partner only
Total rate for one-year visibility: €40,000

For format, deadline, availability and up-to-date statistics, please contact Kirsty Watson:
kwatson@europa-organisation.com

★ Exclusive offers
Advertising and promotion
EuroPCR Highlights ⭐

EuroPCR Highlights - new exclusive offer

Support the full coverage of the Course!
In 2017, only one partner will have the opportunity to be associated to all the highlights from the Course with the mention: "Supported by an educational grant from xxx. For more information on our partner’s activities at EuroPCR CLICK HERE " with the inclusion of an hyperlink to the webpage of your choice with for instance information on your booth, sessions, trainings,…

Acknowledgement of your support highlighted:
• BEFORE the Course:
  On the editorial dedicated to EuroPCR and announcing to the entire community a daily coverage of the Course with the above mention.
  Publication on the PCRonline homepage 2 weeks before the Course and relayed on the PCR social networks and PCR weekly e-newsletter.

• DURING the Course
  Association of your brand to the coverage of the day (video and articles) available on PCRonline and on the e-newsletters sent to physicians who could not attend the Course with the same mention specified above.

• AFTER the Course
  On the PCR e-newsletter and thematic video highlights of the Course. Video published on PCRonline and the PCR Youtube channel with your logo. Video relayed in PCR social networks, promoted via a push message on the PCR Courses App and dedicated e-newsletter released on the day after the Course with the above mention.

Total rate: €70,000

For format, deadline and availability, please contact Kirsty Watson:
kwatson@europa-organisation.com
EuroPCR mobile Application ★
Become the face of the Course by sponsoring the EuroPCR App

Do you want to know what’s going on at EuroPCR? Everything is in the App! Available for free on all mobile devices, it’s the only way to access the full Programme on-site. The App features exclusive scientific content in a user-friendly and interactive platform. The community networks and engages via the Activity Feed and instant messages.

The App’s 2016 success in numbers:
- 7,410 accounts created
- 4,834 engaged users
- 174,000 visits between 10 and 21 May 2016
- 1,106 visits on the 2016 sponsor section

Exclusive sponsorship:
- Splash screen ads automatically displayed at the launch of the App for the entire duration of the Course
- 2 promoted posts per day for one hour at the top of the News Feed
- Section dedicated to your company in the main menu
- Logo on all the PCR communications promoting the App (emailings, session slides, totems, Help Desk…)

Rate: €70,000
Exclusive to one Partner only
Order before 1 February 2017 - send your artwork before 2 March 2017

Course Programme web banner
PCRonline is the official PCR Courses website, connecting the interventional cardiovascular community through an online interactive educational platform.

It is the only web space featuring the full Programme and all contents from the Course. In 2017, participants will register via PCRonline.com, which will result in an important increase in traffic. It is the only advertising spot available on the Programme and guarantees high visibility for only 3 partners. Your banner (along with the 2 other Partners’ banner) will be displayed successively for 2 months.

Rate: €4,000
Offer limited to 3 partners, first-come, first-served basis

For format, deadline, availability and up-to-date statistics, please contact Kirsty Watson:
kwatson@europa-organisation.com

Exclusive offers
Advertising and promotion

On-site promotion tools

Water coolers ✭
Display your brand at the heart of the Palais des Congrès.

Don’t miss the opportunity to reach 12,000+ participants who will inevitably stop at one of these environmentally friendly water dispensers during the 4-day Course. Place your logo on each of them for maximum advertising exposure during the event.

Rate: on request

Order before 2 March 2017

Hotel key cards ✭
Make sure to be in the participants’ pockets!

Viewed multiple times per day, hotel key cards reveal your brand message again and again.
Distributed to Méridien and Hyatt hotel guests at check-in to access their rooms, high-quality, durable hotel key cards will ensure your brand exposure to participants including Faculty and VIP.
Take the opportunity to be seen and remembered with this highly visible vehicle!

Rate for the duration of the Course on request
Cards are fully customisable with your artwork and will be printed on both sides.

Order before 5 January 2017

To place your order, contact: exhibition@europa-organisation.com

✭ Exclusive offers
Advertising and promotion
On-site promotion tools

Poster display
Looking for a high-impact advertising tool for your brand during the EuroPCR week?

Here are the top reasons you should book posters:
• Guaranteed exposure to your target audience
• Cost effective
• Extremely targeted
• The ONLY poster displays available anywhere in the Palais des Congrès
• Limited number available

6 posters: ............................................................................................................................................................................... €4,200

Up to 6 posters strategically displayed on the ground floor of the Palais des Congrès - guaranteeing optimal exposure for your brand as participants make their way to the Course.
• Combination of one multi-display screen located in the registration area (displays up to 3 posters) and three printed posters in the Palais des Congrès.

Order before 1 February 2017 - send your artwork before 3 April 2017

Bag insertion
Put your brand directly in the hands of healthcare professionals with a bag insertion.

Healthcare professionals receive their own bag upon registration - it’s your chance to grab their attention, communicate key information on an Sponsored session or invite them to your booth. An indispensible part of your promotional Programme at EuroPCR!

Bag insertion .................................................................................................................................................................................................................................................................................................................................................. €2,750

Order before 3 April 2017 - delivery 14 April 2017

To place your order, contact: exhibition@europa-organisation.com
Advertising and promotion

On-site promotion tools

Delegate bags ★
Have your company name on the item most reused by healthcare professionals!
The delegate bag is extremely popular every year thanks to a durable and lightweight design.

Sponsorship of the delegate bag goes to one company only and is an excellent way to ensure your brand is seen far and wide.
We take care of the design and production - you simply tick the box on the order form.

Rate: on request
Order before 5 January 2017
To place your order, contact: kwatson@europa-organisation.com

Branded notepad and pen set ★
Yes, the pen is mightier than the sword!

Provided to healthcare professionals, the notepad and pen are extremely useful for participants to take notes during the many sessions they will attend.
Guarantee high exposure for your company - have your logo on both the pen and notepad.
All you have to do is provide us with your logo!

Rate: €18,000
Order before 5 January 2017
To place your order, contact: exhibition@europa-organisation.com

EuroPCR Programme at a Glance ★

This printed brochure is the perfect addition to the Course App allowing each participant to quickly know what’s going on and where!
The Programme at a Glance is distributed to each participant at their arrival at the Palais des Congrès. It gathers an overview of the sessions’ key information about their topic, time and location in chronological order. Take this unique chance to be in every participant’s hands during EuroPCR 2017.

Rate: €15,000
Order before 5 January 2017
To place your order, contact: kwatson@europa-organisation.com

★ Exclusive offers
Advertising and promotion

On-site promotion tools

Lunch bags ★
Instantly noticeable by their bright colors, the lunch bags are a unique way to gain recognition for your brand whilst busy physicians stop to recharge their batteries during the Course.

Your logo will be featured on the thousands of lunch bags distributed everyday during lunch breaks. Once in the hands of participants, your brand will be in plain view and will spread throughout the Palais des Congrès.

Rate per day: €5,000
Rate for the 4 days of the Course: on request

Order before 2 March 2017

Charging Towers ★
Display your logo on the mobile device charging towers available throughout the conference site as an exclusive sponsor! Be visible in 6 strategic locations within the Palais des Congrès.

Rate: €20,000

Order before 5 January 2017

To place your order, contact: exhibition@europa-organisation.com

★ Exclusive offers
Advertising and promotion

Video offers

The medium not to miss! Physicians spend an average of 6 hours per week watching videos online.

Session webcast
Do not restrict the audience to physicians present in the room! Expand your audience online by having your session video-recorded and broadcasted online.

Offer including:
- On-site HD video recording
- One round of editing
- Online publication on the PCRonline website
- Promotional campaign on Facebook
- Breaking news on the PCRonline website
- Web statistics update

Standard rate: €8,500
Promotional rate when booked at the same time as your session: €6,500
IMPORTANT: special rate on your post-event emailing campaign to promote your video: €6,500

+51% views in average on videos promoted with an emailing campaign

Order before 14 April 2017

Post-session wrap-up interview
Emphasis the messages of your scientific session.
Have 2 or 3 selected Speakers review and discuss the key findings in the PCR TV studio.

Offer including:
- Invitation of 3 Speakers from your session on your behalf
- Preparation is key! We will set up a call a few weeks prior to the Course with our medical editor for you to express your objectives
- Briefing of the Speakers prior to the interview
- One round of editing
- Online publication on the PCRonline website and PCR Youtube channel
- Promotional campaign on Youtube
- Breaking news on the PCRonline website
- Web statistics update
- Broadcasting rights and link to embed the video on your communications

Standard rate: €15,000
Promotional rate when booked at the same time as your session: €13,000
IMPORTANT: Special rate on your post-event emailing campaign to promote your video: €6,500

+51% views in average on videos promoted with an emailing campaign

Order before 30 March 2017

For format, deadline, availability and up-to-date statistics, please contact Kirsty Watson:
kwatson@europa-organisation.com
Advertising and promotion

Video offers

Other video offers - on demand:

PCR inside - get the expertise from the PCR TV team!
Contact the team and share your objectives to get recommendations and choose the adequate format to create an impactful video programme.
The team can guide you through the elaboration of editorialised video programmes (interview, roundtable discussion, webinar) or simply offer you technical support (live streaming, recording, …)

IMPORTANT: free BONUS - promotion of your sessions and videos in the PCR e-communications!
Before the Course: email including the details of all Sponsored sessions sent out to the pre-registered participants
Right after the Course: email dedicated to the EuroPCR highlights sent out to the full PCR database
After the Course: email linking to all Partners’ webcasts and wrap-up interviews sent out to the full PCR database

For format, deadline, availability and up-to-date statistics, please contact Kirsty Watson:
kwatson@europa-organisation.com
Advertising and promotion
Advertising rules and requirements

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

- The Daily Wire. As the Daily Wire is written on-site and printed overnight, all proofing is done by the team of journalists and / or Europa Group only
- Online and smartphone advertising: no final proofing as we use only the files provided in the correct format

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

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

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

Content
As an exhibitor, you are entirely responsible for the content of any advertisement ordered. This includes information related to your sessions (date, time, title) or booth number.

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

Types of files
Files for printing must be:

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

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

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

- bitmapped Illustrator or Photoshop EPS
- minimum size: 15cm width and height, created at 300 DPI
- CMYK colours

Use of the EuroPCR logo and visual identity
The use of any EuroPCR branding tools 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 Group.

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

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

Video Offers
Post-session wrap-up interview:

Before

- The Speakers have to be involved in the session to be invited to the wrap-up interview
- A preparation meeting will be organised prior to the interview, in order to define with our Medical Editor, the key message and objectives of the wrap-up

During

- A representative of the company should be present at the PCRTV studio during the recording of the interview. If any problem occurs during the recording (incorrect information …), it should be specified at this moment. No complaint on the substance of the interview will be taken into account afterwards.

After

- Editing: the company will be entitled to one free round of editing
- Editing will be made on the format, not on the substance of the interview
- All edits are subject to the medical editor’s approval
- Any edit deemed to alter the content will need to be submitted to the interviewees for their approval
- Any additional edit will be subject to an extra charge of €1,000
- Broadcasting rights: the source file of the interview is the property of Europa Group. The client is authorised to publish the video on his website, or to communicate it internally via the embedded link provided by EG. Video published on the PCRonline website and promoted via the PCR social media groups.

Please note: no product logos may be included in these videos.

For EuroIntervention and PCRonline rules and requirements, please consult

www.pcronline.com/eurointervention/mediapack
Advertising and promotion
Advertising rules and requirements

Video Offers
Session webcast:
LIVE cases are subject to the Course Directors’ approval. If the LIVE included in the Partner webcast has not been approved for diffusion, the webcast will not be published and the client will receive a refund for the webcast.
• Other communications purchased to promote the webcast (eg. Emailing campaigns…) will not be subject to a refund
• Editing:
  - The company will be entitled to one free round of editing. Any additional edit will be subject to an extra charge of €1,000
  - Editing will be made on the format of the video, not on the substance.
  - All edits are subject to the PCR team’s approval
• Broadcasting rights: the source file of the webcast is the property of Europa Group. The client is authorised to use a link of the video on his website, or to communicate it internally. Video published on the PCRonline website and promoted on the PCR social media groups.

Clinical study investigator - video spotlight:
• Editing: the company will be entitled to one free round of editing.
  - Editing will be made on the format, not on the substance of the interview.
  - All edits are subject to the Medical Coordinator’s approval.
  - Any additional edit will be subject to an extra charge of €1,000
• Broadcasting rights: the source file of the interview is the property of Europa Group. The client is authorised to publish the video on his website, or to communicate it internally via the embedded link provided by EG. Video published on the PCRonline website and promoted on the PCR social media groups.

PCR inside – video programme on demand:
The source file is the property of the Partner.
Video published upon confirmation in the News section of the PCRonline website.

CEO interview:
This service is offered to the client by Europa Group.
• No edits can be made on the video. The client has to provide the correct information to Europa Group prior to the interview (name of the company, name and position of the person interviewed, logo…)
• Broadcasting rights: the source file of the video is the property of Europa Group. The client is authorised to publish the video on his website, or to communicate it internally via the embedded link provided by EG.
Exhibition and meeting rooms

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Exhibition and meeting rooms

General overview

**Important**
- All rates are exclusive of French VAT
- Orders cannot be accepted unless accompanied by a 50% deposit
- Full payment must be received 2 months prior to the occurrence of the event and / or publication
- Order forms sent upon request to exhibition@europa-organisation.com
- Any invoice modification will be charged

**Contacts**

Contact for orders, technical and logistical support:

Christine Pereira
cpereira@europa-organisation.com

Nadège Berges
exhibition@europa-organisation.com

**Technical and logistical support from 13 May 2017:**
Go to the EuroPCR Exhibitor Support Centre in the Palais des Congrès

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

**Important dates**

<table>
<thead>
<tr>
<th>Mars 2017</th>
<th>April 2017</th>
<th>On-site in Paris - May 2017</th>
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</thead>
<tbody>
<tr>
<td>Friday 10</td>
<td>Friday 21</td>
<td>Saturday 13</td>
</tr>
<tr>
<td>Booth full payment</td>
<td>Entry passes for booth builders</td>
<td>Booth installation - start</td>
</tr>
<tr>
<td>EuroPCR Live TV access</td>
<td></td>
<td>p. 43</td>
</tr>
<tr>
<td>Meeting rooms</td>
<td></td>
<td>Monday 15</td>
</tr>
<tr>
<td>VIP Club Lounge</td>
<td></td>
<td>Security Board inspection</td>
</tr>
<tr>
<td>Complimentary exhibitor badges -</td>
<td></td>
<td>Booth pack installation - start</td>
</tr>
<tr>
<td>registration</td>
<td></td>
<td>p. 43</td>
</tr>
</tbody>
</table>

**Exhibitor web portal**

Once you have ordered your stand, connect to www.exhibitors.europcr.com to create your private account and access:
- Updates
- Order forms
- Registration forms
- Official provider catalogues and contact details
- Uploading tool

Keep it handy! Copy the login and password here:

Web: www.exhibitors.europcr.com

My login:

My Password:
Exhibition and meeting rooms

General overview

Booth packages

<table>
<thead>
<tr>
<th>Size</th>
<th>Liberté booth package</th>
<th>Eco-friendly booth package</th>
<th>Comfort booth package</th>
<th>Contemporary booth package</th>
<th>Privilege booth package</th>
<th>Excellence booth package</th>
</tr>
</thead>
<tbody>
<tr>
<td>9sqm</td>
<td>n/a</td>
<td>€11,670</td>
<td>€10,050</td>
<td>€10,500</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>12sqm</td>
<td>n/a</td>
<td>n/a</td>
<td>€13,350</td>
<td>€13,950</td>
<td>€15,270</td>
<td>€16,110</td>
</tr>
<tr>
<td>18sqm</td>
<td>€15,450</td>
<td>€23,190</td>
<td>€19,950</td>
<td>€20,850</td>
<td>€22,830</td>
<td>€24,090</td>
</tr>
<tr>
<td>27sqm</td>
<td>€23,100</td>
<td>€34,710</td>
<td>€29,850</td>
<td>€31,200</td>
<td>€34,170</td>
<td>€36,060</td>
</tr>
<tr>
<td>36sqm</td>
<td>€30,750</td>
<td>€46,230</td>
<td>€39,750</td>
<td>€41,550</td>
<td>€45,510</td>
<td>€48,030</td>
</tr>
<tr>
<td>54sqm</td>
<td>€46,050</td>
<td>€69,270</td>
<td>€59,550</td>
<td>€62,250</td>
<td>€68,190</td>
<td>€71,970</td>
</tr>
<tr>
<td>From and above 55sqm</td>
<td>on request</td>
<td>on request</td>
<td>on request</td>
<td>on request</td>
<td>on request</td>
<td>on request</td>
</tr>
</tbody>
</table>

For all other sizes not included in the above table, please contact directly:
cpereira@europa-organisation.com and / or exhibition@europa-organisation.com

Other services

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>EuroPCR Live TV access</td>
<td>€950</td>
</tr>
<tr>
<td>Meeting rooms</td>
<td>On request</td>
</tr>
<tr>
<td>VIP Club Lounge</td>
<td>On request</td>
</tr>
<tr>
<td>Building and dismantling overtime</td>
<td>€3,300</td>
</tr>
</tbody>
</table>

All rates are exclusive of French VAT
Exhibition and meeting rooms
Liberté booth package

The minimum booth size is 18sqm, starting at €15,450

<table>
<thead>
<tr>
<th>Floor</th>
<th>Includes floor space only, carpet is not provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furnishings</td>
<td>No</td>
</tr>
<tr>
<td>Partitions</td>
<td>No</td>
</tr>
<tr>
<td>Storeroom</td>
<td>No</td>
</tr>
<tr>
<td>Electricity</td>
<td>Electricity not included</td>
</tr>
<tr>
<td>Lighting</td>
<td>No</td>
</tr>
<tr>
<td>Signage</td>
<td>No</td>
</tr>
<tr>
<td>Logistic</td>
<td>No</td>
</tr>
<tr>
<td>On-site support</td>
<td>The Exhibitor Support Centre is available for all your on-site needs</td>
</tr>
<tr>
<td>Visibility within the community</td>
<td>A listing in the Final Programme and associated online documents</td>
</tr>
<tr>
<td>Sponsored sessions</td>
<td>A booth qualifies you to participate in the Scientific Programme (see page 45)</td>
</tr>
<tr>
<td>Concierge desk</td>
<td>Available at the Palais des Congrès to help you with daily needs: taxis, tours, transfers…</td>
</tr>
<tr>
<td>Cleaning</td>
<td>No</td>
</tr>
<tr>
<td>Security</td>
<td>Night security is provided from May 13 through May 19, from 19:00 to 7:30</td>
</tr>
<tr>
<td>Press</td>
<td>Press facilities are available during the Course</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>9sqm</th>
<th>12sqm</th>
<th>18sqm</th>
<th>27sqm</th>
<th>36sqm</th>
<th>54sqm</th>
<th>From and above 55sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberté booth package</td>
<td>n/a</td>
<td>n/a</td>
<td>€15,450</td>
<td>€23,100</td>
<td>€30,750</td>
<td>€46,050</td>
</tr>
</tbody>
</table>

For orders and support, contact exhibition@europa-organisation.com
Exhibition and meeting rooms

Eco-friendly booth package

Partitions with untissed stripe

<table>
<thead>
<tr>
<th>Floor</th>
<th>A choice of 6 carpet colours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furnishings</td>
<td>1 table and 3 chairs + 1 reception desk + wastebasket + 1 plant</td>
</tr>
<tr>
<td>Partitions</td>
<td>2.5m high partitions with untissed stripe</td>
</tr>
<tr>
<td>Storeroom</td>
<td>No</td>
</tr>
<tr>
<td>Electricity</td>
<td>1 triple socket in the storeroom. Electricity not included</td>
</tr>
<tr>
<td>Lighting</td>
<td>1 spotlight per 3sqm</td>
</tr>
<tr>
<td>Signage</td>
<td>1 panel with logo or visual (1,000mm x 2,500mm)</td>
</tr>
<tr>
<td>Logistic</td>
<td>Set-up and dismantling included with truck unloading and reloading</td>
</tr>
<tr>
<td>On-site support</td>
<td>The Exhibitor Support Centre is available for all your on-site needs</td>
</tr>
<tr>
<td>Visibility within the community</td>
<td>A listing in the Final Programme and associated online documents</td>
</tr>
<tr>
<td>Sponsored sessions</td>
<td>A booth qualifies you to participate in the Scientific Programme (see page 45)</td>
</tr>
<tr>
<td>Concierge desk</td>
<td>Available at the Palais des Congrès to help you with daily needs: taxis, tours, transfers…</td>
</tr>
<tr>
<td>Cleaning</td>
<td>Booths are vacuumed, furniture is cleaned and wastebaskets are emptied every night</td>
</tr>
<tr>
<td>Security</td>
<td>Night security is provided from May 13 through May 19, from 19:00 to 7:30</td>
</tr>
<tr>
<td>Press</td>
<td>Press facilities are available during the Course</td>
</tr>
</tbody>
</table>

The minimum booth size is 9sqm, starting at €11,670

From 18sqm: possibility to construct a meeting room.

<table>
<thead>
<tr>
<th>Eco-friendly booth package</th>
<th>9sqm</th>
<th>12sqm</th>
<th>18sqm</th>
<th>27sqm</th>
<th>36sqm</th>
<th>54sqm</th>
<th>From and above 55sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€11,670</td>
<td>n/a</td>
<td>€23,190</td>
<td>€34,710</td>
<td>€46,230</td>
<td>€69,270</td>
<td>on request</td>
</tr>
</tbody>
</table>

For orders and support, contact exhibition@europa-organisation.com
Exhibition and meeting rooms

Comfort booth package

<table>
<thead>
<tr>
<th>Floor</th>
<th>A choice of 2 carpet colours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furnishings</td>
<td>1 table and 3 chairs + 1 reception desk + wastebasket + 1 plant</td>
</tr>
<tr>
<td>Partitions</td>
<td>2.5m high melamine panels wenge* or grey</td>
</tr>
<tr>
<td>Storeroom</td>
<td>1sqm closed storeroom with 2 shelves and 1 peg</td>
</tr>
<tr>
<td>Electricity</td>
<td>1 triple socket in the storeroom. Electricity not included</td>
</tr>
<tr>
<td>Lighting</td>
<td>1 spotlight per 3sqm</td>
</tr>
<tr>
<td>Signage</td>
<td>Panel with logo or visual (1,000mm x 2,500mm) and fascia board with name</td>
</tr>
<tr>
<td>Logistic</td>
<td>Set-up and dismantling included with truck unloading and reloading</td>
</tr>
<tr>
<td>On-site support</td>
<td>The Exhibitor Support Centre is available for all your on-site needs</td>
</tr>
<tr>
<td>Visibility within the community</td>
<td>A listing in the Final Programme and associated online documents</td>
</tr>
<tr>
<td>Sponsored sessions</td>
<td>A booth qualifies you to participate in the Scientific Programme (see page 45)</td>
</tr>
<tr>
<td>Concierge desk</td>
<td>Available at the Palais des Congrès to help you with daily needs: taxis, tours, transfers…</td>
</tr>
<tr>
<td>Cleaning</td>
<td>Booths are vacuumed, furniture is cleaned and wastebaskets are emptied every night</td>
</tr>
<tr>
<td>Security</td>
<td>Night security is provided from May 13 through May 19, from 19:00 to 7:30</td>
</tr>
<tr>
<td>Press</td>
<td>Press facilities are available during the Course</td>
</tr>
</tbody>
</table>

From 12sqm a partition of 1m height, with 2 shelves, can be installed to create a semi-enclosed meeting area.

*Limited stock, first-come / first-served.

<table>
<thead>
<tr>
<th>Comfort booth package</th>
<th>9sqm</th>
<th>12sqm</th>
<th>18sqm</th>
<th>27sqm</th>
<th>36sqm</th>
<th>54sqm</th>
<th>From and above 55sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€10,050</td>
<td>€13,350</td>
<td>€19,950</td>
<td>€29,850</td>
<td>€39,750</td>
<td>€59,550</td>
<td>on request</td>
</tr>
</tbody>
</table>

For orders and support, contact exhibition@europa-organisation.com
Exhibition and meeting rooms

Contemporary booth package

<table>
<thead>
<tr>
<th>Floor</th>
<th>A choice of 3 carpet colours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furnishings</td>
<td>1 table and 3 chairs + 1 reception desk + wastebasket + 1 plant</td>
</tr>
<tr>
<td>Partitions</td>
<td>2.5m high wood walls covered with brushed cotton fabric. A choice of three colours</td>
</tr>
<tr>
<td>Storeroom</td>
<td>Closed storeroom from 1sqm with 2 shelves and 1 peg</td>
</tr>
<tr>
<td>Electricity</td>
<td>1 triple socket in the storeroom. Electricity not included</td>
</tr>
<tr>
<td>Lighting</td>
<td>1 spotlight per 3sqm</td>
</tr>
<tr>
<td>Signage</td>
<td>Fascia board covered with brushed cotton fabric and marked with the name of the company + 1 panel with logo or visual (1,000mm x 2,000mm)</td>
</tr>
<tr>
<td>Logistic</td>
<td>Set-up and dismantling included with truck unloading and reloading</td>
</tr>
<tr>
<td>On-site support</td>
<td>The Exhibitor Support Centre is available for all your on-site needs</td>
</tr>
<tr>
<td>Visibility within the community</td>
<td>A listing in the Final Programme and associated online documents</td>
</tr>
<tr>
<td>Sponsored sessions</td>
<td>A booth qualifies you to participate in the Scientific Programme (see page 45)</td>
</tr>
<tr>
<td>Concierge desk</td>
<td>Available at the Palais des Congrès to help you with daily needs: taxis, tours, transfers…</td>
</tr>
<tr>
<td>Cleaning</td>
<td>Booths are vacuumed, furniture is cleaned and wastebaskets are emptied every night</td>
</tr>
<tr>
<td>Security</td>
<td>Night security is provided from May 13 through May 19, from 19:00 to 7:30</td>
</tr>
<tr>
<td>Press</td>
<td>Press facilities are available during the Course</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Floor</th>
<th>9sqm</th>
<th>12sqm</th>
<th>18sqm</th>
<th>27sqm</th>
<th>36sqm</th>
<th>54sqm</th>
<th>From and above 55sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>9sqm</td>
<td>€10,500</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>12sqm</td>
<td>€13,950</td>
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<tr>
<td>18sqm</td>
<td>€20,850</td>
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</tr>
<tr>
<td>27sqm</td>
<td>€31,200</td>
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</tr>
<tr>
<td>36sqm</td>
<td>€41,550</td>
<td></td>
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</tr>
<tr>
<td>54sqm</td>
<td>€62,250</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>on request</td>
</tr>
</tbody>
</table>

The minimum booth size is 9sqm, starting at €10,500.

For orders and support, contact exhibition@europa-organisation.com
Exhibition and meeting rooms

Privilege booth package

Floor
A choice of 6 carpet colours

Furnishings
1 table + 3 chairs + 1 reception desk with the front side at the colour of the carpet and with a logo + wastebasket + 1 plant

Partitions
2.5m high wood walls covered with brushed cotton fabric, a choice of 6 colours. Wooden ceiling on the periphery of the booth painted at the colour of the partitions. A column including a showcase at the angle of the booth

Storeroom
Closed storeroom from 1sqm with 2 shelves and 1 peg

Electricity
1 triple socket in the storeroom. Electricity not included

Lighting
Spotlights integrated in a wooden ceiling: one spotlight per 3sqm

Signage
1 vertical sign with company name (500mm x 2,500mm) and a backlit logo in the reception desk (20mm x 20mm)

Logistic
Set-up and dismantling included with truck unloading and reloading

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

Sponsored sessions
A booth qualifies you to participate in the Scientific Programme (see page 45)

Concierge desk
Available at the Palais des Congrès to help you with daily needs: taxis, tours, transfers…

Cleaning
Booths are vacuumed, furniture is cleaned and wastebaskets are emptied every night

Security
Night security is provided from May 13 through May 19, from 19:00 to 7:30

Press
Press facilities are available during the Course

<table>
<thead>
<tr>
<th>Floor Area</th>
<th>Price (€)</th>
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</thead>
<tbody>
<tr>
<td>9sqm</td>
<td>n/a</td>
</tr>
<tr>
<td>12sqm</td>
<td>15,270</td>
</tr>
<tr>
<td>18sqm</td>
<td>22,830</td>
</tr>
<tr>
<td>27sqm</td>
<td>34,170</td>
</tr>
<tr>
<td>36sqm</td>
<td>45,510</td>
</tr>
<tr>
<td>54sqm</td>
<td>68,190</td>
</tr>
<tr>
<td>From and above 55sqm</td>
<td>on request</td>
</tr>
</tbody>
</table>

For orders and support, contact exhibition@europa-organisation.com
Exhibition and meeting rooms
Excellence booth package

Wood walls

Non contractual photo

The minimum booth size is 12sqm, starting at €16,110

<table>
<thead>
<tr>
<th>Floor</th>
<th>Choice of 16 carpet colours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furnishings</td>
<td>1 table + 3 chairs + 1 reception desk in wood (same as partitions) with a transparent tray in plexi + 3 display boards for brochures + a window to create a semi-private meeting room (2,000mm x 2,000mm) + wastebasket + 1 plant</td>
</tr>
<tr>
<td>Partitions</td>
<td>2.5m high wood walls, 6 colours available</td>
</tr>
<tr>
<td>Storeroom</td>
<td>Closed storeroom from 2sqm with 2 shelves and 1 peg</td>
</tr>
<tr>
<td>Electricity</td>
<td>1 triple socket in the storeroom. Electricity not included</td>
</tr>
<tr>
<td>Lighting</td>
<td>1 spotlight per 4sqm</td>
</tr>
<tr>
<td>Signage</td>
<td>1 horizontal sign in plexi with company name (1,200mm x 500mm)</td>
</tr>
<tr>
<td>Logistic</td>
<td>Set-up and dismantling included with truck unloading and reloading</td>
</tr>
<tr>
<td>On-site support</td>
<td>The Exhibitor Support Centre is available for all your on-site needs</td>
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<tr>
<td>Visibility within the community</td>
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</tr>
<tr>
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</table>

<table>
<thead>
<tr>
<th>9sqm</th>
<th>12sqm</th>
<th>18sqm</th>
<th>27sqm</th>
<th>36sqm</th>
<th>54sqm</th>
<th>From and above 55sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>n/a</td>
<td>€16,110</td>
<td>€24,090</td>
<td>€36,060</td>
<td>€48,030</td>
<td>€71,970</td>
<td>on request</td>
</tr>
</tbody>
</table>

For orders and support, contact exhibition@europa-organisation.com
Insurance
Compulsory insurance is included with the booths and covers your exhibit equipment up to a value of €3,050. Terms and conditions of the insurance available on request: exhibition@europa-organisation.com

Additional insurance can be purchased to cover exhibit equipment above this value. Rate: €15 for every additional €3,000 worth of insured equipment.

Complimentary exhibitor badges
The number of complimentary exhibitor badges is allocated according to your booth size:

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

For more information on the complimentary exhibitor badges, please see page 69.

Badges for booth staff
Act smart: book your hosts / hostesses, barmen / barmaids and cleaners directly with our official providers. Badges are included in the cost of their services, saving you the hassle and the supplementary charge.

Exhibitor web portal
Designed to give you and your team all the information you need to make your presence in Paris a success, this website will accompany you throughout the preparatory process:

- Never miss a date - an online calendar will remind you of all key dates and deadlines
- Technical support - a library of documents concerning all the aspects of your participation: booth building information, safety, shipment and storage. Throughout the year, find all of the updated technical specifications here
- Find contacts and order forms of our official providers: catering, electricity, catering, plants, furnitures, AV / IT equipement, photograph, security, shipment, storage, booth builders, hostesses. The complete list including their contact details and catalogues will be available throughout the year on the exhibitor web portal on www.exhibitors.europcr.com
- Optimise your visibility - Additional commercial information regarding new advertising and promotional opportunities
- Register your invited guests, team members, booth builders...

Cleaning
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 / booth builders.

Want to increase the security of your booth? Contact details available on the exhibitor web portal on www.exhibitors.europcr.com

Night security
A night security service is provided from 19:00 to 7:30, Saturday 13 to Friday 19 May.

Official providers
EuroPCR works closely with many "tried and trusted" official providers. We invite you to contact them directly should you need extra services or equipment: cleaning, internet, electricity, catering, plants, furnitures, AV / IT equipement, photograph, security, shipment, storage, booth builders, hostesses. The complete list including their contact details and catalogues will be available throughout the year on the exhibitor web portal on www.exhibitors.europcr.com

Full payment must be made before 10 March 2017

For orders and support, contact exhibition@europa-organisation.com
Exhibition and meeting rooms

EuroPCR Live TV access

The EuroPCR video network is the ideal way to follow the Course right from your booth. You can watch different channels, including one channel exclusively dedicated to the Main Arena where most of the *LIVE demonstrations* are retransmitted.

To connect your booth, order the video connection kit which includes:

- The cable up to the point of installation of the set-top box (extension) of the cable in the structure or under the booth’s floor at your expense
- The set-top box for digital reception
- A remote control
- 1m-long HDMI cable
- The installation of the set-top box, testing and instructions on how to use it

Rate: €950 per connection

Rules and advices

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

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

Advice for the location of the delivery points of the cable and the set-top box: whether you order one single or several broadcasting points, and one single or several channels connections, the screen(s) must be installed close enough to the broadcasting points to be accessible by infrared remote control. Number of channels to be defined in the coming months.

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

Cancellation policy

No refund will be made in case of cancellation.

To maintain the offer of the EuroPCR Live TV access for this edition, a minimum of 10 exhibitors orders is required. You will be informed one month before the Congress if the service is available.

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

For orders and support, contact exhibition@europa-organisation.com before 10 March 2017
Exhibition and meeting rooms

Meeting rooms

We understand you may need a private space during EuroPCR to hold staff meetings or have a one-on-one with your clients. The meeting rooms on Level 1, 2 and 3 of the Palais de Congrès are available for rent for all exhibitors during exhibition opening hours.

Rate: .........................................................................................................................................................................................................on request, subject to availability

Please see below the policy for the Palais des Congrès, Le Méridien and Hôtel Hyatt Regency meeting rooms:

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

The following is included:
- Tables and chairs
- One set-up per day
- Technical assistance
- On-site support via the Exhibitor Support Centre
- Cleaning
- Floor plan of the meeting rooms available in the Final Programme
- On-site signage

Please contact exhibition@europa-organisation.com for reservations. Once your query has been validated, you will receive the meeting rooms technical equipment form. For additional furnishing, catering, decoration and audio-visual facilities, please contact our official providers (details available on www.exhibitors.europcr.com).

Room keys will be available at the Exhibitor Support Centre from Tuesday 16 May at 07:00. Set-up will be possible on request on Monday 15 May from 14:00 - additional fees will be charged. A deposit will be required upon withdrawal of the keys.

Cancellation policy
No refund will be made in case of cancellation.

Book your meeting room before 10 March 2017

For orders and support, contact exhibition@europa-organisation.com
Exhibition and meeting rooms

VIP Club Lounge

Close to the Exhibition Hall, the busiest part of the convention centre, we offer you an exclusive luxury lounge to organise conferences or events with your clients.

With 400sqm designed and decorated by an architect, its private and peaceful atmosphere makes it the ideal environment to work, meet or rest.

Located on Level M3 in the Palais des Congrès, on the Hyatt Regency hotel side.

VIP Club Lounge policy:
- Meetings are non-public and cannot be promoted in the Palais des Congrès or on any company promotional material.
- Maximum attendance is restricted.
- Meetings may not compete content-wise with any official Programme session.
- Meetings are on invitation only. All meeting participants must have a valid EuroPCR badge. No badges will be provided for access to meetings within the Palais des Congrès.

The following is included:
- Tables, chairs and sofas
- Technical assistance
- On-site support via the Exhibitor Support Centre
- Cleaning
- Lunches, cocktails, etc. can be organised upon request
- One pass for the private lift

Please contact exhibition@europa-organisation.com for reservations. Once your query has been validated, you will receive the VIP Club Lounge technical equipment form. For additional furnishing, catering, decoration and audiovisual facilities, please contact our official providers (details available on www.exhibitors.europcr.com).

Room keys will be available at the Exhibitor Support Centre. A deposit will be required upon pick-up of the keys and the pass for the private lift.

Cancellation policy
No refund will be made in case of cancellation.

Book the VIP Club Lounge before 10 March 2017
For orders and support, contact exhibition@europa-organisation.com
Booth allocation is based on several elements, including last year’s presence, overall investment and the arrival of orders (first-come, first-served).

Allocation of booths will begin in September 2016* and will continue as follows:

- **Phase 1 September*: allocation of booths ≥151sqm
- **Phase 2 October*: allocation of booths from 101sqm -150sqm
- **Phase 3 November / December*: allocation of booths from 51sqm-100sqm
- **Phase 4 January / February*: allocation of booths from 9sqm-50sqm

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

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

**Confirmation of orders / terms of payment**

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

Place your order as early as possible to have the largest choice of booth locations.
# Exhibition and meeting rooms

**Provisional on-site agenda***

* Please refer to the on-site timetable available on www.europcr.com. This provisional agenda may change according to the needs of the Course.

Platform and service lifts are available during installation and dismantling hours only. During the Course, booth access starts 30 minutes before opening hours.

<table>
<thead>
<tr>
<th>Time</th>
<th>Saturday 13 May</th>
<th>Sunday 14 May</th>
<th>Monday 15 May</th>
<th>Tuesday 16 May</th>
<th>Wednesday 17 May</th>
<th>Thursday 18 May</th>
<th>Friday 19 May</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00am</td>
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<tr>
<td>8:00am</td>
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<td></td>
<td></td>
<td>Booth installation</td>
<td>Booth installation</td>
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<tr>
<td>9:00am</td>
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<td></td>
<td>Booth and booth packs installation</td>
<td>Exhibition</td>
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<tr>
<td>10:00am</td>
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<td></td>
<td></td>
<td>Exhibition</td>
<td>Exhibition</td>
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<tr>
<td>11:00am</td>
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<td></td>
<td></td>
<td>Sessions</td>
<td>Sessions</td>
<td></td>
</tr>
<tr>
<td>12:00am</td>
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<td>Sessions</td>
<td>Sessions</td>
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<tr>
<td>1:00pm</td>
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<td>3:00pm</td>
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<tr>
<td>6:00pm</td>
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<td>Security Board inspection</td>
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<td>11:00pm</td>
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</tr>
<tr>
<td>Midnight</td>
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</tr>
</tbody>
</table>

* Please refer to the on-site timetable available on www.europcr.com. This provisional agenda may change according to the needs of the Course.

## Entry passes for booth builders

Exhibitors must submit the Booth Builders entry passes form before 21 April 2017. All individuals working on the installation of booths must be registered on this document. Those not listed will not be given an entry pass.

The list must include:

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


## Building and dismantling overtime

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

Rate: €3,300 /hour

Any partial hour will be invoiced as a full hour.

To proceed with your order, please contact Nadège Berges exhibition@europa-organisation.com

## Security Board inspection

The Security Board will inspect all booths Monday 15 May at 17:00. Please ensure you have all the necessary documents with you.
Exhibition and meeting rooms

On-site guidelines

Promotional activities require prior approval from Europa Group.

The main activity of any exhibition booth should be the presentation of the exhibiting company and/or its products or services. Social activities need to be approved by Europa Group. The use of photographers, portrait artists or other performers is not permitted without prior approval from Europa Group.

Audio and 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 booth space, provided that no disturbance is caused.

Photography and filming

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

Quizzes and competitions

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

Giveaways

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

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

Notwithstanding the legal responsibilities of each exhibitor on his own booth, Europa Group 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 booth. The activity must not disturb neighbouring booths or cause queues outside the booth area. The distribution of counterfeit items will be punished under French law.

Staffing on booths

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

Want to increase the security of your booth? See our official provider contact details on the exhibitor web portal on www.exhibitors.europcr.com

Use of the EuroPCR logo and visual identity

The use of any EuroPCR branding and visuals (such as logos, images, graphics, graphic charts...) in any advertising, publicity, signage, product, printed matter, film, video or other media, is strictly forbidden unless prior approval is granted by Europa Group. A copy of the EuroPCR corporate identity rules and the EuroPCR logo can be obtained upon request.

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

Wifi

We ensure that wifi access is improved throughout the Palais des Congrès, providing attendees with the possibility of connecting via their smartphones and laptops whilst on-site. This said, we cannot cater for the wifi needs of your booth, or the access your staff may need to conduct their business (ipads, touchscreens, applications etc.). It is very important that you assess the needs of your booth and those of your staff, and order the necessary ethernet cables and wifi extensions to ensure reliable, fast and constant connection for the duration of the Course.

Please contact the Palais des Congrès, details available on www.exhibitors.europcr.com

For all your on-site needs, e.g. ordering, practical information concerning the construction or dismantling of your booth, Exhibition Hall or complaints, come and see us at the Exhibitor Support Centre at the Palais des Congrès.

44 EuroPCR 2017 Partnership Guide
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</tr>
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Sponsored sessions
General overview

**IMPORTANT**
- In order to support an educational scientific session, you must be an exhibitor (minimum stand size 36sqm)
- All rates are exclusive of French VAT (20%)
- Full payment is required upon receipt of invoice
- No refund in case of cancellation by the Industry Partner
- Scientific session submission deadline: 21 October 2016

Contacts
Contact for session orders and support:

**Nathalie Hyde**
nhyde@europa-organisation.com

Need information on the EuroPCR Scientific Programme?
Check www.europcr.com regularly

---

**Important dates**

**September 2016**
- **September**: online session submission link will be sent to Industry Partners

**October - November 2016**
- **21 October**: deadline for submission of session draft outline (format, title, objectives, lecture titles, names of Chairpersons and Speakers)
- **Review and input on the Sponsored sessions by the EuroPCR Board**
- **18 November**: deadline for submission of full session(s) content for the final review by the EuroPCR Board

**January 2017**
- **Notification of date / time / session room allocation defined by the EuroPCR Board**
- **Final validation of the session by the EuroPCR Board**
- **Official invitations sent to Chairpersons and Speakers by Europa Group**

**March 2017**
- **Management of Guest Faculty transport and accommodation**
- **Information on companies breakdown (details of Guest Faculty supported by the Industry Partner)**

---

**Exhibitor web portal**

Once you have ordered your stand, connect to www.exhibitors.europcr.com to create your private account and access:
- Updates
- Order forms
- Registration forms
- Official provider catalogues and contact details
- Uploading tool

Keep it handy! Copy the login and password here:

**Web**: www.exhibitors.europcr.com

**My login:**

**My Password:**
Sponsored sessions
General overview

Sponsored Session Formats and minimum fees:

<table>
<thead>
<tr>
<th>Session Type</th>
<th>Duration</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>120-minute Tools and Techniques (TNT)</td>
<td>120 min</td>
<td>€84,000</td>
</tr>
<tr>
<td>90-minute Tools and Techniques (TNT)</td>
<td>90 min</td>
<td>€71,000</td>
</tr>
<tr>
<td>90-minute Case in Point</td>
<td>90 min</td>
<td>€62,000</td>
</tr>
<tr>
<td>60-minute Case in Point</td>
<td>60 min</td>
<td>€57,000</td>
</tr>
<tr>
<td>90-minute Symposium</td>
<td>90 min</td>
<td>€62,000</td>
</tr>
<tr>
<td>60-minute Symposium</td>
<td>60 min</td>
<td>€57,000</td>
</tr>
</tbody>
</table>

Training Village: find details and minimum fees on page 56

Additional session option: co-Sponsored scientific sessions between two Industry Partners whose technologies are complementary, specifically with medical devices and imaging equipment.

To enhance the attractiveness of the sessions, we offer the opportunity to “pair up” two Industry Partners who share similar educational objectives and would be ready to opportune partner on developing a scientific session or a Training Programme during EuroPCR. To acknowledge the related contributions by each partner and their relative weight in the development of the session, we propose the following distribution of fees and related costs:

- Medical device company Partner: 75% of the selected Sponsored session / Training Programme;
- Imaging equipment / modality Partner: 25% of the selected Sponsored session / Training Programme.

If you are interested by this offer, please contact Nathalie Hyde so that potential Industry Partners with similar learning objectives can be identified.

Note: this offer is depending on the concomitant interest by two Industry Partners who share similar objectives within a given clinical scenario and who accept to collaboratively work together on the development of this / these session(s).

For orders and support, contact nhyde@europa-organisation.com
Sponsored sessions

General information

In order to support an educational scientific session, the Industry Partner must be an exhibitor with a minimum booth size of 36sqm. All requests must be approved by the EuroPCR Board, who reserves the right to refuse an application and/or modify the content and/or proposed Chairpersons and Speakers.

Included promotion and services

If you choose to support a scientific session, the following benefits are included*:

- Session room rental
- One hostess per session room
- An on-site one-hour slot in a dedicated meeting room to rehearse your session with the Chairperson(s), Panellist(s) and Speakers
- Faculty registration
- The scans of your session participants
- Technical assistance in the session room
- React@PCR audience interactivity system (only available for sessions held in equipped rooms) - see page 57

Promotional opportunities included in your session package!

- Session promotion targeted at registered participants, ahead of EuroPCR 2017 via a collective emailing campaign outlining Sponsored sessions
- Inclusion of a section presenting the sessions of the day in the Daily Wire
- Visibility throughout the Course: EuroPCR Programmes, smartphone application, on-site signage at the entrance of the session room provided by Europa Group
- Display a roll-up banner in your session room**

* For information on what is included in the Training Village, please see page 56.

** For specifics on roll-up banner formats, please see page 62.

Special video offers

Session webcast and session wrap-up interview
Make the most out of your session at EuroPCR! See page 25 for more information

For orders and support, contact nhyde@europa-organisation.com
Sponsored sessions

General information

Terms and conditions
Following the approval from the EuroPCR Board of submitted session proposal(s), the Industry Partner will receive from Europa Group a session quotation / order form to be duly completed and signed. Signed order forms constitute a contractual undertaking and will result in invoicing according to the conditions outlined. Full payment is required upon receipt of the invoice.

In the 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 nor the day / time allocation.

Irrespective of Faculty involvement in the non-Sponsored Programme, Industry Partners who wish to support a scientific session are responsible for related transport and accommodation expenses of the associated Faculty (see Faculty management section pages 58-59).

Session content, proposed Chairpersons and Speakers are approved by the EuroPCR Board before being integrated into the Scientific Programme.

Room / date / time slot allocation is defined by the EuroPCR Board, based on the coherence of the entire Scientific Programme, availability of the proposed Chairperson(s) / Speaker(s) and a match between room capacity and the content of the Programme to guarantee the success of the session. Europa Group 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 "Sponsored by...".

EBAC information

EBAC accreditation
The EuroPCR Scientific Programme is reviewed every year by the European Board for Accreditation in Cardiology (EBAC) to receive accreditation. EBAC is an independent body constituted by European specialists in cardiology and medical education. The EBAC accreditation confirms the scientific and 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
Industry Partners have the opportunity to support a scientific session at EuroPCR and to apply for EBAC accreditation. It is the responsibility of the Industry Partners to contact EBAC and to follow the session(s) accreditation process as defined by EBAC. Once the Industry Partner has received the accreditation confirmation by EBAC, a copy of the accreditation has to be sent to Europa Group and the session will be officially announced as "EBAC Accredited Educational Programme supported by an unrestricted educational grant from...".

Compliance with Industry organisations ethical rules
Europa Group is aware and familiar with the EUcomed Code of Ethical Business Practices - the EUcomed Code - which applies to all interactions between MedTech Industry members and any healthcare professional, as defined in the Eucomed Code, as well as to any third party intermediary acting on behalf of the Partner such as congress organisers. Acknowledging the above, Europa Group commits to submit in due time the EuroPCR Course to the EUcomed conference vetting system to confirm its compliance with the EUcomed Code.

Furthermore, Europa Group is aware and familiar with the European Federation of Pharmaceutical Industries and Associations (EPFIA) Code on the Promotion of prescription-only medicines to, and interactions with, healthcare professionals - the EPFIA HCP Code - which applies to all interactions between EPFIA Industry members and any healthcare professional, as defined in the EPFIA HCP Code, as well as to any third party intermediary acting on behalf of the Partner such as congress organisers. Acknowledging the above, Europa Group commits to submit in due time the EuroPCR Course to the EPFIA Educational Event & Ethical Evaluation pre-assessment process in order to get EuroPCR compliant with the EPFIA HCP Code.

Submit your session proposal(s) before 21 October 2016

For orders and support, contact nhyde@europa-organisation.com
Sponsored sessions

120-minute Tools and Techniques (TNT)

- Interactive sessions, with LIVE demonstration(s) featuring your technology
- React@PCR audience interactivity system: participants will be able to post their questions and comments in real-time to the Chairpersons, Speakers and Panellists directly from their mobile device during the session (see p. 39 for more information)
- Innovations, daily practice and / or challenging clinical situations
- Cognitive teaching techniques
- The Industry Partner may apply and organise EBAC accreditation for this type of session (see p. 49 for more information)
- Session scenarios are given as an example and can be modified after discussion with the EuroPCR Board of Directors

LIVE case transmissions
An educative tool and an essential part of EuroPCR

For obvious ethical and educative reasons, Europa Group is solely responsible for the financial and logistical organisation of LIVE case transmissions.

If an Industry Partner chooses to substitute a LIVE case transmission with a recorded case, the logistics and costs are the responsibility of the Industry Partner.

Please communicate with Europa Group regarding the technical specifications of recorded cases to ensure that the video format fits the EuroPCR technical guidelines.

<table>
<thead>
<tr>
<th>Session scenario (2 Chairpersons, 2 Speakers, 2 Panellists)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Session objectives</strong></td>
</tr>
<tr>
<td>LIVE case transmission</td>
</tr>
<tr>
<td>Time to React@PCR</td>
</tr>
<tr>
<td>Spot lectures</td>
</tr>
<tr>
<td>Session evaluation and key learnings</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

Session fee

| Session fee (React@PCR included) | €84,000 |

Optional offer to add to session fees

<table>
<thead>
<tr>
<th>Optional Faculty liaison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty contractual relationship and honorarium payment managed by Europa Group:</td>
</tr>
<tr>
<td>2 Chairpersons’ honoraria (2 x €1,800)</td>
</tr>
<tr>
<td>2 Speakers’ honoraria (2 x €1,200)</td>
</tr>
<tr>
<td>2 Panellists’ honoraria (2 x €1,200)</td>
</tr>
<tr>
<td>Honoraria administrative handling fees 25%</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

Special video offers

Session webcast and session wrap-up interview
Make the most out of your session at EuroPCR! See page 25 for more information

For orders and support, contact nhyde@europa-organisation.com
Sponsored sessions
90-minute Tools and Techniques (TNT)

• Interactive sessions, with LIVE demonstration(s) featuring your technology
• React@PCR audience interactivity system: participants will be able to post their questions and comments in real-time to the Chairpersons, Speakers and Panellists directly from their mobile device during the session (see p. 39 for more information)
• Innovations, daily practice and / or challenging clinical situations
• Cognitive teaching techniques
• The Industry Partner may apply and organise EBAC accreditation for this type of session (see p. 49 for more information)
• Session scenarios are given as an example and can be modified after discussion with the EuroPCR Board of Directors

LIVE case transmissions
An educative tool and an essential part of EuroPCR

For obvious ethical and educative reasons, Europa Group is solely responsible for the financial and logistical organisation of LIVE case transmissions. If an Industry Partner chooses to substitute a LIVE case transmission with a recorded case, the logistics and costs are the responsibility of the Industry Partner. Please communicate with Europa Group regarding the technical specifications of recorded cases to ensure that the video format fits the EuroPCR technical guidelines.

LIVE Centres are selected by the EuroPCR Board. Operators will be selected by the LIVE Centres. No logos or slides with product specifications (factoids) from the Industry Partner are allowed during LIVE case transmissions and recorded cases.

Session scenario (2 Chairpersons, 3 Speakers, 1 Panellist)

<table>
<thead>
<tr>
<th>Session objectives</th>
<th>5 minutes</th>
<th>• One Chairperson presents the objectives and the outline of the session</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIVE case</td>
<td>1 x 45 minutes</td>
<td>• LIVE case selection is based on pre-defined objectives</td>
</tr>
<tr>
<td>Transmission</td>
<td></td>
<td>• Only one case should be performed for each LIVE case slot</td>
</tr>
<tr>
<td>Time to React@PCR</td>
<td>15 minutes</td>
<td>• This time slot is an opportunity to answer questions posted by the audience through React@PCR</td>
</tr>
<tr>
<td>Spot lectures</td>
<td>3 x 6 minutes</td>
<td>• 3 Speakers give spot lectures on the technical aspects of the case, underlining 1-2 key messages each (max. of 7 slides each).</td>
</tr>
<tr>
<td>Session evaluation and key learnings</td>
<td>7 minutes</td>
<td>• At the end of the session, the second Chairperson presents the session evaluation and key learnings that cover the main points and allow the participants to leave with a clear message</td>
</tr>
</tbody>
</table>

Session fee

| Session fee (React@PCR included) | €71,000 |

Optional Faculty liaison

Faculty contractual relationship and honorarium payment managed by Europa Group:

<table>
<thead>
<tr>
<th>Honoraria</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Chairpersons'</td>
<td>€3,600</td>
</tr>
<tr>
<td>3 Speakers'</td>
<td>€3,600</td>
</tr>
<tr>
<td>1 Panellist's</td>
<td>€1,200</td>
</tr>
<tr>
<td>Honoraria administrative handling fees 25%</td>
<td>€2,100</td>
</tr>
</tbody>
</table>

Optional offer to add to session fees

| Optional Faculty liaison | €10,500* |

Special video offers

Session webcast and session wrap-up interview
Make the most out of your session at EuroPCR! See page 25 for more information

For orders and support, contact nhyde@europa-organisation.com
Sponsored sessions
90-minute Case in Point

- Interactive case-based and innovative sessions aiming at discussing treatment strategies for specific clinical scenarios
- Two different session scenarios to choose from, according to your objectives
- The Industry Partner may apply and organise EBAC accreditation for this type of session (see p. 49 for more information)
- Session scenarios are given as an example and can be modified after discussion with the EuroPCR Board of Directors

Session scenario (2 Chairpersons, 4 Speakers)

<table>
<thead>
<tr>
<th>Session objectives</th>
<th>5 minutes</th>
<th>• One Chairperson presents the objectives and the outline of the session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation of cases 1, 2, 3 and 4</td>
<td>8 minutes - for each case</td>
<td>• Clinical case presentation (patient characteristics, clinical challenge, therapeutic avenues)</td>
</tr>
<tr>
<td>Discussion and audience interaction</td>
<td>12 minutes - after each case</td>
<td>• After each case presentation, the Chairpersons encourage the attendees to become active participants</td>
</tr>
<tr>
<td>Session evaluation and key learnings</td>
<td>5 minutes</td>
<td>• At the end of the session, the second Chairperson presents the session evaluation and key learnings that cover the main points and allow the participants to leave with a clear message</td>
</tr>
</tbody>
</table>

Alternative scenario (2 Chairpersons, 2 Speakers, 2 Experts)

<table>
<thead>
<tr>
<th>Session objectives</th>
<th>5 minutes</th>
<th>• One Chairperson presents the objectives and the outline of the session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case 1</td>
<td>40 minutes</td>
<td>• Speaker 1 presents the case</td>
</tr>
<tr>
<td>Presentation of the case</td>
<td>5 minutes</td>
<td>• Speaker 1 presents the case</td>
</tr>
<tr>
<td>How would I treat?</td>
<td>5 minutes</td>
<td>• Expert 1 explains how he would treat the case according to the information presented by Speaker 1</td>
</tr>
<tr>
<td>How did I treat?</td>
<td>5 minutes</td>
<td>• Expert 2 explains how he would treat the case according to the information presented by Speaker 1</td>
</tr>
<tr>
<td>Discussion and audience interaction</td>
<td>15 minutes</td>
<td>• A discussion between the Speakers, the Experts and the audience, led by the Chairpersons</td>
</tr>
<tr>
<td>Consensus</td>
<td>5 minutes</td>
<td>• Consensus on the best treatment option for the patient, presented by one of the Chairpersons</td>
</tr>
<tr>
<td>Case 2</td>
<td>40 minutes</td>
<td>• Same scenario as for Case 1 but with Speaker 2 and with the same experts for the “How would I treat?” parts</td>
</tr>
<tr>
<td>Session evaluation and key learnings</td>
<td>5 minutes</td>
<td>• At the end of the session, the second Chairperson presents the session evaluation and key learnings that cover the main points and allow the participants to leave with a clear message</td>
</tr>
</tbody>
</table>

Session fee

| Session fee                                  | €62,000   |

Optional offer to add to session fees

| Optional Faculty liaison                     | €10,500*  |
| Faculty contractual relationship and honorarium payment managed by Europa Group: | |
| 2 Chairpersons' honoraria (2 x €1,800)       | €3,600    |
| 4 Speakers' honoraria (4 x €1,200)           | €4,800    |
| Honoraria administrative handling fees 25%   | €2,100    |

* to add to session fee

Special video offers

Session webcast and session wrap-up interview
Make the most out of your session at EuroPCR! See page 25 for more information

For orders and support, contact nhyde@europa-organisation.com
## Sponsored sessions

### 60-minute Case in Point

- Interactive case-based innovative sessions aiming at discussing treatment strategies for specific clinical scenarios
- Two different session scenarios to choose from, according to your objectives
- The Industry Partner may apply and organise EBAC accreditation for this type of session (see p. 49 for more information)
- Session scenarios are given as an example and can be modified after discussion with the EuroPCR Board of Directors

#### Session scenario (2 Chairpersons, 3 Speakers)

<table>
<thead>
<tr>
<th>Session objective</th>
<th>Duration</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session objectives</td>
<td>5 minutes</td>
<td>One Chairperson presents the objectives and the outline of the session</td>
</tr>
<tr>
<td>Presentation of cases 1, 2, 3</td>
<td>7 minutes - for each case</td>
<td>Clinical case presentation (patient characteristics, clinical challenge, therapeutic avenues)</td>
</tr>
<tr>
<td>Discussion and audience interaction</td>
<td>10 minutes - after each case</td>
<td>After each case presentation, the Chairpersons encourage the attendees to become active participants</td>
</tr>
<tr>
<td>Session evaluation and key learnings</td>
<td>4 minutes</td>
<td>At the end of the session, the second Chairperson presents the session evaluation and key learnings that cover the main points and allow the participants to leave with a clear message</td>
</tr>
</tbody>
</table>

#### Alternative scenario (2 Chairpersons, 1 Speaker, 2 Experts)

<table>
<thead>
<tr>
<th>Session objective</th>
<th>Duration</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session objectives</td>
<td>5 minutes</td>
<td>One Chairperson presents the objectives and the outline of the session</td>
</tr>
<tr>
<td>Presentation of the case</td>
<td>5 minutes</td>
<td>Speaker 1 presents the case</td>
</tr>
<tr>
<td>How would I treat?</td>
<td>7 minutes</td>
<td>Expert 1 explains how he would treat the case according to the information presented by Speaker 1</td>
</tr>
<tr>
<td>How did I treat?</td>
<td>7 minutes</td>
<td>Expert 2 explains how he would treat the case according to the information presented by Speaker 1</td>
</tr>
<tr>
<td>Discussion and audience interaction</td>
<td>15 minutes</td>
<td>The Speaker presents how the patient was actually treated</td>
</tr>
<tr>
<td>Consensus</td>
<td>5 minutes</td>
<td>A discussion between the Speakers, the Experts and the audience, led by the Chairpersons</td>
</tr>
<tr>
<td>Session evaluation and key learnings</td>
<td>4 minutes</td>
<td>Consensus on the best treatment option for the patient, presented by one of the Chairpersons</td>
</tr>
</tbody>
</table>

#### Session fee

| Session fee | €57,000 |

#### Optional offer to add to session fees

**Optional Faculty liaison**

Faculty contractual relationship and honorarium payment managed by Europa Group:

- 2 Chairpersons’ honoraria (2 x €1,800) = €3,600
- 3 Speakers’ honoraria (3 x €1,200) = €3,600
- Honoraria administrative handling fees 25% = €1,800

**€9,000***

* to add to session fee

#### Special video offers

**Session webcast and session wrap-up interview**

Make the most out of your session at EuroPCR! See page 25 for more information

For orders and support, contact nhyde@europa-organisation.com
Sponsored sessions
90-minute Symposium

- Sessions featuring lectures, synthesis of studies and clinical trials and/or cases
- Practical solutions to patient/lesion problems for the audience
- The Industry Partner may apply and organise EBAC accreditation for this type of session (see p. 49 for more information)
- Session scenarios are given as an example and can be modified after discussion with the EuroPCR Board of Directors

Session scenario (2 Chairpersons, 4 Speakers)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session objectives</td>
<td>5 minutes</td>
<td>One Chairperson presents the objectives and the outline of the session</td>
</tr>
<tr>
<td>Lectures</td>
<td>4 x 15 minutes</td>
<td>4 lectures are presented by 4 different Speakers</td>
</tr>
<tr>
<td>Discussion and audience interaction</td>
<td>4 x 5 minutes</td>
<td>After each lecture, 5 minutes are dedicated to discussion with the audience</td>
</tr>
<tr>
<td>Session evaluation and key learnings</td>
<td>5 minutes</td>
<td>At the end of the session, the second Chairperson presents the session evaluation and key learnings that cover the main points and allow the participants to leave with a clear message</td>
</tr>
</tbody>
</table>

Session fee

| Session fee | €62,000 |

Optional offer to add to session fees

<table>
<thead>
<tr>
<th>Optional Faculty liaison</th>
<th>€10,500*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty contractual relationship and honorarium payment managed by Europa Group:</td>
<td></td>
</tr>
<tr>
<td>2 Chairpersons’ honoraria (2 x €1,800)</td>
<td>€3,600</td>
</tr>
<tr>
<td>4 Speakers’ honoraria (4 x €1,200)</td>
<td>€4,800</td>
</tr>
<tr>
<td>Honoraria administrative handling fees 25%</td>
<td>€2,100</td>
</tr>
</tbody>
</table>

* to add to session fee

Special video offers

Session webcast and session wrap-up interview
Make the most out of your session at EuroPCR! See page 25 for more information

For orders and support, contact nhyde@europa-organisation.com
Sponsored sessions

60-minute Symposium

- Sessions featuring lectures, synthesis of studies and clinical trials and/or cases
- Practical solutions to patient/lesion problems for the audience
- The Industry Partner may apply and organise EBAC accreditation for this type of session (see p. 49 for more information)
- Session scenarios are given as an example and can be modified after discussion with the EuroPCR Board of Directors

Session scenario (2 Chairpersons, 3 Speakers)

<table>
<thead>
<tr>
<th>Session objectives</th>
<th>5 minutes</th>
<th>• One Chairperson presents the objectives and the outline of the session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>3 x 12 minutes</td>
<td>• 3 lectures are presented by 3 different Speakers</td>
</tr>
<tr>
<td>Discussion and audience interaction</td>
<td>3 x 5 minutes</td>
<td>• After each lecture, 5 minutes are dedicated to discussion with the audience</td>
</tr>
<tr>
<td>Session evaluation and key learnings</td>
<td>4 minutes</td>
<td>• At the end of the session, the second Chairperson presents the session evaluation and key learnings that cover the main points and allow the participants to leave with a clear message</td>
</tr>
</tbody>
</table>

Session fee

| Session fee | €57,000 |

Optional offer to add to session fees

<table>
<thead>
<tr>
<th>Optional Faculty liaison</th>
<th>€9,000*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty contractual relationship and honorarium payment managed by Europa Group:</td>
<td></td>
</tr>
<tr>
<td>2 Chairpersons’ honoraria (2 x €1,800)</td>
<td>€3,600</td>
</tr>
<tr>
<td>3 Speakers’ honoraria (3 x €1,200)</td>
<td>€3,600</td>
</tr>
<tr>
<td>Honoraria administrative handling fees 25%</td>
<td>€1,800</td>
</tr>
</tbody>
</table>

* to add to session fee

Special video offers

Session webcast and session wrap-up interview
Make the most out of your session at EuroPCR! See page 25 for more information

For orders and support, contact nhyde@europa-organisation.com
Sponsored sessions

Training Village - tailored to your needs

The Training Village is located at the heart of the Course, on Level 1, in the vicinity of the room dedicated to sessions with specific format and set-up and geared at enhanced interactivity and high educational impact. Industry Partners are invited to build their own Training Programme in one of the rooms available in the Training Village. A Training Programme is shaped around scheduled educational sessions with limited audience to ensure interactivity.

Sessions at the Training Village

The development of the sessions content remains the sole responsibility of the Industry Partner, and can revolve around a number of formats serving the training objectives of the Industry Partner:

- Simulator-based sessions, whereby the simulators mimic specific cardiovascular procedures and allow participants to familiarise with technique- or technology-related features, in a guided fashion
- Tool-based sessions, whereby actual products can be manipulated by participants in a predefined setting, within a well structured Programme that meets clinically relevant objectives
- Case-based sessions, whereby clinical cases can be reviewed on the screen or on individual stations and answer specific training objectives
- Presentation-based sessions, whereby intimate interaction between the presenter(s) and the participants is promoted

In all the above instances, the learning objectives have to be well defined, and govern the Programme and the duties / role of the trainer(s), so that the participants enjoy a truly valuable session. Interaction is highly recommended.

Training sessions information

Training Village sessions may be scheduled within the official opening hours of the Scientific Programme. The offer includes a 4-day Training Room rental, visibility throughout the Course (EuroPCR printed / online Programmes, mobile application) and on-site signage.

The Industry Partner must submit its Training Programme before 21 October 2016:
- Timing and duration of each session
- Learning objectives of each session
- Names of trainers (physicians, nurses and allied professionals)

The proposed sessions will be reviewed by the EuroPCR Board before inclusion in the EuroPCR Programme.

On-site session management

The on-site registration of participants is the Industry Partner’s responsibility.

Training Village sessions are not accessible on invitation only. The Industry Partner has to keep at least 50% of the seats available for on-site registration.

Lists of pre-registered seats have to be sent to Europa Group prior to the Course.

Trainer management

Trainer transport and accommodation coordination may either be handled by the Industry Partner or by Europa Group, if requested. In the event Europa Group handles trainer transport and accommodation on behalf of the Industry Partner, the related expenses (including a 15% administrative fee) will be invoiced to the Industry Partner within 2 months following the Course. In the event that a trainer has been nominated by other Industry Partners (in a Training Programme or in a Sponsored session), their logistics will be de facto organised by Europa Group and corresponding costs will be charged back pro-rata to the corresponding Industry Partners (see details on “multi-sponsored Faculty” on page 58).

Training Village session fees

Type of rooms available and corresponding fees:

<table>
<thead>
<tr>
<th>Number of Rooms</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 rooms of 150sqm each</td>
<td>€67,500 / each room</td>
</tr>
<tr>
<td>6 rooms of 50sqm each</td>
<td>€22,500 / each room</td>
</tr>
</tbody>
</table>

The Industry Partner is responsible for covering the cost of registration, transport and accommodation of its trainers, irrespective of their other potential involvement(s) in the non-Sponsored Programme.

Europa Group will take care of the registration process of the trainers (physicians, nurses and allied professionals) as EuroPCR Faculty. Trainer registration fees will be invoiced to the Industry Partner ahead of the Course.

For orders and support, contact nhyde@europa-organisation.com
Sponsored sessions
React@PCR and recorded cases

The PCR Courses App's audience interactivity system (only available in rooms equipped for LIVE case transmissions)

Further engage your participants and encourage them to feed the debate on stage!
With React@PCR, your participants will be able to:
• Ask questions or post comments to the Chairpersons, Speakers and Operators directly from their smartphone or tablet
• Participate in quizzes
Europa Group will provide the necessary equipment for the session as well as technical support.

Professional audiovisual production at your service

For more than 20 years, Europa Group has been developing a unique know-how in the audiovisual 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 transmission and cases recorded directly from the cathlab. Behind all this work, there is a team of experts. Their professionalism and discretion are acknowledged by the numerous operating teams welcoming them in their cathlabs such as: Bern (Switzerland), Essen (Germany), Glasgow (United Kingdom), Jeddah (Saudi Arabia), Kuwait, London (United Kingdom), Toulouse (France).
The team travels all around the globe, adapting technical equipment and filming durations to the local needs and constraints.
We offer you the opportunity to use this team for your own internal needs in terms of recording, editing and transmitting live.
You will be working with a team that is deeply informed on cathlab imaging techniques and PCI procedures.
They use the latest audiovisual innovations and high quality equipment such as tapeless recorder, secured data storage, etc.
Depending on your needs, a tailor-made service can allow you to perform the editing of the case in the hour following the filming. It is also possible to choose a different time and location to edit the video, or even use an online collaborative platform.

For a personalised quote, please contact Olivier Mathié: omathie@europa-organisation.com
Sponsored sessions

Faculty management

Irrespective of Faculty involvement in the EuroPCR non-Sponsored Programme, Industry Partners who wish to support a scientific session are responsible for the cost of the related transport and accommodation expenses of their Faculty. All Chairpersons, Speakers and Panellists (physicians, nurses and allied professionals only) involved in sessions supported by the Industry are considered EuroPCR Faculty and are automatically registered. For trainers, please see page 56.

Faculty transport and accommodation management

Industry Partners have two alternatives regarding the management of their Faculty transport and accommodation:

- Session package without logistics: the Industry Partner takes responsibility for its Faculty transport and accommodation bookings (except for multi-sponsored Faculty – see below for details).
- Session package with logistics: the Industry Partner entrusts the responsibility of its Faculty transport and accommodation bookings to Europa Group. Invoice for the above related expenses, including a 15% administrative fee, will be sent within 2 months following the Course.

Terms and conditions for Faculty transport and accommodation management

Industry Partners will be informed in March 2017 of the list of Faculty they will be supporting. This list may be subject to changes depending on inclusion of supplementary Faculty. The maximum number of Faculty that will be assigned to each Industry Partner is equivalent to the number of Faculty involved in their Sponsored sessions / Training Programme.

Logistics handled by Europa Group:

There are several advantages to have your Faculty transport and accommodation organised by Europa Group:

- Simplicity
- Guarantee that your Faculty will be staying in one of the official hotels

Accommodation will be arranged in a single room, bed and breakfast basis, in a 4-star hotel or equivalent for 4 nights only (from Monday 15 May to Friday 19 May 2017 – Friday night is not included).

Europa Group is not in charge of organising nor reimbursing any kind of transfer and ground transportation for sponsored Faculty.

Europa Group 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
- Once confirmed, tickets are non-exchangeable, non-refundable

Europa Group will contact the Faculty well in advance of the Course in order to ensure the best price is obtained for travel arrangements. However, please note that the price of transportation may increase if a Faculty is late in confirming their travel preferences and / or modifies their ticket at late notice.

Europa Group cannot be held responsible if this is the case. In the case of a “no-show” of a sponsored Faculty, or if the Faculty cancels their participation once the travel and accommodation arrangements have been confirmed, the Industry Partner will be charged for the related costs.

It is the responsibility of the Industry Partner to advise Europa Group, before arrangements are made, of any related constraints (regulations such as DMOS, CNOM, company policy, etc.).

If the Industry Partner has chosen the option without logistics (ie. Faculty transport and accommodation organised by the Industry Partner), Europa Group cannot be held liable for any transport and accommodation changes and consecutive costs.

Accommodation: the Industry Partner commits to support the entire duration of the Faculty’s stay in Paris, up to 4 nights.

Multi-sponsored Faculty:

In the event that a Faculty is nominated by more than one Industry Partner:

- The Faculty travel and accommodation will be de facto organised by Europa Group, regardless of the choice in Faculty management made by the Industry Partner
- The corresponding costs will be divided and charged back to the Industry Partners according to the number of sessions the Faculty is involved in. For instance, if the Faculty is involved in 1 session with Industry Partner A and 2 sessions with Industry Partner B, partner A will be invoiced one third of the costs and partner B two thirds.

Invoicing:

Faculty-related transport and accommodation expenses, if the Industry Partner has chosen the Faculty management option with logistics and for multi-sponsored Faculty, will be invoiced to the Industry Partners within 2 months following the Course including a 15% administrative handling fee.

Faculty reimbursement policy:

EuroPCR transport and accommodation reimbursement guidelines are outlined in the Professional Healthcare Agreement that will be posted on the Faculty website for their review and acknowledgement.

The Professional Healthcare Agreement reimbursement guidelines stipulate that the following expenses will not be reimbursed by Europa Group:

- Any means of transport to and from airport / hotel / Palais des Congrès
- Car costs, tolls, fuel and parking (including at the airport / train station)
- Extra expenses (extra nights, room service, mini-bar, restaurant, internet, laundry, spouse’s related expenses, etc)
- Hotel and transport booked personally by the Faculty

In the event a Faculty requests reimbursement for any of the above expenses, they will be invited to contact the
Sponsored sessions
Faculty management

Industry Partner directly. It is left to the full appreciation of the Industry Partner to decide what is directly reimbursed for their supported session Faculty.

Faculty honorarium
The Industry Partner has the possibility to entrust the coordination and payment of Chairpersons and Speakers honorarium to Europa Group. Should the Industry Partner decide to invite fewer Chairpersons and Speakers than indicated in the Session Format, the total amount invoiced, as indicated on the Session quotation / order form, will not be modified. Only Chairpersons and Speakers will receive honorarium. Operators, Panellists (except for TNT) or Trainers are not included and will not receive honorarium from Europa Group.

Registration
Registration fees for Chairpersons, Speakers and Panellists are included in the session fees, except for the Training Village, as per the Session Formats indicated in this section and on the quotation / order form. The number of badges cannot be modified. Should the Industry Partner decide to invite fewer Chairpersons, Speakers or Panellists, the total amount invoiced will not be modified. If additional Chairpersons, Speakers or Panellists are invited by the Industry Partner to participate in the session, their registration fees will be invoiced before the Course.
Europa Group will take care of registering Faculty involved in all Sponsored sessions. Faculty registrations are included in the session packages (except for the Training Village). Faculty will be asked to collect their badge from the Guest Lounge in the Palais des Congrès, Paris, on arrival. The Industry Partner cannot collect badges on behalf of its Faculty.

Invitations
Official invitation letters will be sent to Faculty by Europa Group on behalf of the Industry Partner and the EuroPCR Board of Directors at the end of January 2017. In case of a time conflict, i.e. a Faculty is nominated by several companies to be involved in sessions taking place on the same date and timeslot, they will be asked to choose only one of these sessions. Consequently the other Industry Partner(s) will then be invited to replace them in the relevant session(s).
If a Faculty declines an invitation to participate in a session, the Industry Partner will be asked to propose another Faculty to replace them.
All Faculty will be asked to formally confirm their agreement with the key responsibilities and terms of collaboration with EuroPCR, as outlined on their Guest website. Please note that once official invitations have been sent to Chairpersons and Speakers by Europa Group, it will not be possible to change the Faculty contractual relationship and honorarium choice made via the signed order form.
Scientific session guidelines

• Use the on-line session submission link
• Submit your session proposal(s) before 21 October 2016
• All submissions will be reviewed by the EuroPCR Board for approval
• Send back your session quotation / order form

A step-by-step process
Creativity and credibility are what makes a session work!
The steps outlined below are a guide to the session construction process. In logical fashion, they identify what building blocks are needed to ensure an educative and interactive session.

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

2. Learning objectives
The learning objectives of a session describe what the attendees will be able to understand, do or know after participating in a scientific session. They should identify the design and outcomes you want for each stage of the session.

3. Programme Themes, Topics and lectures
Indicate the Theme of your session (Coronary, Valvular Disease and Heart Failure, Peripheral or Hypertension and Stroke), its topic(s) and the titles of the lectures.

4. Chairpersons
Choosing the “right” Chairpersons is one of the keys to a successful session. Their role is a pivotal one. Proactive Chairpersons who participate in the construction of the session and communicate with the Speakers and the audience, will ensure the session is interactive. Identify experienced Chairpersons, with good pedagogic skills, and who can spend sufficient time preparing the session.

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

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

7. Fine-tuning
Close collaboration and preparation will ensure the session is oriented towards the educational expectations of the participants, using cognitive learning techniques.

Experience has shown that working together with the EuroPCR Board helps Industry Partners build a successful Scientific Programme. In order to have their feedback on session scenarios and contents early in the construction phase, we will be happy to organise conference calls with the EuroPCR Board as soon as we receive your session proposal(s).

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

Chairperson
The Chairperson is chosen for their experience and pedagogic skills, thereby being able to relate to the audience and successfully transfer information. The Chairperson is responsible for the educational content and quality of the session, in collaboration with the second Chairperson, if applicable.
The Chairperson’s role is to:
• Communicate with the Speakers and organise conference calls to coordinate the presentations. A matrix containing the contact details of all other participants in the session will be made available by Europa Group on the Faculty guest website a few weeks before the Course
• For TNT Chairpersons, it is important that they are familiar with the LIVE cases by contacting the Operators ahead of the session
• Coordinate the presentations in order to avoid overlapping or too many slides
• Centralise all presentations ahead of the Course in order to prepare questions and answers, comments and the session evaluation and key learnings message
• Participate in the on-site meeting with all session participants the day before the session
• Ensure the timing of the session is respected: it is important that lectures and LIVE case transmissions do not run overtime
• Encourage interactivity with the participants and / or panel by working with the second Chairperson (if applicable)
• Give the introduction and session objectives or present the session evaluation and key learnings message that cover the main points and allow the participants to leave with a clear message (for sessions with only one Chairperson, both interventions will be carried out by the same person)
• Ensure the objectives of the session are covered by the lectures and have been reached by the end of the session
Sponsored sessions
Scientific session guidelines

Faculty key responsibilities

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

Panellist
A Panellist’s presence aims at enhancing interactivity - bringing discussion and debate to the session. Panellists must work closely with the Chairperson(s) and participate in the preparatory meeting. During the pre-determined timeslots dedicated to discussion, Panellists are asked to actively participate in the debate.

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

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

Faculty presentations
Speakers are asked to use the EuroPCR slide template to present their lecture and ensure a smooth transition from one Speaker to the next.
Speakers must show a conflict of interest slide before starting their lecture.
Speakers will be able to download the EuroPCR template and conflict of interest slides on their personal Faculty Guest Website.
To achieve EuroPCR objectives, Speakers are required to comply with the number of slides based on the length of their lectures:
- 5-minute talk: 7 slides maximum
- 10-minute talk: 12 slides maximum
- 15-minute talk: 17 slides maximum
Respect of timing is crucial: it is important not to run over allocated lecture times. A timer on the lectern will indicate the time remaining to the Speaker.

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

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

Slide management system
Each Speaker must come to the Speaker Service Centre with separate PowerPoint files for each talk. If all the presentations are in a single PowerPoint file, the system will not accept it. All presentations must be transmitted via the slide management system. Personal laptops are not permitted in the session rooms under any circumstances.
During their lecture, the Speaker will control their slides via a laptop provided by Europa Group located on the room’s lectern. Session, lecture titles and Faculty name will appear on the screen (managed by the technical team) for each presentation.
Speakers can upload their slides in two ways:
- Prior to the Course, slides should be uploaded online. All Faculty will receive their personal connection codes and guidelines to upload their PowerPoint presentation
- On-site via the Speaker Service Centre. Slides must be uploaded no later than 3 hours before the session is due to start
**Sponsored sessions**

**On-site guidelines**

**Session room**

Badges allow access to every room. Access to the session room for technical or other reasons is not permitted before the beginning of the session, as another session may be in progress in the room. It is not possible to stay in the room after the end of the session and / or to organise receptions inside or in front of the session room.

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

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

It is strictly forbidden for Industry Partners to filter attendance to their session at the entrance to the room.

Eating /drinking is not allowed in session rooms.

**Technical information**

All rooms are fully equipped to EuroPCR standards. Theatre rooms (ie. rooms dedicated to LIVE case transmissions) include the following minimum equipment (for other sessions rooms details, please consult Europa Group):

**Sound:**
- Wireless head-set used at the lectern
- 1 microphone per Panellist (1 microphone for 2 Panellists in other rooms)
- From 4 to 10 (depending on room size) stand-alone microphones

**Video:**
- High-quality / power video projector
- Minimal graphics resolution: 1,920x1,080 pixels
- Minimal power: 18,000 lumens
- Minimal size: 7x4 metres screen
- 2 video cameras
- Video or graphic switcher with 2 PIP capability (slides and Speaker on the main screen)
- EuroPCR graphic background on screens

No specific technical set-up and no additional equipment from the Industry Partner is allowed in the session room.

Personal laptops are not permitted, in the session rooms, for the Chairpersons / Speakers lectures, under any circumstances.

All technical aspects are run by the EuroPCR technical team comprising:
- Stage Manager (Chairperson / Panellist / Speaker support on stage)
- Programme Coordinator
- LIVE Centre Coordinator in the case of live transmission
- Sound Assistant
- Technical backstage support (Sound Engineer, Light Operator Director, etc)

**Session signage and promotion**

**Signage**

The company name of the Industry Partner will be used for on-site signage (on a screen and / or a panel placed at the entrance of the session room - responsibility of Europa Group -), and on EuroPCR printed and online material.

It is therefore the Industry Partner’s responsibility to provide Europa Group with the company name / logo as they should appear on all EuroPCR communication materials. For more information, see page 27.

**Promotion**

Industry Partners will be able to promote their session by means of one roll-up banner to be displayed inside the room for the duration of the session. Maximum height and width authorised for the roll-up banner is 200cm and 90cm, respectively. Roll-up banner (with no electrical connections, no lights and no sound) should be installed by the Industry Partner inside the room just before the session starts and removed after the session is over.

Sponsored session flyers and roll-up banners must be approved by Europa Group prior to the Course.

No additional signage will be permitted and unauthorised banners or misplaced roll-up banners will be removed by the on-site staff.

Session room tables and lectern banners cannot be customised by the Industry Partner.

**Hand-outs**

Except for the Industry Partner’s designated stand area, hand-outs cannot be distributed within the convention centre.

No marketing hand-outs are permitted in the session rooms. Distribution of scientific hand-outs is allowed in certain rooms only but must be approved by Europa Group prior to the Course. Hand-outs should be printed only after approval from Europa Group and dedicated staff / hosts should be arranged by the Industry Partner in advance.

The use of the EuroPCR logo on communication material requires prior approval from Europa Group (available upon request).

**Important note**

The organisation of sessions that would run in parallel to the EuroPCR Scientific Programme, within a radius of 1km from the Palais des Congrès, is strictly forbidden throughout the duration of the Course.
Press Office and Industry

Press folders / releases
Paper copies of your press releases / folders can be displayed in the Press Room. Please drop them off any time after the Course begins. The Press Office can also distribute electronic versions of your press releases to the press attending the Course. Please drop off USB keys / sticks in a box / plate or some receptacle for easy organisation and distribution. Additionally, we can, if you like, post your press releases on PCRonline. If you are interested, simply email - izzielli@europcr.com - once the Course has begun requesting posting of your press release and it will be processed by the Press Office directly. Please note that press releases must be in PDF format (not WORD) and include:
- The name of your company must be in the title identifying your PDF
- The name of your company must also appear in the actual text as part of the title of the press release.
- Embargo information must be mentioned on the press release. If there is no specific embargo date and time, then please state "For immediate release."

Press conferences
Press conferences are strictly limited to members of the registered press only. Individual Industry or their PR companies are not allowed entrance.

Industry-invited press
While the Industry has the right to invite individual journalists to cover specific topics, it should be noted that an Industry invitation alone does not constitute a right to entry as press. Every member of the press must individually apply for a press badge (allowing free entry to the Course), and should consult the EuroPCR 2016 Press page for press registration requirements. Only upon confirmation by the Press Office will the entry of the invited journalist as a member of the press be considered valid.
NEW! Six additional digital issues in 2016
This year, EuroIntervention increases its editions to 18 including six exclusive digital issues.
More scientific content, articles and case studies await you!

Download the free EuroIntervention App for easier access to the reference journal’s scientific articles
Hotels and badges

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<td>Register your invited guests and staff</td>
<td>68</td>
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<td>Registration guidelines and complimentary exhibitor badges</td>
<td>69</td>
</tr>
</tbody>
</table>
Hotels and badges
General overview

**IMPORTANT**
- All types of badge give access to scientific sessions and exhibition areas
- All badges are nominative
- Registrations won’t be validated without full payment

Contacts
Contact for badge orders:
MeeRa Viguier
europcr@europa-organisation.com
Marie Morgane FRAITURE
europcr@europa-organisation.com

Contacts for hotel booking:
Vanessa Nguyen Khac
hotel-europcr@europa-organisation.com
Léa Sabathier
hotel-europcr@europa-organisation.com

Important dates

<table>
<thead>
<tr>
<th>December 2016</th>
<th>March 2017</th>
<th>On-site in Paris - May 2017</th>
</tr>
</thead>
</table>
| Registration opening   | Wednesday 15 March
Early Bird fee deadline
From Thursday 16 March to 9 May
Regular fee             | From 10 May and on-site
Late unique fee
Sunday 14 May
Badge pick-up pre-opening |

Exhibitor web portal

Once you have ordered your stand, connect to www.exhibitors.europcr.com to create your private account and access:
- Updates
- Order forms
- Registration forms
- Official provider catalogues and contact details
- Uploading tool

Keep it handy! Copy the login and password here:

Web: www.exhibitors.europcr.com
My login: ____________________________
My Password: _________________________
Hotels and badges
Let us book your hotel rooms

As a subsidiary of Europa Group, Europa Booking & Services (EBS) is the official and exclusive housing bureau for EuroPCR. Our goal is to provide our Partners and all participants with the most suitable and satisfying housing options, in order to allow each delegate to make the most of the Course.

• For group booking enquiries, please contact our team at: hotel-europcr@europa-organisation.com
• Individual bookings can also be made online: http://booking.europcr.com

Why should you book through Europa Booking & Services (EBS)?

• COMPETITIVENESS: a selection of 150+ hotels in premium areas of Paris at the best rates
• TAILOR-MADE OFFERS: proposals that match your needs and step-by-step assistance before, during and after the Course
• SIMPLICITY: a streamlined reservation, invoicing and payment process
Hotels and badges
Register your invited guests and staff

At EuroPCR, both your invited guests and staff will be able to:
• Attend all scientific sessions (subject to room capacity)
• Access the exhibition areas
• Enjoy the buffets, coffee breaks and lunch bags

For healthcare professionals:
• A EuroPCR Course bag

All badges without exception give access to scientific sessions and exhibition areas.

As a EuroPCR participant, benefit from preferential rates to attend PCR Innovators Day. This one-day event gathers major stakeholders, inventors, and key entrepreneurs in the ecosystem committed to research and innovation in the field of cardiovascular medicine.

Early Bird fees - until 15 March 2017
All rates include French VAT (20%)

<table>
<thead>
<tr>
<th></th>
<th>EuroPCR</th>
<th>Innovators Day</th>
<th>Combined EuroPCR and Innovators Day*</th>
<th>Day pass Tuesday or Wednesday</th>
<th>Day pass Thursday or Friday</th>
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<tbody>
<tr>
<td>Physician</td>
<td>€1,200</td>
<td>€850</td>
<td>€1,700</td>
<td>€625</td>
<td>€400</td>
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<tr>
<td>Nurse or Allied Professional</td>
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<td>Resident (trainee, intern)</td>
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Regular fees - from 16 March to 9 May
All rates include French VAT (20%)

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<td>€950</td>
<td>€1,900</td>
<td>€700</td>
<td>€520</td>
</tr>
<tr>
<td>Nurse or Allied Professional</td>
<td>€990</td>
<td>€950</td>
<td>€1,590</td>
<td>€700</td>
<td>€520</td>
</tr>
<tr>
<td>Resident (trainee, intern)</td>
<td>€990</td>
<td>€950</td>
<td>€1,580</td>
<td>€620</td>
<td>€520</td>
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<tr>
<td>Exhibitor</td>
<td>€980</td>
<td>€950</td>
<td>€2,000</td>
<td>€725</td>
<td>€725</td>
</tr>
<tr>
<td>Industry Representative non-exhibitor</td>
<td>€1,400</td>
<td>€950</td>
<td>€2,000</td>
<td>€725</td>
<td>€725</td>
</tr>
</tbody>
</table>

Late / on-site fees - from 10 May
All rates include French VAT (20%)

<table>
<thead>
<tr>
<th></th>
<th>EuroPCR</th>
<th>Innovators Day</th>
<th>Combined EuroPCR and Innovators Day***</th>
<th>Day pass Tuesday or Wednesday</th>
<th>Day pass Thursday or Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physician</td>
<td>€1,400</td>
<td>€1,050</td>
<td>€2,100</td>
<td>€950</td>
<td>€750</td>
</tr>
<tr>
<td>Nurse or Allied Professional</td>
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<td>€1,050</td>
<td>€2,100</td>
<td>€950</td>
<td>€750</td>
</tr>
<tr>
<td>Resident (trainee, intern)</td>
<td>€1,400</td>
<td>€1,050</td>
<td>€2,100</td>
<td>€950</td>
<td>€750</td>
</tr>
<tr>
<td>Exhibitor</td>
<td>€1,400</td>
<td>€1,050</td>
<td>€2,100</td>
<td>€725</td>
<td>€725</td>
</tr>
<tr>
<td>Industry Representative non-exhibitor</td>
<td>€1,500</td>
<td>€1,050</td>
<td>€2,250</td>
<td>€950</td>
<td>€950</td>
</tr>
</tbody>
</table>

* Benefit from the Innovators Day Early Bird fee for €500 instead of €850. Combined price has to be ordered from the beginning. Separate orders will result added prices.
** Benefit from the Innovators Day regular fee for €600 instead of €950. Combined price has to be ordered from the beginning. Separate orders will result added prices.
*** Benefit from the Innovators Day late fee for €700 instead of €1,050. Combined price has to be ordered from the beginning. Separate orders will result added prices.

Access to all floors and meeting rooms is subject to badge inspection. Badges must be worn at all times within the Palais des Congrès.
Lost or forgotten 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.

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

Download forms on www.exhibitors.europcr.com or www.europcr.com
Hotels and badges

Registration guidelines

Download the group registration form on the exhibitor web portal www.exhibitors.europcr.com. We invite you to use this template to send us your registration.

Nurses, allied professionals, residents and exhibitors benefit from dedicated and reduced rates: proof of status is required.
• For nurses, allied professionals or residents, it can be a copy of their work card or a letter from their Head of Department.
• For exhibitors, an email address with the exhibiting company’s domain name is compulsory.
Distributors can also be registered under the exhibitor status, just indicate “Distributor” in the comment column.

Cancellation and modification policy
Cancellations must be sent by email and are subject to the following conditions:
• Until 15 April 2017: refund minus 300€ as administrative fees. Name changes are possible for the SAME type of registration for free.
• No refund will be made after 15 April 2017, however, name changes are possible for the SAME type of registration only. Each name change will be charged €100 VAT included. - They won't be possible on-site.

The Organising Committee cannot be held responsible for double registration or visa refusal. In these cases, the cancellation policy will apply.

Invitation letters
Getting a visa for France can be a time-consuming procedure. Hence, we encourage you and your invited guests to process visa applications as soon as possible.
Personalised invitation letters can be downloaded through our website at www.europcr.com
May you need an original letter or any specific document, do not hesitate to contact the Registration Department.

Faculty registration
All EuroPCR Faculty are automatically registered. Please do not include them in your registration lists.

See Faculty management page 59.

Contact: europcr@europa-organisation.com

Complimentary exhibitor badges at EuroPCR

The number of complimentary exhibitor badges is allocated according to your booth size:
• 1-17sqm: ................................................................. 2
• 18-36sqm: ............................................................ 5
• 37-54sqm: ............................................................ 10
• 55-70sqm: ............................................................ 15
• 71-100sqm: .......................................................... 20
• 101-150sqm: ......................................................... 30
• 151-200sqm: ......................................................... 40
• 201-250sqm: ......................................................... 50
• 251sqm and / or above: ........................................ 60

Complimentary exhibitor badges also give access to all scientific sessions, exhibition areas and, free on-site catering. They do not include access to PCR Innovators Day.
Register your complimentary exhibitor badges along with your other badges.

Badges for booth staff
Act smart: book your hosts / hostesses, barmaids / barmen and cleaners directly with our official providers. Badges are included in the cost of their services, saving you the hassle and the supplementary charge of an exhibitor badge.

Download forms on www.exhibitors.europcr.com or www.europcr.com
Find the next PCR Course closest to you