



AMERICAN
COLLEGE *of*
CARDIOLOGY



Egyptian Society of
CARDIOLOGY



Egypt
CHAPTER

ACC MIDDLE EAST 2021

Hybrid

CAIRO, EGYPT
OCTOBER 14 – 15, 2021
PRE-CONFERENCE: OCTOBER 13



WELCOME MESSAGE

Dear Colleagues,

On behalf of the American College of Cardiology, the ACC Egypt Chapter, and the Egyptian Society of Cardiology, it gives us a great pleasure to invite you to participate in ACC Middle East 2021 hosted at the beautiful Intercontinental Cairo City Stars Hotel, Cairo, Egypt on 13-15 October, 2021.

This year's conference brings together cardiovascular thought leaders from around the world to deliver highest quality education. The planning committee has created a comprehensive program that will provide you with hands-on, locally relevant and highly practical education.

The two-day program is designed to deliver state-of-the-art lectures, poster presentations, interactive education and innovative discussions. As an attendee you will have the opportunity to network with colleagues, ask top experts in the field your questions, stay at the cutting-edge of your profession and improve the heart health for your patients!

This year's conference promises to be one of the most exciting cardiology programs in the region with nearly 1,000 attendees expected from the Middle East region. We look forward to your presence in Cairo!

On behalf of the conference committee.



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WHAT'S NEW IN 2021?

With the outbreak of novel coronavirus sweeping the globe, increasing numbers of conference and festival organizers are canceling events in the name of stemming the spread, despite the business impact it will cause. The effects are reaching all industries from technology and sports to music and fashion as well as cultural events. To protect event participants and ensure business continuity, companies are banning international, and domestic travels, and placing restrictions on attending and hosting large scale gatherings.

INTO THE NEW NORMAL WORLD, HYBRID CONGRESS:

In a hybrid event it's possible to attend lectures, conferences, workshops or any corporate activity face to face, but also online. This is achieved by transmitting a conventional event online through live transmission or by configuring a virtual space that reflects the physical event. One of the most effective tools you can have to deliver a hybrid event is webcasting. A webcast is the live broadcast of a physical event through audio and video via the internet. It allows amplifying the impact of your conference or event by making it viewable worldwide.





CONFERENCE OVERVIEW

United by our shared commitment of transforming cardiovascular care, the American College of Cardiology (ACC). The Egyptian Society of Cardiology (EGSC) and ACC Egypt Chapter invite you to an innovative educational experience that will strengthen your everyday practice.

ACC Middle East 2021 is designed to deliver an engaging forum to critically examine evidence-based strategies as well as contemporary best practices and clinical decision-making to reach our common objective of improving heart health of patients with cardiovascular disease.

- **Challenge the norm:** Discuss, share and critique the latest in cardiovascular prevention and care with GLOBAL EXPERTS and return to your practice ready to improve the care of your patients.
- **Lead the way:** LOCAL LEARNING designed to empower you to transform your community through topics such as Lessons from the Leaders and Top Clinical
- **Trials to Change Your Practice,** as well as the latest in acute coronary syndrome, heart failure, valvular disease, arrhythmia and prevention.
- **Power your mind:** Find PRACTICAL SOLUTIONS for everyday problems by using real-world approaches to guideline-driven care. Challenge your knowledge in participant driven sessions such as Rapid Fire ECG and Imaging Interpretation.
- **Ignite conversation:** Network with faculty from leading cardiovascular societies around the world in an intimate setting and CREATE CONNECTIONS with colleagues through shared discussion and bi-directional learning.
- **PLUS:** Enjoy the benefit of ACC International Associate membership for 1 year included with registration.

1. COLLABORATIVE BODIES

AMERICAN COLLEGE OF CARDIOLOGY
EGYPTIAN SOCIETY OF CARDIOLOGY
ACC EGYPT CHAPTER



2. CONFERENCE CHAIRS

CONFERENCE CHAIRS



Mohamed Sobhy MD, FACC

Professor of Cardiology, Alexandria University
Director of Cardiac Cath. Lab, Alexandria University
Chairman & CEO of International Cardiac Center
Hospital in Alexandria Alexandria, Egypt



Khaled M. Ziada MD, FACC

Chief Academic Officer, Cardiovascular Interventions
Co-Director, Coronary Artery Disease Center
Department of Cardiovascular Medicine
Heart, Vascular and Thoracic Institute
Cleveland Clinic Cleveland, OH, USA

VICE CHAIRS



Khaled Shukri, MD, FACC

President, Egyptian Society of Cardiology
Professor of Cardiology
Military academy



Magdy Abdelhamid, MD, FACC

Board member, Egyptian
society of cardiology
Professor of cardiology
Cairo university



Tarek Helmy, MD, FACC, FSCAI

Professor and Chief of Cardiology
Louisiana State University School of Medicine
in Shreveport
Co-director of the Heart and Vascular Institute
Ochsner LSU Health Science Center
Shreveport, LA, USA

3. PLANNING COMMITTEE

**Imad A. Alhaddad,
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Amman, Jordan

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Clinic Abu Dhabi
Clinical Associate Professor, UAE University
Adjunct Staff, Cleveland Clinic, Ohio
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**Mohammad Almutairi,
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Consultant Interventional Cardiologist
Past Chairman of Cardiology
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Chest Diseases Hospital - Kuwait
Past President of Gulf Intervention
Society (GIS) Past President of Kuwait
Medical Association
Past President of Arab Medical Union
Kuwait City, Kuwait

**Abdulmajeed Alzubaidi,
MD**

Interventional Cardiologist
Ministry of Presidential Affairs
Abu Dhabi, United Arab Emirates

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Clinical Professor of Medicine, Cleveland
Clinic Lerner College of Medicine of
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Transplant
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Clinic Abu Dhabi
Chairman, Heart Failure Working Group
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Abu Dhabi, United Arab Emirates

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Chairman, Heart Failure Working
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Ain Shams University
Head of Echocardiography Working Group
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Cairo, Egypt

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Faculty of Medicine, Alexandria University
Board Member of CVREP Foundation &
Chief Editor of CVREP Journal
Board Member of Egyptian Council of
Cardiology Fellowship Alexandria, Egypt

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Bozeman Deaconess
Cardiology Consultants
Chair, PINNACLE Registry
Steering Committee
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Managing Director of Heart
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Past President of The African
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President of The Tunisian Heart
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Chairman of PAFCIC
Head of Cardiology Department,
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Laboratories
Head, Center of Advanced Ischemic
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Governor, ACC Lebanon Chapter
Beirut, Lebanon

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Cardiovascular Interventional Society
CEO & CMO, Clemenceau Medical
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Past President of Arab Medical Union
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Alexandria University
Consultant of Interventional
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Ain Shams University
Professor and Head of
Cardiology Department
Armed Forces College of
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Past President, Egyptian
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Vice President, Gulf Intervention Society
General Secretary, Emirates Cardiac Society
Al Ain, United Arab Emirates

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Director Heart Failure Program
Coordinator Cardio oncology Clinic
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Staff Cardiologist, Section of
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Director, Inpatient Clinical
Section Services
Chair, ACC Applied Health
Innovation Consortium (AHIC)
workgroup
Heart & Vascular Institute
Cleveland Clinic Foundation
Assistant Professor of Medicine
CCLCM of Case Western Reserve
School of Medicine

Amr Zaki, MD

Professor and Head of
Cardiovascular Medicine
Department
Alexandria University
Alexandria, Egypt

4. PROGRAM PAHTWAYS

- ◆ Arrhythmias and Clinical EP
- ◆ Heart Failure
- ◆ Coronary Artery Disease/Interventional Cardiology
- ◆ Prevention
- ◆ Valvular Heart Disease
- ◆ Imaging
- ◆ Special Topics

5. TARGET AUDIENCE

THIS CONFERENCE IS INTENDED FOR PRACTICING CARDIOLOGISTS AND FELLOWS IN TRAINING IN THE MIDDLE EAST REGION.

- ◆ Cardiologists
- ◆ Cardiac Surgeons
- ◆ Interventional Cardiologists
- ◆ Cardiology Fellows in Training
- ◆ Electrophysiologists
- ◆ Internists
- ◆ Family Physicians
- ◆ General Practitioners
- ◆ Primary care physicians
- ◆ Nurses in cardiology
- ◆ Medical Students

6. ACCREDITATION

The program will be accredited by **EBAC**



7. SPONSORSHIP PATHWAY (EGP)



:PLATINUM HYBRID PACKAGE PHYSICAL PHASE

\$90,000

PHASE 1: EDUCATIONAL CONTRIBUTION:

CHOOSE (1) FROM:

- (10) Registration in ACC Leadership Course

Pre-Congress course to be held Wednesday from 01:00 PM to 05:00 PM

- Ask the expert Station

Station where delegates can seek the expert advice after taking the ACC In-Training Exam

PHASE 2: ADVERTISEMENT:

- (5) Page's advertisements in the program booklet.
- (1) Company Logo on the congress website.
- (1) Company Logo in the final Program acknowledgment.
- Co-sponsor program at a glance. (Company logo only allowed)
- (2) SMS / SHOT with your symposium time.
- (4) E-Mails Campaign (Pre-congress marketing campaign)
- Logo display/hall branding in your symposium time.

PHASE 3: BRANDING: (CHOOSE 1)

- Sponsoring the conference's Directions signs
- Congress Badge Branding

PHASE 4: BRANDING ADVANCED: (CHOOSE 1)

- Congress Entrance & Elevator Branding (Solo-Sponsor)
- Congress press conference Sponsorship
- Congress Information Hub Branding.

PHASE 5: EXHIBITION AREA:

- Lounge Global Position booth (A+ Category). (First choice)

PHASE 6: SCIENTIFIC CONTRIBUTION:

- Satellite symposium (30 minutes). (Parallel)- (A++ timing)
- Satellite symposium (30 minutes). (Parallel)- (A++ timing)

According to MECOMED rules and regulations applied starting from 2018/1/1, we hereby that contribution and support to the scientific and educational program of the conference will be as EDUCATIONAL GRANTS to ESCTS, to have sufficient fund to accommodate and nominate HCPs attendance

PHASE 7: DELEGATE REGISTRATION & ACCOMMODATION:

Delegate Full Registration -Delegate resident in Egypt
Full Guest Package (Intercontinental Hotel) - Single

80 delegates
20 GP



PLATINUM HYBRID PACKAGE VIRTUAL PHASE

PHASE 1: EXHIBITION AREA

- (1) Virtual Booth in the premium exhibition of the 3D Virtual Platform

Allocate your virtual booth in the main exhibition on the platform - A++ Category - 1st choice of allocation with a free choice of all designs

PHASE 2: VIRTUAL BRANDING

- (1) Company logo in the entrance of the 3D virtual Platform

Company logo to be allocated in (A+) category - 1st choice of allocation

- (2) Company/ brands logos in the lobby of the virtual platform

Company/brand logo to be allocated in (A+) category - 1st choice of allocation

- (2) Short Promotional Video between sessions

Video duration (20 sec.) - streamed between the session's separator - Free choice of date and time.

- Branded Delegate Registration Link

Registration link to be sent to your invitees will be branded by company/brands logo

- Virtual Entrance branded signs

Only company logo allowed

- (2) Virtual Pop-Up Message

Message visibility duration (20 sec.) - pop-up between the session - A+ timing

PHASE 2: VIRTUAL REGISTRATION

- (300) virtual Registration Access

GOLD HYBRID PACKAGE: **\$70,000**

PHYSICAL PHASE



PHASE 1: EDUCATIONAL CONTRIBUTION:

CHOOSE (1) FROM:

- **(10) Registration in ACC Leadership Course**

Pre-Congress course to be held Wednesday from 01:00 PM to 05:00 PM

- **Ask the expert Station**

Station where delegates can seek the expert advice after taking the ACC In-Training Exam

PHASE 2: ADVERTISEMENT:

- (3) Page's advertisements in the program booklet.
- (1) Company Logo on the congress website.
- (1) Company Logo in the final Program acknowledgment.
- Co-sponsor program at a glance. (Company logo only allowed)
- (1) SMS / SHOT with your symposium time.
- (3) E-Mails / SHOT (Pre-congress marketing campaign))
- Logo display/hall branding in your symposium time

PHASE 3: BRANDING: (CHOOSE 1)

- Congress Lanyard Branding.
- Congress main entrance flags
- Registration Area Branding

Area Around with roll-ups and maquettes, no logo will be added on back drop or registration desk

PHASE 4: BRANDING ADVANCED: (CHOOSE 1)

- Pharaonic Area Branding.
- Exhibition main gates Branding
- Congress Wi-Fi Sponsorship (Solo-Sponsor)

PHASE 5: EXHIBITION AREA:

- Lounge global Position booth (A+ category). (Second choice)

PHASE 6: SCIENTIFIC CONTRIBUTION:

- Satellite symposium (30 minutes). (Parallel)- (A++ timing)
- (1) Learn and Lunch Session

According to MECOMED rules and regulations applied starting from 2018/1/1, we hereby that contribution and support to the scientific and educational program of the conference will be as EDUCATIONAL GRANTS to ESCTS, to have sufficient fund to accommodate and nominate HCPs attendance

PHASE 7: DELEGATE REGISTRATION & ACCOMMODATION:

Delegate Full Registration -Delegate resident in Egypt
Full Guest Package (Intercontinental Hotel) - Single

60 delegates
15 GP



GOLD HYBRID PACKAGE VIRTUAL PHASE

PHASE 1: EXHIBITION AREA

- (1) Virtual Booth in the premium exhibition of the 3D Virtual Platform

Allocate your virtual booth in the main exhibition on the platform - A++ Category - 1st choice of allocation with a free choice of all designs

PHASE 2: VIRTUAL BRANDING

- (1) Company logo in the entrance of the 3D virtual Platform

Company logo to be allocated in (A+) category - 1st choice of allocation

- (2) Company/ brands logos in the lobby of the virtual platform

Company/brand logo to be allocated in (A+) category - 1st choice of allocation

- (2) Short Promotional Video between sessions

Video duration (20 sec.) - streamed between the session's separator - Free choice of date and time.

- Branded Delegate Registration Link

Registration link to be sent to your invitees will be branded by company/brands logo

- Virtual Entrance branded signs

Only company logo allowed

- (1) Virtual Pop-Up Message

Message visibility duration (20 sec.) - pop-up between the session - A+ timing

- Virtual Evaluation Process

During/ post congress evaluation process can be branded by your logo/brands

- Virtual Evaluation Process

During/ post congress evaluation process can be branded by your logo/brands

PHASE 2: VIRTUAL REGISTRATION

- (200) virtual Registration Access

(SILVER HYBRID PACKAGE: **\$50,000** **PHYSICAL PHASE**



PHASE 1: EDUCATIONAL CONTRIBUTION:

- (10) Registration in ACC Leadership Course
Pre-Congress course to be held Wednesday from 01:00 PM to 05:00 PM

PHASE 2: ADVERTISEMENT:

- (3) Page's advertisements in the program booklet.
- (1) Company Logo on the congress website.
- (1) Company Logo in the final Program acknowledgment.
- Co-sponsor program at a glance. (Company logo only allowed)
- (1) SMS / SHOT with your symposium time.
- (3) E-Mails / SHOT (Pre-congress marketing campaign)
- Logo display/hall branding in your symposium time.

PHASE 3: BRANDING: (CHOOSE 1)

- Company Maquette Branding.
- Congress Studio branding.

PHASE 4: BRANDING ADVANCED: (CHOOSE 1)

- Meet the Expert Session
- Coffee break Branding
- Sanitizing Gate

PHASE 5: EXHIBITION AREA:

- Lounge global position booth (A+ category). (third choice)

PHASE 6: SCIENTIFIC CONTRIBUTION:

- Satellite symposium (30 minutes). (Parallel)- (A++ timing)

According to MECOMED rules and regulations applied starting from 2018/1/1, we hereby that contribution and support to the scientific and educational program of the conference will be as EDUCATIONAL GRANTS to ESCTS, to have sufficient fund to accommodate and nominate HCPs attendance

PHASE 7: DELEGATE REGISTRATION & ACCOMMODATION:

Delegate Full Registration - Delegate resident in Egypt
Full Guest Package (Intercontinental Hotel) - Single

40 delegates
10 GP



SILVER HYBRID PACKAGE VIRTUAL PHASE

PHASE 1: EXHIBITION AREA

- (1) Virtual Booth in the premium exhibition of the 3D Virtual Platform

Allocate your virtual booth in the main exhibition on the platform - A++ Category - 1st choice of allocation with a free choice of all designs

PHASE 2: VIRTUAL BRANDING

- (1) Company logo in the entrance of the 3D virtual Platform

Company logo to be allocated in (A+) category - 1st choice of allocation

- (2) Company/ brands logos in the lobby of the virtual platform

Company/brand logo to be allocated in (A+) category - 1st choice of allocation

- (1) Short Promotional Video between sessions

Video duration (20 sec.) - streamed between the session's separator - Free choice of date and time.

- Branded Delegate Registration Link

Registration link to be sent to your invitees will be branded by company/brands logo

- Virtual Entrance branded signs

Only company logo allowed

- (1) Virtual Pop-Up Message

Message visibility duration (20 sec.) - pop-up between the session - A+ timing

- Virtual Evaluation Process

During/ post congress evaluation process can be branded by your logo/brands

- Virtual Evaluation Process

During/ post congress evaluation process can be branded by your logo/brands

- Virtual Evaluation Process

During/ post congress evaluation process can be branded by your logo/brands

PHASE 2: VIRTUAL REGISTRATION

- (150) virtual Registration Access



BRONZE HYBRID PACKAGE: **PHYSICAL PHASE**

\$42,500

PHASE 1: EDUCATIONAL CONTRIBUTION:

- Interactive learning Lab Station

PHASE 2: ADVERTISEMENT:

- (2) Page's advertisements in the program booklet.
- (1) Company Logo on the congress website.
- (1) Company Logo in the final Program acknowledgment.
- Co-sponsor program at a glance. (Company logo only allowed).
- E-Mails / SHOT (Pre-congress marketing campaign)
- Logo display/hall branding in your symposium time

PHASE 3: BRANDING: (CHOOSE 1)

- Hotel Key Cover Branding.
- Congress Bag branding
- Charging Station Branding

PHASE 4: BRANDING ADVANCED: (CHOOSE 1)

- Congress Internal Gates Branding
- Congress TV
- Hand-Sanitizer Station Branding

PHASE 5: EXHIBITION AREA:

- Lounge premium position booth (A category). (First choice)

PHASE 6: SCIENTIFIC CONTRIBUTION: (CHOOSE 1)

- (1) Learn and Lunch Session
- (1) Breakfast session

According to MECOMED rules and regulations applied starting from 2018/1/1, we hereby that contribution and support to the scientific and educational program of the conference will be as EDUCATIONAL GRANTS to ESCTS, to have sufficient fund to accommodate and nominate HCPs attendance

PHASE 7: **DELEGATE REGISTRATION & ACCOMMODATION:**

Delegate Full Registration -Delegate resident in Egypt	20 delegates
Full Guest Package (Intercontinental Hotel) - Single	7 GP

BRONZE HYBRID PACKAGE

VIRTUAL PHASE

PHASE 1: **EXHIBITION AREA**

- (1) Virtual Booth in the premium exhibition of the 3D Virtual Platform

Allocate your virtual booth in the main exhibition on the platform - A++ Category - 1st choice of allocation with a free choice of all designs

PHASE 2: **VIRTUAL BRANDING**

- (1) Company logo in the entrance of the 3D virtual Platform

Company logo to be allocated in (A+) category - 1st choice of allocation

- (1) Company/ brands logos in the lobby of the virtual platform

Company/brand logo to be allocated in (A+) category - 1st choice of allocation

- (1) Short Promotional Video between sessions

Video duration (20 sec.) - streamed between the session's separator - Free choice of date and time.

- Branded Delegate Registration Link

Registration link to be sent to your invitees will be branded by com[any]/brands logo

- Virtual Entrance branded signs

Only company logo allowed

PHASE 2: **VIRTUAL REGISTRATION**

- (100) virtual Registration Access



CO-SPONSOR HYBRID PACKAGE: **PHYSICAL PHASE**

\$32,500

PHASE 1: ADVERTISEMENT:

- (2) Page's advertisements in the program booklet.
- (1) Company Logo on the congress website.
- (1) Company Logo in the final Program acknowledgment.
- (1) E-Mails / SHOT (Pre-congress marketing campaign)
- Logo display/hall branding in your symposium time.

PHASE 2: BRANDING: (CHOOSE 1)

- Congress Flash memory Branding
- Hall B Gate Branding
- Block notes & Pens Branding

PHASE 3: EXHIBITION AREA:

- Lounge premium position booth (A category). (Second choice)

PHASE 4: SCIENTIFIC CONTRIBUTION: (CHOOSE 1)

- (1) Night symposium for 80 pax at the ACC Venue
- Breakfast Session

According to MECOMED rules and regulations applied starting from 2018/1/1, we hereby that contribution and support to the scientific and educational program of the conference will be as EDUCATIONAL GRANTS to ESCTS, to have sufficient fund to accommodate and nominate HCPs attendance

PHASE 5: DELEGATE REGISTRATION & ACCOMMODATION:

Delegate Full Registration -Delegate resident in Egypt 30 delegates

CO-SPONSOR HYBRID PACKAGE

VIRTUAL PHASE

PHASE 1: EXHIBITION AREA

- (1) Virtual Booth in the premium exhibition of the 3D Virtual Platform

Allocate your virtual booth in the main exhibition on the platform – A++ Category – 1st choice of allocation with a free choice of all designs

PHASE 2: VIRTUAL BRANDING

- (1) Company logo in the entrance of the 3D virtual Platform

Company logo to be allocated in (A+) category – 1st choice of allocation

- (1) Company/ brands logos in the lobby of the virtual platform

Company/brand logo to be allocated in (A+) category – 1st choice of allocation

- (1) Short Promotional Video between sessions

Video duration (20 sec.) – streamed between the session's separator – Free choice of date and time.

- Branded Delegate Registration Link

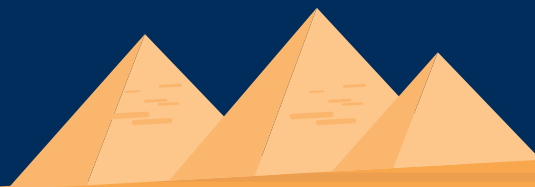
Registration link to be sent to your invitees will be branded by company/brands logo

- Virtual Entrance branded signs

Only company logo allowed

PHASE 2: VIRTUAL REGISTRATION

- (50) virtual Registration Access



◆ SPONSORSHIP PATHWAY VIRTUAL ◆

\$22,500

POSITION YOURSELF:

- (1) Virtual booth A++ Category

Allocate your virtual booth in the main exhibition on the platform – A++ Category – 1st choice of allocation with a free choice of all designs

VIRTUAL REGISTRATION MEMBERSHIP:

- (500) Virtual registration Access

BRANDING BASIC PACKAGE:

- (1) Virtual Entrance Company Logo

Company logo to be allocated in (A+) category – 1st choice of allocation

- (2) Virtual lobby company/brand logo

Company/brand logo to be allocated in (A+) category – 1st choice of allocation

- (2) Bulk E-mail Campaign

Pre-Congress campaign – free choice of the date and time

- (2) Bulk SMS/shot

Pre or during-Congress campaign – free choice of the date and time

- (e) Short Promotional Video between session

Video duration (20 sec.) – streamed between the session's separator – Free choice of date and time.

BRANDING ELITE:

- Virtual Evaluation Process

Last Day of the congress the evaluation form branded by the company logo

- Virtual Exhibition Branded Signs

Only company logo allowed

- Virtual pop-up Message

- Branded Delegate Registration Link

Registration link to be sent to your invitees will be branded by company/brands logo

SCIENTIFIC CONTRIBUTION:

- (1) Parallel Symposium A timing

◆ PHYSICAL EXHIBITION ◆

BOOTH	DESCRIPTION	DIMENSION	PRICE
PREMIUM POSITION	Allocate your physical booth in the exhibition in a A+ category	2*6	\$10,000
PREMIUM POSITION	Allocate your physical booth in the exhibition in a A category	2*6	\$6,000
PREMIUM POSITION	Allocate your physical booth in the exhibition in a B category	2*6	\$4,000

The Exhibition will take place in **Intercontinental City Stars Hotel, Cairo**

THE SPACE RENTAL EXHIBITION SERVICES INCLUDE:

- Acknowledgement in final program.
- Unsupported Wi-Fi.
- Net stand area (minimum 6 square meters).
- (1) Table & a couple of seats.
- Electricity Connection.
- Company logo in Conference website.
- Access to exhibition space, lecture halls, catering and registration area.
- Venue security during the opening hours.
- General hall cleaning and air-conditioning.

EXHIBITOR BADGES WITH COMPANY NAME:

Only exhibiting companies can have Exhibitor badges.

It is essential that the company name is the same as that provided for the Exhibitor listing. Exhibitors are entitled to a certain number of these badges for free. The number of free badges for each exhibitor will be determined according to the floor space allocated.

◆ PHYSICAL EXHIBITION ◆

Adv. inside ACC Program	<p>Placing your Adv. inside the ACC Middle East 2020 Program. (+2000 Copy)</p> <p>A5 Adv. front cover page of the program \$500 A5 Adv. back cover page of the program \$500 A5 Adv. Page inside the program \$375</p>
Adv. inside ACC Program	<p>full page inside the newsletter \$500 (Half page of the Newsletter \$500 (Sponsor one edition \$2,250</p>
Program At A Glance \$1,600	Put your Message on the Pocket Format Guide/ Program, Everyone use and Check daily
Hotel key Cover \$3750	Be the first to welcome attendees to the meeting and encourage them to visit your booth. Put your logo on the back of the key cover.
Block Notes & Pens \$1,875	Since it is the most demanded supplies in each congress take the chance and brand your logo. (Supplies are branded by the company)
Conference Badge Exclusive \$4,375 CO-sponsor \$2,500	Put your logo on the badge holders, beside the Congress logo
Conference Lanyard Exclusive \$4,375	Put your logo on the Congress Lanyard, beside the Congress logo
All Gates Connected \$7,500	Co- sponsor of all ACC Gates

◆ PHYSICAL EXHIBITION ◆

Pharonic Area Branding \$9,375	Sponsor the area next to the foyer Items: 2 sides of the pharaonic area + 3 big stands around the column +stairs Designed and operated by ACC
ACC Maquette \$3,750	The Official ACC Masterpiece in the Congress Entrance
Registration Area \$12,500	While the conference attendees are waiting in the registration area, let them see, interact with you before any other company. -Have the desk/back drop branded by your Logo Designed and operated by the sponsor after referring to ACC organizers
Congress Bags \$15,000	Your logo printed on conference bags Putting advertisements, pens or notepads in the bags. -1page advertisement in program. Logo on the bag delivery center. -Have the bag delivery desk branded by your custom design/banner
ACC Help Center Hubs \$5,000 Exhibition area 1 spot at 4- level 1 spot at 3- level 1 spot at 2- level	The Delegate Help Desk will be located within the registration area Or in the convention center entrance. Multilingual staff will be available to assist delegates with any questions they may have regarding the Congress, the Scientific Program or the Convention Centre. As the sponsor of the Delegate Help Desk, you will: -Have the desk branded by your custom design/banner -Be acknowledged with your company logo as the Sponsor of the Delegate Helpdesk in the Onsite Program

◆ PHYSICAL EXHIBITION ◆

Hands Sanitizer Station \$1,875	We make sure that Its Healthy Experience as well as being an unforgettable one, Not only a healthy tool, But Also one of the Congress masterpieces
Sanitization Bag \$2500	Sponsor the sanitization bag with your company logo Bag includes (2 Face mask,1 hand sanitizer)
Coffee Break Stations \$8,000	Printing the coffee break vouchers with the sponsor logo Brand the coffee break station by (Flags or Roll-ups) Designed and operated by the sponsor after referring to ACC organizers
:The -4Ancient Obelisks \$6,250	You in the Focal Point of the ACC, Placed on the 4 pillars of the Exhibition Area (In the Pharonic Area) Welcoming the entire number of delegates during the Congress' days
Charging Station \$2,250	Secured and classy booth, supporting all the make and models of all the handsets for their charging process
Official Communicator (\$25,000 / 3 shots)	Sending SMS / emails with different messages to all database of Cardiovascular physicians. Put your name on it 3 General Campaigns 3 Special Campaigns to Speakers and Chairpersons
. ACCTV \$6,250	ACC TV is an area fully equipped with cameras, chairs, microphones, professional lighting and a large background. A technical crew is there to record and edit within the high quality standards to create a real television studio atmosphere.
ACC Studio \$3,750)	Take a souvenir photo with:

◆ PHYSICAL EXHIBITION ◆

Digital Signage \$2,500) per sign) 2 spots in each floor	Plasma Screen Advertising, Sound are not available (1 minute Adv. Video / 3 days)
Press conference & Media Coverage \$12,500	<p>ACC Press conference is committed to keeping physicians and the public informed of the latest research news in international cardiovascular medicine.</p> <p>Sponsor may display news releases in the press area, add the logo for the press registration online</p> <p>Sponsors adhere to the following policy: A copy of the press release, or draft press release, must be submitted in advance for review and approval</p> <p>Exhibiting companies are asked to hold their off-site press events or analyst briefings during dates and times that do not conflict with official ACC 2021 press activities.</p> <p>Only pre-approved media materials may be made available in the press area.</p> <p>Public relations and industry representatives will not have access to the Press Room and are prohibited from soliciting media in or around the Press Room. They may, however, call upon the Press Room staff to help them facilitate media requests.</p>
Congress Flash Memory (\$1,875/Day 200 Flash Memory	The Congress Presentation are being put in the Flash Memory to be distributed from your booth, Branding by company's message/ logo



◆ EDUCATIONAL ITEMS ◆

workshop Open DEMOs: Inside the Hall (Interactive Learning Lab Station) (\$6,250)	Open demos of products can be arranged after simulator session
Ask the Expert \$7,500	Initiating a full time Q&A Session during the 4 days' congress, As the ACC Elite Speakers will be Answering all the delegates inquiries & Questions. Consultant's scheduled meeting with the young physicians (1 TO 1)
Breakfast Session \$1,875)	Novel Educational learning tool in the perfect timing Limited no. of 90 attendees Duration: 45 minutes (20 minutes Scientific + 25 minutes Breakfast)
Lunch & Learn Session \$6,250	Presenting your scientific materials to the attendance in a separate hall during a lunch menu Special invitations for certain number of delegates 100 Duration: 45 minutes (20 minutes Scientific + 25 minutes lunch)
Night Symposium \$10,000	Non-Parallel night symposium - separate hall - duration: 2 hours (45 minutes Scientific + 75 minutes Dinner) - limited to no. of 100 attendee



◆ EXCLUSIVE IN ACC MIDDLE EAST 2021 ◆

FIT-JEOPARDY \$15,750

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Join us as ACC international chapter teams and Egypt local teams – each made up of three Fellows in Training (FITs) have the opportunity to test their clinical knowledge during the FIT Jeopardy sessions at the ACC Middle East Conference!

FIT Jeopardy is a friendly competition that promotes a healthy rivalry between ACC international chapters, fosters FIT engagement within the chapters and provides educational value to the contestants and audience. Participants will be quizzed on a variety of topics ranging from imaging, prevention, and intervention in an unconventional manner. There will be a panel of judges and chairs to moderate the competition.

The competition will start one week before the conference. So all competing teams can meet virtually. The 2 Egyptian winning teams and the 2 Regional winning teams will then meet at the semifinals on the conference day, and the winners will meet at the final as below

◆ SAMPLE AGENDA ◆

05:00 pm – 06:00 pm	Registration & Dinner
06:00 pm – 06:45 pm	Regional Team Jeopardy
06:45 pm – 07:15 pm	Sponsored Session
07:15 pm – 08:00 pm	Egypt Team Jeopardy
08:00 pm – 08:15 pm	Break
08:15 pm – 09:00 pm	Final Round Jeopardy

INTERACTIVE LEARNING LAB STATION/TRAINING EXAM

Experience hands-on training, interactive case discussions, and more in the Interactive Learning Lab! This unique educational opportunity puts new technology in your hands and offers a selection of stations to augment the learning that takes place in the traditional session room.

HAND-HELD ECHO SIMULATION

This hands-on workshop uses a live model and an echo simulator where CV Team members can obtain basic 2D echo images. This program will provide intensive repetition of echo images to improve image recognition in a short time frame. This session will give members of the CV Team an appreciation for normal cardiac anatomy by 2D echo as well as an opportunity to obtain their own images on a live model under expert guidance.

PERSONALIZED SKILLS AREA (IPADS)

Sharpen your core cardiology skills while learning at your leisure on iPads by engaging in Heart Songs or ECG Drill and Practice modules. This is a uniquely dynamic learning opportunity you won't want to miss!

OTHER SPONSORED PRE-CONFERENCE OR EVENING WORKSHOPS

Sponsors can put together pre-conference workshops catered towards a niche segment such as fellows in training, pediatric cardiologists, nurses or pharmacists. For example, in 2019 there was a full day workshop on "Cardiology for Pharmacists" and a half day workshop on "Fetal Heart Disorder". In other regions, we have also had sponsored workshops for fellows in training and nurses. These can be ½ day or full day.

◆ VIRTUAL EXHIBITION ◆

An interactive & Branded Virtual Trade Booth, where the conference attendance gets to meet the company representatives and interact with them through: -

- Privates chat room
- Empowering the company to receive the HCPs names and booth visitors

The Sponsor is empowered to select his cutting-edge booth features as: -

- Booth location & Dimension

Category: A++ \$9,500

Features:

- Full day Interaction & Chatting Room
- Promo Videos
- Popup Ads.
- Positioned in the 1st Page of the Exhibition
- Full Access to Booth Designs choices

Category: A+ \$5,750

Features:

- Interaction & Chatting Room
- Positioned in the 2nd Page of the Exhibition
- Limited booth Designs choices



◆ BRANDING ◆

Branded Delegates Registration link: \$5,000

The registration link to be sent to your invited delegates will be Branded by your company logo/brands

Branded Delegates confirmation e-mail: \$4,375

Once registered, attendees will get this confirmation on their e-mail with their user info, what way to keep your logo on it!

Digital invitation Email branding: \$5,000

Customized invitation message to be sent to all the cardiology database branded by company logo

Bulk E-mail Campaign: \$4,500

Pre-conference bulk e-mail campaign for all the cardiology database

Bulk SMS/shot: \$4,750

Pre/during-conference bulk SMS campaign for all Registered delegates in ACC Middle East'21

Virtual Plaza Company Logo : \$3,250

The first stage of the digital platform, 3D entrance with the opportunity to brand your company logo

Virtual Plaza Branded Signs: \$3,000

Everyone will be looking where and how to go, give them a hand with your company logo

Virtual Lobby company Logo/brand : \$3,750

Now we are on the 2nd stage of the platform, with a lobby entrance your company logo/brand

Virtual Lobby Branded Signs: \$3,000

Not only in the plaza, everyone will still be looking where and how to go, give them a hand with your company logo

Virtual Exhibition branded Signs: \$3,000

Last of a kind, you're doing great for help

Short promotional Video Between session: \$4,500

What is better than a short video in the Auditorium Main screen? Streamed between the (.session in the separator (20 sec

Virtual Pop-up Message : \$3,750

Customized pop-up message should be shown on the platform for 10 sec.

◆ REGISTRATION DETAILS ◆

FULL REGISTRATION PACKAGE INCLUDES:

<ol style="list-style-type: none">1. Access to all conference sessions2. Certificate of attendance3. Conference bag4. Conference sanitizing bag5. Meals6. Access to ACC leadership training	300\$/Person
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GUEST PACKAGE RESIDENT

Full Registration Package + Accommodation:

Hotel/Date	Till 20 th June	Till 1 st September	From 2 nd September & Onsite
InterContinental City Stars, Cairo	USD 860	USD 880	USD 900

TERMS AND CONDITIONS

List of registration & Accommodation to be sent to ICOM before 1-10-2021 to confirm (Names – dates – spelling).

Any change in Registration or Accommodation must be declared in the main list, (Stating the new name and the name that should be replaced).

Any transaction (contribution details, reg., acc., changes or extra demands must be documented by (fax, e-mail, others....).

ADVERTISEMENTS & PUBLICATIONS

Deadline for sending company commercials on 01-10-2021.

The file has to be with resolution not less than 300 pixels/inch.

Extension to be TIF or PSD.

SCIENTIFIC CONTRIBUTION:

Deadline for Scientific contribution: 01-10-2021.

Deadline for delivering the scientific data of the symposium 01-10-2021, any delay, the symposium won't be published in the program.

All speakers and chairpersons of a company's symposium – if not sponsored by another company should be sponsored (reg. and acc.) by the company preparing the symposium.

Cancellation Policy (for registration and accommodation)

All reservations should be canceled in writing, stating the reason for.

50% charge for canceling from 15-09-2021.

75% charge for canceling from 1-10-2021.

Financial issues:

The deadline of payment for any contribution in the congress should be 13-10-2021

Methods of payment should be: CASH OR Cheque: ICOM

HOW TO BOOK AND PAYMENT DEADLINES PARTNERSHIP:

In order to confirm your partnership booking, we will require the Application to Partner form and fifty percent (50%) deposit payment to be forwarded by return mail. The balance payment will be required by 1-10-2021.

EXHIBITION:

Early booking is necessary, as space is limited and exhibition trade tables will be allocated strictly in order of the date the deposit payment and application to exhibit form is received. In order to confirm your exhibition space, we will require the Application to Exhibit form and fifty per cent (50%) deposit payment to be forwarded by return mail.

Sponsorship:

Ahmed Hassan

00971 52 11 44 854

Ahmed.hassan@icomgroup.org