ACC MIDDLE EAST 2021
Hybrid
CAIRO, EGYPT
OCTOBER 14 - 15, 2021
PRE-CONFERENCE: OCTOBER 13
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.
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 events 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, MD, FACC
Director, Cardiovascular Department
Jordan Hospital
Amman, Jordan

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Consultant Cardiologist
Heart and Vascular Institute, Cleveland
Clinic Abu Dhabi
Clinical Associate Professor, UAE University
Adjunct Staff, Cleveland Clinic, Ohio
Abu Dhabi, United Arab Emirates

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Consultant Interventional Cardiologist
Past Chairman of Cardiology Department, Kuwait Heart Center
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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Clinic Lerner College of Medicine of Case Western Reserve University
Vice Chairman, Department of Cardiovascular Medicine
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Chairman, Heart Failure Working Group of Emirates Cardiac Society
Abu Dhabi, United Arab Emirates

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Head of Congenital Heart Disease Unit
Ain Shams University
Head of Echocardiography Working Group
Egyptian Society of Cardiology
Cairo, Egypt

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Professor of Cardiology
Alexandria, Egypt
Tarek Elzawawy, MD  
Professor of Cardiology and Angiology  
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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Cardiology Consultants  
Chair, PINNACLE Registry Steering Committee  
Bozeman, MT, USA

Elsayed Farag, MD  
Professor of Cardiovascular Medicine  
Zagazig University  
Zagazig, Egypt

Amin Fouad, MD, CVD  
Professor of Cardiology, Military Medical Academy  
Managing Director of Heart Specialized Hospital at Kobry El Kobba Medical Complex  
Cairo, Egypt

Habib Gamra, MD  
Past President of The African Heart Network  
President of The Tunisian Heart Foundation  
Chairman of PAFCIC  
Head of Cardiology Department, Fattouma Bourguiba University Hospital  
Monastir, Tunisia

Hosam Hasan, MD, PhD, FACC  
Board Member, Egyptian Society of Cardiology  
Director of Assiut University Heart Hospital  
Head of Cardiovascular Medicine Department  
Consultant, Interventional Cardiology  
Professor of Cardiovascular Medicine, Assiut University  
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Head of AP and Pacing Lab
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President, Saudi Arabian Cardiovascular Interventional Society
CEO & CMO, Clemenceau Medical Centre Riyadh, affiliated with John Hopkins Medical Riyadh, Saudi Arabia

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Past President of Arab Medical Union
Kuwait City, Kuwait

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Ismailia, 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 80 delegates
Full Guest Package (Intercontinental Hotel) – Single 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
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)

GOLD HYBRID PACKAGE: $70,000
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 60 delegates
Full Guest Package (Intercontinental Hotel) - Single 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)
PHASE 7: **DELEGATE REGISTRATION & ACCOMMODATION:**

Delegate Full Registration – Delegate resident in Egypt  
40 delegates

Full Guest Package (Intercontinental Hotel) – Single  
10 GP

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**SILVER HYBRID PACKAGE**

**VIRTUAL PHASE**

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**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

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**PHASE 2: VIRTUAL REGISTRATION**

- (150) virtual Registration Access

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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
BRONZE HYBRID PACKAGE: $42,500

PHYSICAL PHASE

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

Delegate Full Registration – Delegate resident in Egypt  
20 delegates

Full Guest Package (Intercontinental Hotel) – Single  
7 GP

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**BRONZE HYBRID PACKAGE**

**VIRTUAL PHASE**

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**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

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**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

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**PHASE 2: VIRTUAL REGISTRATION**

• (100) virtual Registration Access

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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.
CO-SPONSOR HYBRID PACKAGE: $32,500

PHYSICAL PHASE

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 com[any/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**

<table>
<thead>
<tr>
<th>BOOTH</th>
<th>DESCRIPTION</th>
<th>DIMENSION</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREMIUM POSITION</td>
<td>Allocate your physical booth in the exhibition in a A+ category</td>
<td>2*6</td>
<td>$10,000</td>
</tr>
<tr>
<td>PREMIUM POSITION</td>
<td>Allocate your physical booth in the exhibition in a A category</td>
<td>2*6</td>
<td>$6,000</td>
</tr>
<tr>
<td>PREMIUM POSITION</td>
<td>Allocate your physical booth in the exhibition in a B category</td>
<td>2*6</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

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.
<table>
<thead>
<tr>
<th>PHYSICAL EXHIBITION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Adv. inside ACC Program</strong></td>
</tr>
<tr>
<td>Placing your Adv. inside the ACC Middle East 2020 Program. (+2000 Copy)</td>
</tr>
<tr>
<td>A5 Adv. front cover page of the program $500</td>
</tr>
<tr>
<td>A5 Adv. back cover page of the program $500</td>
</tr>
<tr>
<td>A5 Adv. Page inside the program $375</td>
</tr>
<tr>
<td><strong>Adv. inside ACC Program</strong></td>
</tr>
<tr>
<td>full page inside the newsletter $500</td>
</tr>
<tr>
<td>(Half page of the Newsletter $500)</td>
</tr>
<tr>
<td>(Sponsor one edition $2,250)</td>
</tr>
<tr>
<td><strong>Program At A Glance</strong></td>
</tr>
<tr>
<td><strong>$1,600</strong></td>
</tr>
<tr>
<td>Put your Message on the Pocket Format Guide/ Program, Everyone use and Check daily</td>
</tr>
<tr>
<td><strong>Hotel key Cover</strong></td>
</tr>
<tr>
<td><strong>$3750</strong></td>
</tr>
<tr>
<td>Be the first to welcome attendees to the meeting and encourage them to visit your booth.</td>
</tr>
<tr>
<td>Put your logo on the back of the key cover.</td>
</tr>
<tr>
<td><strong>Block Notes &amp; Pens</strong></td>
</tr>
<tr>
<td><strong>$1,875</strong></td>
</tr>
<tr>
<td>Since it is the most demanded supplies in each congress take the chance and brand your logo.</td>
</tr>
<tr>
<td>(Supplies are branded by the company)</td>
</tr>
<tr>
<td><strong>Conference Badge</strong></td>
</tr>
<tr>
<td>Exclusive $4,375</td>
</tr>
<tr>
<td>CO-sponsor $2,500</td>
</tr>
<tr>
<td>Put your logo on the badge holders, beside the Congress logo</td>
</tr>
<tr>
<td><strong>Conference Lanyard</strong></td>
</tr>
<tr>
<td>Exclusive $4,375</td>
</tr>
<tr>
<td>Put your logo on the Congress Lanyard, beside the Congress logo</td>
</tr>
<tr>
<td><strong>All Gates Connected</strong></td>
</tr>
<tr>
<td><strong>$7,500</strong></td>
</tr>
<tr>
<td>Co- sponsor of all ACC Gates</td>
</tr>
<tr>
<td><strong>PHYSICAL EXHIBITION</strong></td>
</tr>
<tr>
<td>-------------------------</td>
</tr>
<tr>
<td><strong>Pharonic Area Branding</strong></td>
</tr>
<tr>
<td><strong>$9,375</strong></td>
</tr>
<tr>
<td>Sponsor the area next to the foyer</td>
</tr>
<tr>
<td>Items: 2 sides of the pharaonic area + 3 big stands around the column +stairs</td>
</tr>
<tr>
<td>Designed and operated by ACC</td>
</tr>
</tbody>
</table>

| **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 |

<p>| <strong>ACC Help Center Hubs</strong> |
| <strong>$5,000</strong> |
| 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 |</p>
<table>
<thead>
<tr>
<th><strong>PHYSICAL EXHIBITION</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hands Sanitizer Station</strong></td>
</tr>
<tr>
<td>$1,875</td>
</tr>
<tr>
<td>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</td>
</tr>
<tr>
<td><strong>Sanitization Bag</strong></td>
</tr>
<tr>
<td>$2500</td>
</tr>
<tr>
<td>Sponsor the sanitization bag with your company logo Bag includes (2 Face mask,1 hand sanitizer)</td>
</tr>
<tr>
<td><strong>Coffee Break Stations</strong></td>
</tr>
<tr>
<td>$8,000</td>
</tr>
<tr>
<td>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</td>
</tr>
<tr>
<td><strong>:The -4Ancient Obelisks</strong></td>
</tr>
<tr>
<td>$6,250</td>
</tr>
<tr>
<td>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</td>
</tr>
<tr>
<td><strong>Charging Station</strong></td>
</tr>
<tr>
<td>$2,250</td>
</tr>
<tr>
<td>Secured and classy booth, supporting all the make and models of all the handsets for their charging process</td>
</tr>
<tr>
<td><strong>Official Communicator</strong></td>
</tr>
<tr>
<td>($25,000 / 3 shots)</td>
</tr>
<tr>
<td>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</td>
</tr>
<tr>
<td><strong>. ACCT.TV</strong></td>
</tr>
<tr>
<td>$6,250</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td><strong>ACC Studio</strong></td>
</tr>
<tr>
<td>$3,750)</td>
</tr>
<tr>
<td>Take a souvenir photo with:</td>
</tr>
</tbody>
</table>
## 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  
|  | ACC Press conference is committed to keeping physicians and the public informed of the latest research news in international cardiovascular medicine.  
|  | Sponsor may display news releases in the press area, add the logo for the press registration online.  
|  | 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.  
|  | 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.  
|  | Only pre-approved media materials may be made available in the press area.  
|  | 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.  
| **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

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>workshop Open DEMOs: Inside the Hall (Interactive Learning Lab Station)</strong> ($6,250)</td>
<td>Open demos of products can be arranged after simulator session</td>
</tr>
<tr>
<td><strong>Ask the Expert</strong> $7,500</td>
<td>Initiating a full time Q&amp;A Session during the 4 days’ congress, As the ACC Elite Speakers will be Answering all the delegates inquiries &amp; Questions. Consultant’s scheduled meeting with the young physicians (1 TO 1)</td>
</tr>
<tr>
<td><strong>Breakfast Session</strong> $1,875</td>
<td>Novel Educational learning tool in the perfect timing Limited no. of 90 attendees Duration: 45 minutes (20 minutes Scientific + 25 minutes Breakfast)</td>
</tr>
<tr>
<td><strong>Lunch &amp; Learn Session</strong> $6,250</td>
<td>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)</td>
</tr>
<tr>
<td><strong>Night Symposium</strong> $10,000</td>
<td>Non-Parallel night symposium - separate hall - duration: 2 hours ( 45 minutes Scientific + 75 minutes Dinner ) - limited to no. of 100 attendee</td>
</tr>
</tbody>
</table>
FIT-JEOPARDY $15,750

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**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>05:00 pm – 06:00 pm</td>
<td>Registration &amp; Dinner</td>
</tr>
<tr>
<td>06:00 pm – 06:45 pm</td>
<td>Regional Team Jeopardy</td>
</tr>
<tr>
<td>06:45 pm – 07:15 pm</td>
<td>Sponsored Session</td>
</tr>
<tr>
<td>07:15 pm – 08:00 pm</td>
<td>Egypt Team Jeopardy</td>
</tr>
<tr>
<td>08:00 pm – 08:15 pm</td>
<td>Break</td>
</tr>
<tr>
<td>08:15 pm – 09:00 pm</td>
<td>Final Round Jeopardy</td>
</tr>
</tbody>
</table>

EXCLUSIVE IN ACC MIDDLE EAST 2021

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.
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

<table>
<thead>
<tr>
<th>Category: A++ $9,500</th>
<th>Category: A+ $5,750</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Features:</strong></td>
<td><strong>Features:</strong></td>
</tr>
<tr>
<td>• Full day Interaction &amp; Chatting Room</td>
<td>• Interaction &amp; Chatting Room</td>
</tr>
<tr>
<td>• Promo Videos</td>
<td>• Positioned in the 2nd Page of the</td>
</tr>
<tr>
<td>• Popup Ads.</td>
<td>Exhibition</td>
</tr>
<tr>
<td>• Positioned in the 1st Page of the</td>
<td>• Limited booth Designs choices</td>
</tr>
<tr>
<td>Exhibition</td>
<td></td>
</tr>
<tr>
<td>• Full Access to Booth Designs choices</td>
<td></td>
</tr>
</tbody>
</table>
**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:**

| 1. Access to all conference sessions | 300$/Person |
| 2. Certificate of attendance         |             |
| 3. Conference bag                    |             |
| 4. Conference sanitizing bag        |             |
| 5. Meals                            |             |
| 6. Access to ACC leadership training|             |

**GUEST PACKAGE RESIDENT**

**Full Registration Package + Accommodation:**

<table>
<thead>
<tr>
<th>Hotel/Date</th>
<th>Till 20th June</th>
<th>Till 1st September</th>
<th>From 2nd September &amp; Onsite</th>
</tr>
</thead>
<tbody>
<tr>
<td>InterContinental City Stars, Cairo</td>
<td>USD 860</td>
<td>USD 880</td>
<td>USD 900</td>
</tr>
</tbody>
</table>
**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