



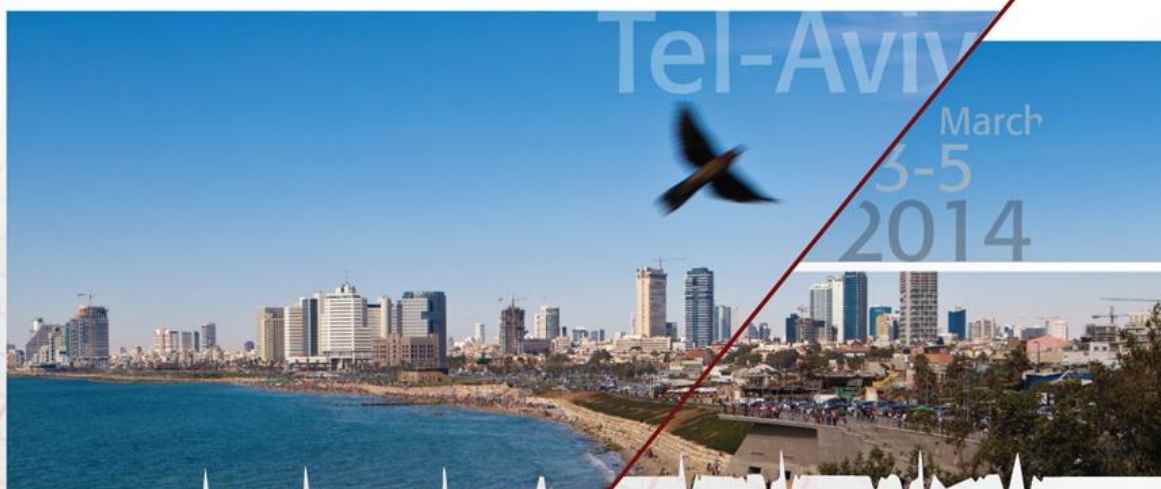
Cardiac Arrhythmias 2014

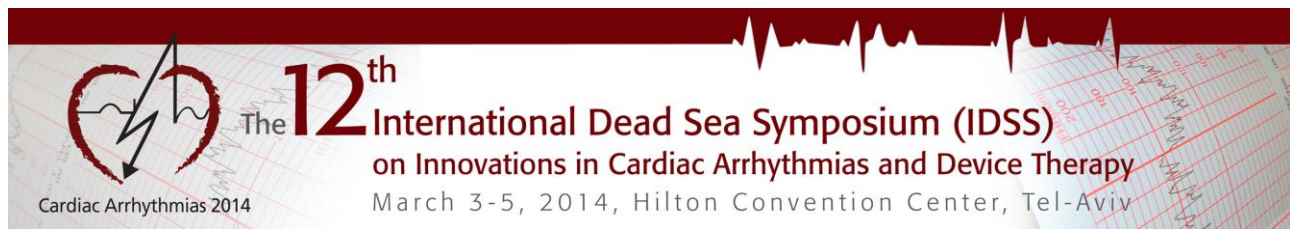
The **12th** International Dead Sea Symposium (IDSS)
on Innovations in Technology, Treatment
and Prevention of Cardiac Arrhythmias

March 3-5, 2014
Tel-Aviv, Israel

Invitation to Industry Support and Exhibition Prospectus

Symposium Website: www.idss-ep.com





Dear Colleagues and Friends,

On behalf of the Organizing and Scientific Committees, we would like to welcome you to the **12th International Dead Sea Symposium (IDSS) on Innovations in Technology, Treatment and Prevention of Cardiac Arrhythmias** which will be held on March 3-5, 2014 in Tel-Aviv, Israel.

The symposium is a continuation in the series of biannual international symposia that have been held in Israel since 1992, and which make our country one of leaders in innovative electrophysiology.

The 2014 symposium will focus broadly on emerging technology and therapies to include all phases of the innovation process, e.g. ongoing or recently completed studies on devices, ablation, and mapping. This approach will facilitate comprehensive exposure to medical device and biotechnology innovations.

The International Program Committee in close collaboration with leading scientific societies is preparing a stimulating, multidisciplinary scientific program for professionals in all disciplines of arrhythmia: electrophysiologists, clinical cardiologists, innovative scientists, biomedical engineers, entrepreneurs and the industry.

The program will highlight numerous hot topics on basic, pediatric, and adult electrophysiology, including multidisciplinary approaches in treatment of AF, HF and prevention of sudden cardiac death. These themes will be discussed in sessions and satellite symposia and will include presentations from international and Israeli experts focusing on new therapies and research at various levels of development, combined with live presentations to emphasize the impact of novel technologies on current and future therapy - especially the future of ablative interventions and the many innovations under investigation for treating cardiac arrhythmias using various mapping techniques or combined surgical and interventional pathways. Mini-courses on CRT and AF ablation will also be included in the program.

We look forward to the pleasure of hosting you at what promises to be an exciting and fruitful meeting of a high scientific standard.

Sincerely Yours,



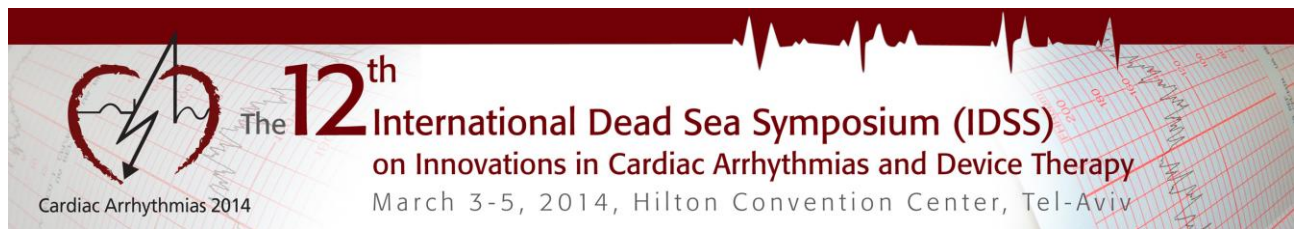
**I. Eli Ovsyshcher, MD, PhD,
FESC, FACC, FHRS, MAHA
Professor of Medicine/Cardiology
President of the IDSS Symposia**



**Michael Eldar, MD, FESC, FACC,
Professor of Cardiology
Co-President of the IDSS Symposia**



**Michael Glikson, MD, FESC, FACC,
Professor of Cardiology
Co-President of the IDSS Symposia**



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M. Glikson

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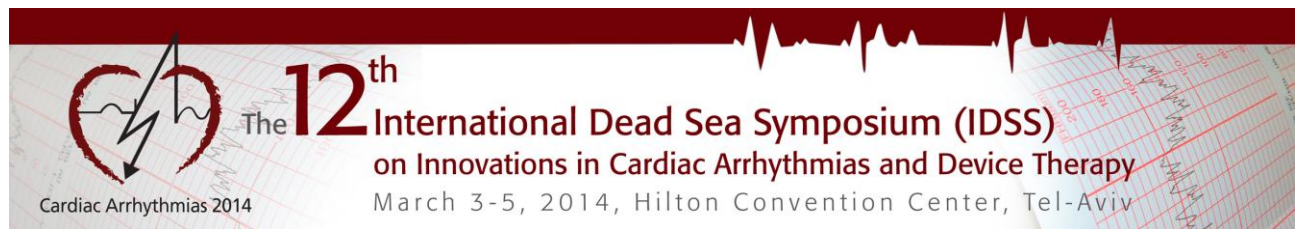
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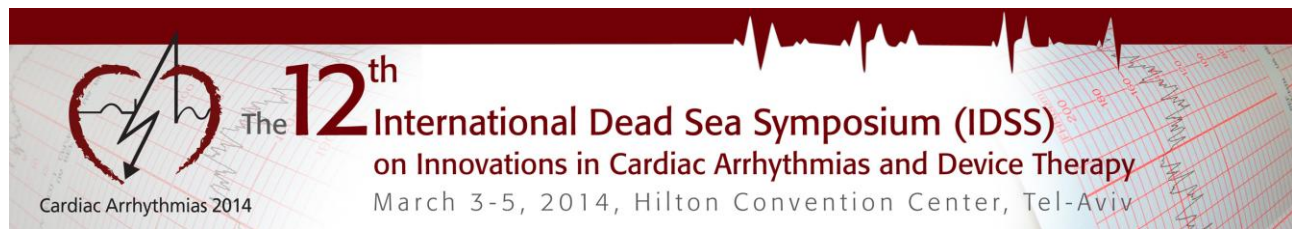
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A. Auricchio, Switzerland
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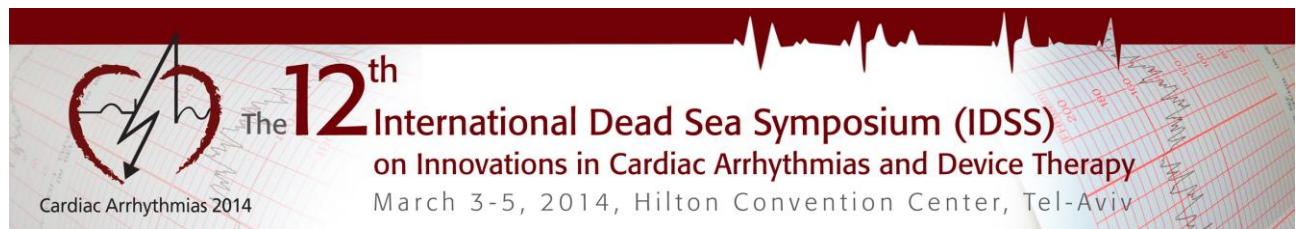
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M. Fiala, Czech Republic	B. Luderitz, Germany	M.S. Stanton, MN, USA
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P.A. Friedman, MN, USA	A.R. Marks, NY, USA	R. Werneth, CA, USA
R.A. Friedman, TX, USA	B. Merkely, Hungary	B.L. Wilkoff, OH, USA
E.S. Gang, CA, USA	Milasinovic, Serbia	H-J. Wildau, Germany
E.P. Gerstenfeld, PA, USA	H. Mond, Australia	
J.J. Goldberger, IL, USA	C. A. Morillo, Canada	



LIST OF TOPICS

SYMPOSIUM OVERVIEW

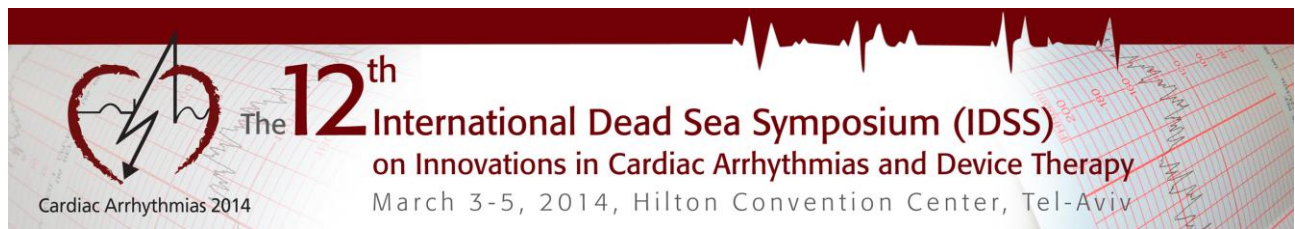
The 2014 symposium will focus broadly on emerging technology and therapies to include all phases of the innovation process, e.g. ongoing or recently completed studies on devices, ablation, and mapping. This approach will facilitate comprehensive exposure to medical device and biotechnology innovations. The International Program Committee in close collaboration with leading scientific societies is preparing a multidisciplinary scientific program for professionals in all disciplines of arrhythmia: electrophysiologists, clinical cardiologists, innovative scientists, biomedical engineers, entrepreneurs and the industry. The program will highlight numerous hot topics such as multidisciplinary approaches in treatment of AF, HF and prevention of sudden cardiac death. Mini-courses on CRT, AF ablation and ECG will also be included in the program.

MAIN TOPICS

Innovations in Cardiac Implantable Devices
 Innovations in Ablation Techniques
 Innovations in Imaging and Navigation Techniques
 Innovations in Non-Invasive Electrophysiology
 Stroke Prevention: Newest Approaches
 Wireless Device Diagnostics and Therapeutics
 New Implanted Devices (leadless, epicardial, subQ, etc)
 Remote Monitoring of Implanted Devices
 Cell-Based and Stem Cell Therapy
 Sudden Cardiac Death
 Atrial Fibrillation
 CHF
 Clinical Trials
 Controversy
 Entrepreneurship in Electrophysiology

SPECIAL TOPICS

Cardiac Pacing
 ICD
 Out-of-Hospital Cardiac Arrest
 Genetic Aspects of Arrhythmia
 Arrhythmias in Childhood
 Arrhythmias in Athletes
 Syncope
 Ablation of AF-various Techniques
 LAA Occluders
 Lead Extraction
 TAVI and Pacing
 Basic Aspects of Defibrillation
 Arrhythmias in Out-patient Clinic
 Management of Recalls:
 Legal, Emotional & Ethical Considerations
 Pacing & ICDs Registry
 Healthcare Economics of Pacing and ICD



SUPPORT AND EXHIBITION

In order to ensure that your company achieves its objectives by taking part in IDSS 2014, a wide range of support opportunities is available. It is understood, however, that the packages detailed may not necessarily meet each company's individual requirements, so other support opportunities to complement specific marketing objectives can be considered. Please contact Maya Ravinsky to discuss tailor-made packages at: maya@ortra.com

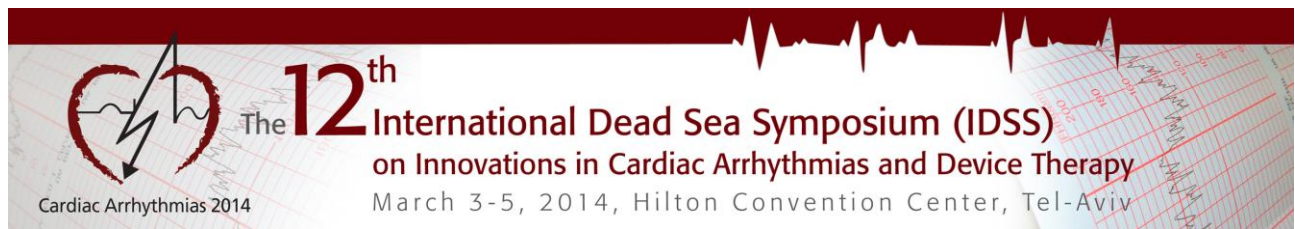
Benefits and Acknowledgements

It is the express intention of the Symposium Organizing Committee to ensure that participating companies receive the highest recognition in return for their generous support.

General benefits will include the following:

- ✓ Company name and logo on supported item(s)
- ✓ Acknowledgement on the Symposium website
- ✓ Company profile in the Program
- ✓ Acknowledgement in the Program against supported item with own branding
- ✓ Company name and logo on supporters' acknowledgement boards, which will be prominently displayed throughout the Symposium venue
- ✓ Acknowledgement with company logo in the Program
- ✓ Use of Symposium logo on company communications relating to the IDSS 2014 Symposium.





PACKAGES & SYMPOSIA

PLATINUM SUPPORT PACKAGE – LUNCH TIME SESSIONS

Plenary Satellite Symposium

- ⇒ Opportunity to organize an Official Satellite Symposium in a Plenary Hall, up to 90 minutes (program subject to the approval of the Symposium Scientific Committee)
- ⇒ Includes: hall rental, standard audio/visual equipment, display table
- ⇒ Permission to use the phrase: “Official Supporter of the 12th International Dead Sea Symposium”
- ⇒ Symposium programs and abstracts will be included in the Program (subject to receipt by publishing deadline)
 - *The supporting company in addition to the support fee must cover all speakers' expenses including accommodation and travel expenses. This also applies in the speakers have already been invited by the Symposium*

Exhibition Space

- ⇒ 12 m² Exhibition space

Registrations

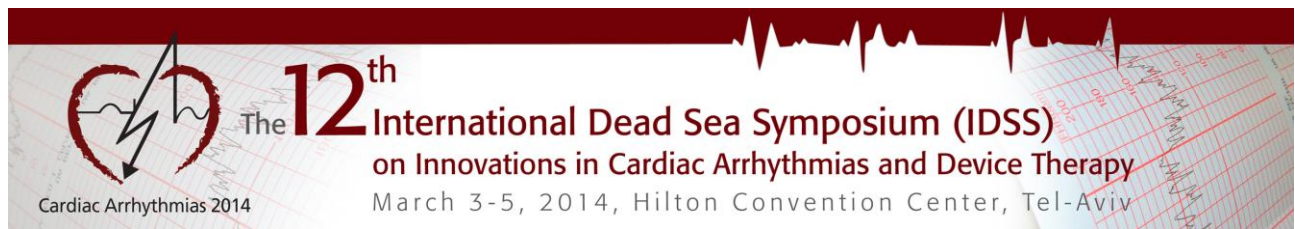
- ⇒ 8 Symposium registrations for exhibitors
- ⇒ Invitations for 6 company representatives for conference events (get-together reception and presidential dinner)

Advertisement

- ⇒ Inclusion of Supporter's symposium invitation in the participants' bags (insert to be provided by Supporter)
- ⇒ Inserts to symposium bags
- ⇒ Full Page Color Symposium Advertisement in the Program

Acknowledgement

- ⇒ Platinum Supporters will be acknowledged as such in the: Program, Symposium website, Boards on site



GOLD SUPPORTER PACKAGE – LUNCH TIME SESSIONS

Parallel Satellite Symposium

- ⇒ Opportunity to organize an Official Satellite Symposium in a Parallel Hall, up to 90 (program subject to the approval of the Congress Scientific Committee)
- ⇒ Includes: hall rental, standard audio/visual equipment, display table
- ⇒ Permission to use the phrase: “Official Supporter of the 12th International Dead Sea Symposium”
- ⇒ Symposium programs and abstracts will be included in the Program (subject to receipt by publishing deadline)
 - *The supporting company in addition to the supporter fee must cover all speakers' expenses including registration, accommodation and travel expenses. This also applies in the speakers have already been invited by the Symposium*

Exhibition Space

- ⇒ 9m² Exhibition space

Registrations

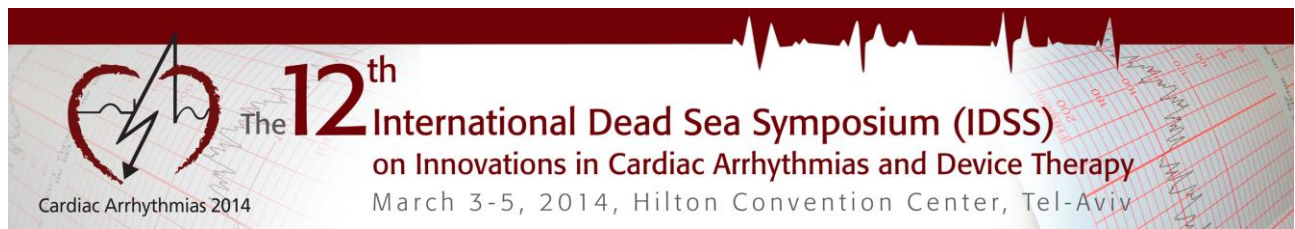
- ⇒ 4 Symposium registrations for exhibitors
- ⇒ Invitations for 3 company representatives for conference events (get-together reception and presidential dinner)

Advertisement

- ⇒ Inclusion of Supporter's symposium invitation in the participants' bags (insert to be provided by Supporter)
- ⇒ Inserts to symposium bags

Acknowledgement

- ⇒ Gold Supporters will be acknowledged as such in the: Program, Symposium website, Boards on site



SILVER SUPPORTER PACKAGE

Parallel Satellite Symposium

- ⇒ Opportunity to organize an Official Satellite Symposium in a Parallel Hall, up to 90 (program subject to the approval of the Congress Scientific Committee)
- ⇒ Includes: hall rental, standard audio/visual equipment, display table
- ⇒ Permission to use the phrase: "Official Supporter of the 12th International Dead Sea Symposium"
- ⇒ Symposium programs and abstracts will be included in the Program (subject to receipt by publishing deadline)
 - *The supporting company in addition to the supporter fee must cover all speakers' expenses including registration, accommodation and travel expenses. This also applies in the speakers have already been invited by the Symposium*

Registrations

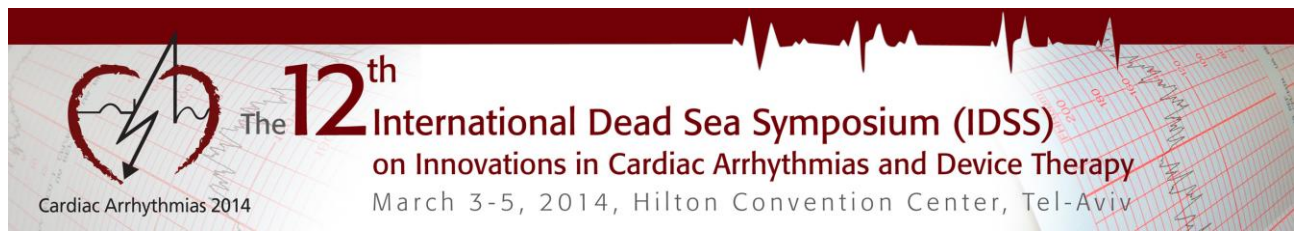
- ⇒ 3 Symposium registrations for exhibitors
- ⇒ Invitations for 2 company representatives for conference events (get-together reception and presidential dinner)

Advertisement

- ⇒ Inclusion of Supporter's symposium invitation in the participants' bags (insert to be provided by Supporter)

Acknowledgement

- ⇒ Silver Supporters will be acknowledged as such in the: Program, Symposium website, Boards on site



BRONZE SUPPORTER PACKAGE

Educational Grant in Support of a Scientific Session

Scientific sessions accepted or invited by the Symposium scientific committee and supported by a grant from industry or others.

⇒ Supporter's support will be acknowledged in the Program alongside the session information as: "Supported by"

**Speakers, topics and slots are chosen by the scientific committee only. These are purely scientific sessions which cannot be branded.

Registrations

⇒ 2 Symposium registrations for exhibitors

Advertisement

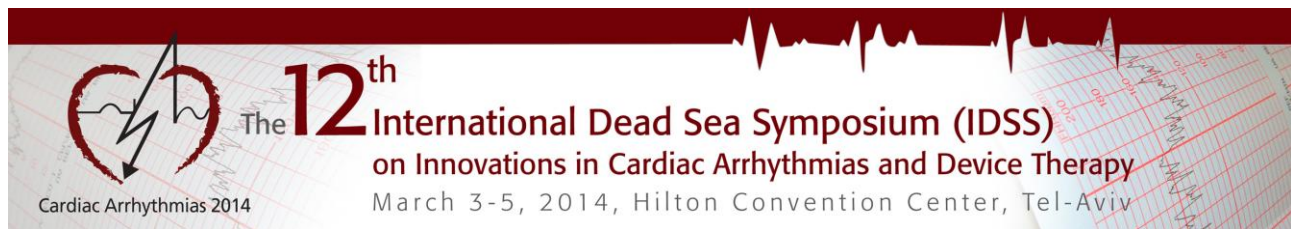
⇒ Inclusion of Supporter's symposium invitation in the participants' bags (insert to be provided by Supporter)

Acknowledgement

⇒ Bronze Supporters will be acknowledged as such in the: Program, Symposium website, Boards on site

For the above Satellite Symposium packages, the following applies:

- Special time slots will be designated and will be allocated on a "first-come, first-served" basis.
- The supporting company for the Satellite Symposia may select speakers and topics.
- The supporting company, in addition to the supporter fee, must cover all speakers' expenses, including registration fees, accommodation and travel expenses. This also applies in the case where the Symposium speakers have already been invited by the Symposium.
- Satellite Symposia programs are subject to approval by the scientific committee of the Symposium. In the case where the scientific committee rejects the Satellite Symposia program, each party will be entitled cancel the Satellite Symposia booking without paying any penalty for the cancellation or for any damages caused by the cancellation to the other party. Accordingly upon such cancellation neither of the parties will have any claims, demands, suits, against the other.



EDUCATIONAL SUPPORT OPPORTUNITIES

EDUCATIONAL GRANT

An opportunity to a Continuing Professional Development organizer for the creation of educational activities, learning resources and/or tools. Educational grants can be given by companies for any desired amount, and visibility can be discussed on a case-by-case basis.

EDUCATIONAL GRANT IN SUPPORT OF A SCIENTIFIC SESSION

Scientific sessions accepted or invited by the Symposium scientific committee and supported by a grant from industry or others.

- ✓ Supporter's support will be acknowledged in the Program alongside the session information as: "Supported by"

Speakers, topics and slots are chosen by the scientific committee only. These are purely scientific sessions which cannot be branded.

CD-ROM

The CD-ROM will contain all of the 2014 Symposium Abstracts.

Each participant will receive an exchange voucher in their registration kit. Supporter's funding will be acknowledged on the CD cover as: "Supported by.... "

- ✓ Exclusive advertisement on the back cover of the exchange voucher
- ✓ The CD will be distributed to all participants from the Supporter's exhibition booth

A CD cover will be provided by the Symposium only and will have the Symposium branding.

SPEAKERS GRANT

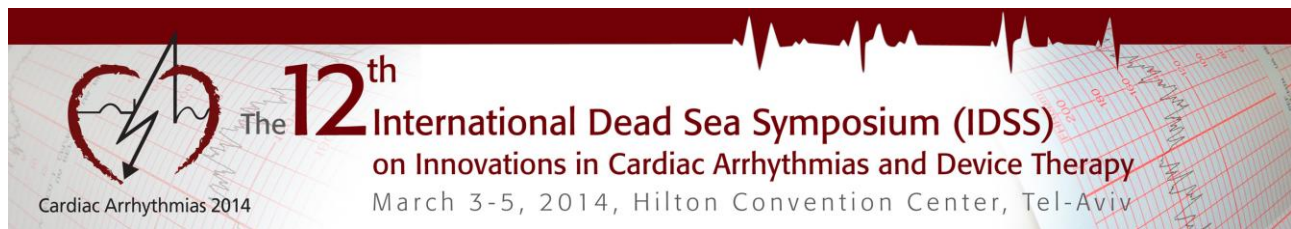
Support of speakers plays a major role in the Symposium's success and provides a diverse faculty.

Supporter covers the speakers' direct expenses – flight ticket, hotel accommodation and registration fee, which will be handled by the Secretariat.

- ✓ Speakers will be notified of the name of their supporting company

POSTER BOARDS

- ✓ Supporter acknowledgment at the entrance to the poster area
- ✓ Supporter's support will be acknowledged in the Program as: "Supported by"



PROMOTIONAL SUPPORT OPPORTUNITIES

MEET THE EXPERT SESSIONS

An expert chosen by the supporting company (approved by the Symposium scientific committee) discusses a topic to a small audience of participants

- ✓ Opportunity to brand the meeting room
- ✓ Inclusion of a Supporter's invitation in the participants' Symposium bags
- ✓ Meet the Expert sessions will be included in the Program

SYMPOSIUM BAGS

Supporter will provide the participants' Symposium bags and/or funds for the bags

- ✓ The bags will bear the Supporter's logo and the Symposium logo

If provided by a company, it will be the company's responsibility to pay the relevant tax, shipping and any other extraneous charges. A section clarifying that the related costs for bags that are provided-in-kind will be included in prospectus and the contracts.

NOTEPADS AND PENS

An opportunity to provide the participants with branded notepads and pens. The notepads and pens will bear the Supporter's name/company logo and will be distributed in the participants' Symposium bags only.

INTERNET AREA

There will be an internet area equipped with workstations where attendees may check e-mails.

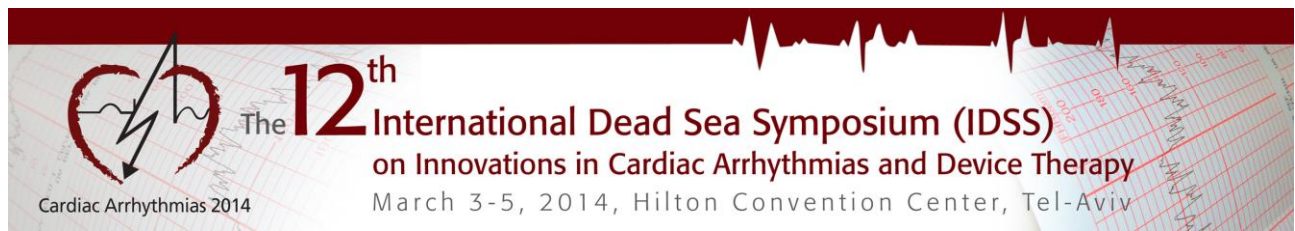
Opportunity to display company logo on screen saver

- ✓ Opportunity to display company logo on screen background
- ✓ Opportunity to distribute mouse pads from the Cyber Center
- ✓ Opportunity to set company home page as the default home page

PRESIDENTIAL DINNER

A supporter will have the opportunity to promote itself through the prestigious dinner to which the Symposium Faculty will be invited.

- ✓ Supporter's logo and branding at Dinner
- ✓ 2 full registrations
- ✓ Table for 6 at the Dinner
- ✓ Opportunity to provide items bearing company logo for use at the event



SYMPOSIUM LANYARDS AND BADGES

Each participant will receive a Symposium badge which will allow access to all Symposium activities.

- ✓ Supporter's logo on lanyards
- ✓ Supporter's logo on badges

COFFEE BREAKS

Coffee will be served during breaks in the exhibition area.

- ✓ Opportunity to have a one day display of company's logo at the catering point located within the exhibit area
- ✓ Opportunity to provide items bearing company logo for use during the supported break

PROMOTIONAL MATERIAL

Inclusion of promotional material, such as leaflets and brochures, in the participants' Symposium bags.

Material should be provided by Supporter and approved by the Secretariat. *The distribution arrangement will be advised.

- ✓ Supporter's product information will be available for all Symposium participants

SIGNPOSTING

There will be extensive Symposium signage around the venue, and the opportunity exists for the companies to use this platform and place company logo on designated signage.

HOSPITALITY SUITES / MEETING ROOMS

An opportunity to hire a room at the Symposium venue for use as a Hospitality Suite. Supporter will be able to host and entertain its guests throughout the Symposium. Supporters will have the option to order catering at an additional cost.

- ✓ Opportunity to brand the hospitality suite
- ✓ Acknowledgement on directional signage outside suite

EXHIBITION

EXHIBITOR PACKAGE INFORMATION

An exhibition booth will enhance your company's exposure to potential customers, business partners, investors, etc., and will allow direct access to your company/organization's message, products and services. The exhibition is an integral part of the Symposium held at the Hilton Convention Center /Hotel Tel-Aviv.

To increase traffic to the exhibition area, poster exhibits and coffee breaks will take place in the same hall. Strategically positioned booths will allow for maximum interaction with attendees and other exhibitors.

* International companies who do not have any business or activity in Israel are exempt from VAT. Otherwise full VAT (currently 18%) must be charged.

The exhibition floor plan will be available for download in PDF format.

Standard booth technical information will be available for download in PDF format.

The sponsorship / exhibition application form will be available for download in PDF format.

Important Note

- A preferred location at the Exhibition will be offered to sponsors of the Symposium. Assignment of space to exhibitors is based upon "first come first served" basis. The Symposium organizers will continue to receive applications and assign exhibition space, as it remains available, until the Symposium opening date.
In all cases, full payment of the exhibition/support fee, must be received prior to Symposium opening date.
- During Exhibition opening hours, booths must be attended by persons technically qualified to explain and demonstrate the equipment or services displayed.

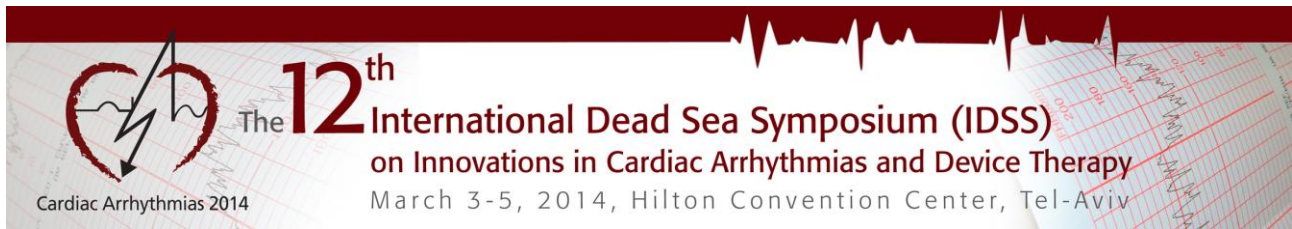
STAND SPACE RENTAL

To be advised

SHELL SCHEME RENTAL

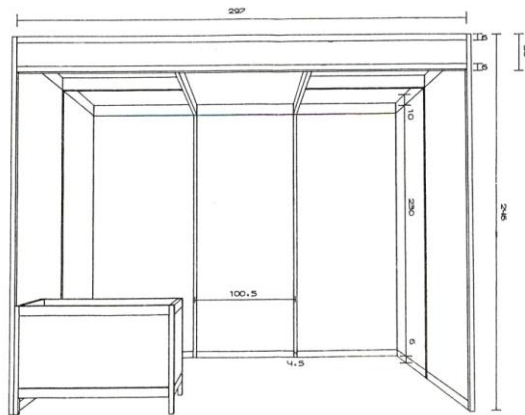
Includes:

- ✓ 1 complimentary exhibitor pass (includes luncheons and coffee breaks)
- ✓ 1 table
- ✓ 2 chairs
- ✓ 3 spotlights
- ✓ 250 watts power supply
- ✓ Company name on fascia



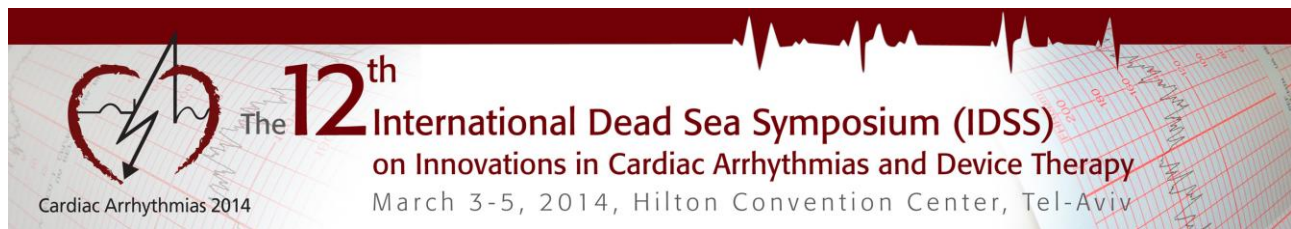
STANDARD BOOTH / TECHNICAL INFORMATION

- Two sided panel and rear wall (color – white)
- The name of the exhibitor up to 30 characters (including spaces). Letter height – 10 cm.
- 1 table
- 2 chairs
- 3 spotlights
- 1 Electricity outlet (1 kilowatt)



Shipment instructions will be sent to the exhibitors after registration.





SAFETY

- The organizers are obliged to insure the orderly operation of the exhibition by all means at their disposal.
- Exhibitors in standard constructed booths may not add any elements to the fascia provided by the organizers, without prior permission.
- All equipment used for display or demonstrations, must comply with local safety regulations.
- Exhibitors may not place exhibits or furniture outside their allocated space.
- Exhibitors are not allowed to distribute any sort of handouts such as brochures or giveaways in the public areas of the hotel.
- Exhibitors should refrain from obstructing aisles or entrances to other stands, and from making undue noise or causing odours that may inconvenience other exhibitors.
- Transportation of exhibits and equipment to and from the exhibition area, and all setups inside the stand, are the sole responsibility of the exhibitor.
- Exhibitors are not allowed to take exhibits and equipment in or out of the stand, during visiting hours. Furthermore - It is strictly forbidden to dismantle display materials and equipment prior to the official closing time of the exhibition!

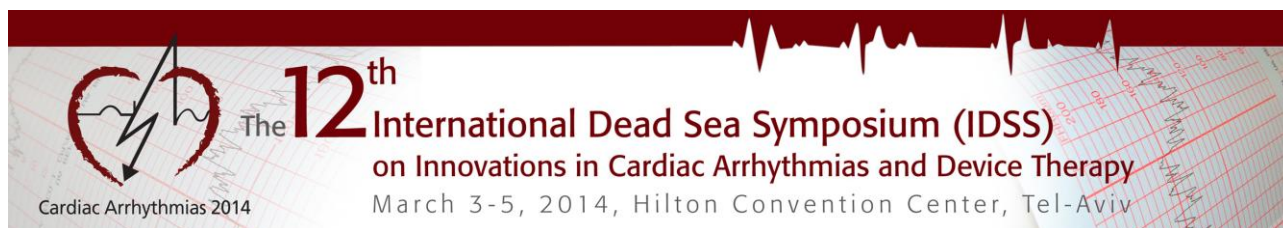
INSURANCE

The organizers are responsible for general basic security, but are not liable for theft or damage to exhibitors' property. Exhibitors must maintain an adequate insurance policy with sufficient coverage for its property, employees, representatives and any visitors participating in the exhibition against risk, loss and damage, of any kind whatsoever. It has been clarified that an absence of such insurance policy or an invalidity of any such insurance policy shall neither derogate in any manner, from the company's liabilities and responsibilities hereunder nor create a liability or responsibility of such kind for Ortra or anyone on its behalf, and Ortra will not be liable, whether financially or otherwise, towards any third party whatsoever in respect of any risk, loss and damage incurred by any third party, including the company or anyone on its behalf.

ADDITIONAL SERVICES

For further details, rates and guidelines regarding additional technical arrangements such as furniture & equipment, set up times, symposium and events program, etc. – please refer to the Symposium web site:

www.idss-ep.com



BOOKING FORM

Please complete all details and send to: Maya Ravinsky Amoza maya@ortra.com

Tel: +972 546787837

CONTACT NAME:

COMPANY NAME:

ADDRESS:CITY:

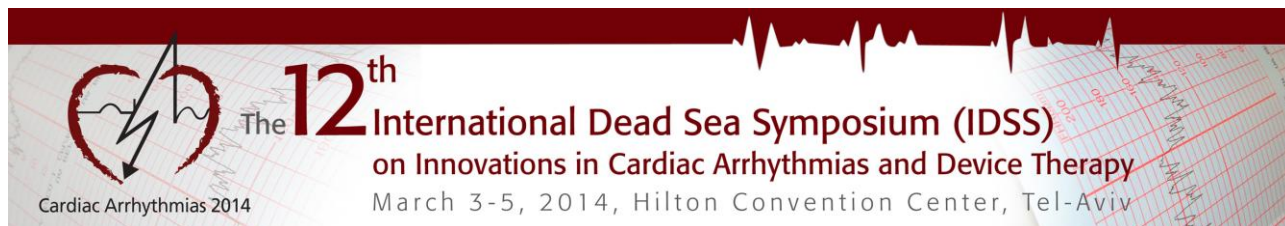
POST / ZIP CODE:COUNTRY:

TELEPHONE:FAX:

EMAIL:WEBSITE:

I would like to book the following Support Items:

Support Opportunity		
Item	Price	✓
Platinum Package	To be advised	
Gold Package	To be advised	
Silver Package	To be advised	
Bronze Package	To be advised	
Educational Grant for a Session	To be advised	
CD Rom	To be advised	
Speakers Grant	To be advised	
Poster Boards	To be advised	
Meet the Expert Session	To be advised	
Symposium Bags	To be advised	
Notepads and Pens	To be advised	
Internet Area	To be advised	
Presidential Dinner	To be advised	
Lanyards and Badges	To be advised	
Coffee Breaks	To be advised	
Promotional Material	To be advised	
Signposting	To be advised	
Hospitality Suites	According to size of the room	
Total Amount (please complete)	To be advised	



Exhibition Space				
Choice	Stand Number	Space only/Shell Scheme / sqm price to be advised	No. of Square Meters	Total Price
Choice # 1				
Choice # 2				
Choice # 3				
Total Amount				

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

- ☐ Provisional Booking – The item will be released if not confirmed within 14 days
- ☐ Please call me to discuss our supporter package
- ☐ Please send me a supporter contract and first 60% deposit invoice

PAYMENTS

Bank draft in US\$ to ORTRA Ltd

Wire transfer in US\$ to ORTRA Ltd, Bank Leumi, branch no. 616, 9 Hashlosa St, Tel Aviv, Israel. Account no. 95100/90, Swift code: LUMIILITLV, IBAN: IL68 0106 0000 9510 090.

Credit card (Visa, MasterCard, American Express or Diners) in US\$.

Terms of Payment:

First payment: 50% of total cost of order to be paid within 21 days of receiving confirmation and invoice.

Second payment: Balance to be paid not later than 21 December, 2013.

CANCELLATION POLICY

Refund of registration fees will be made only with a written notification of cancellation to Ortra Ltd.

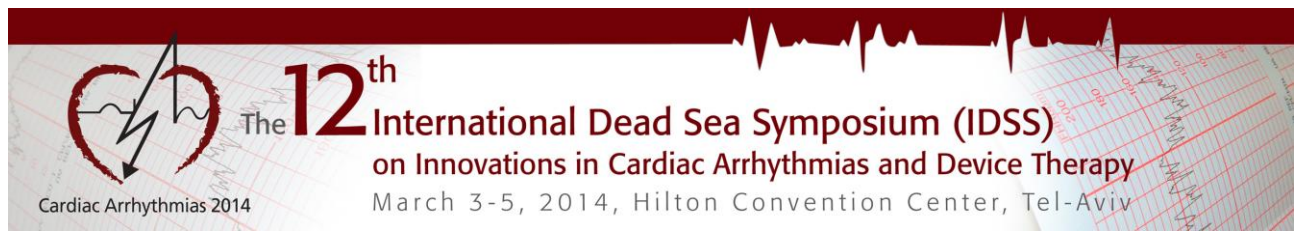
A non refundable deposit of \$400 is required to confirm space for the exhibition. Written notification of cancellation must be received in the ORTRA Ltd. office no later than December 1, 2013 to assure a 75% refund of the payment (less non-refundable deposit). Written notification of cancellation must be received no later than December 31, 2013 to assure a 50% refund of the payment (less non-refundable deposit).

Payments received after January 1, 2014 will be non-refundable.

We accept the contract terms and conditions (listed in this Support and Exhibition Prospectus) and agree to abide by the Guidelines for Industry Participation for the Symposium.

I am authorised to sign this form on behalf of the applicant/Company.

Signature Date



GENERAL INFORMATION

Language

The official language of the Symposium is English.

Climate and Clothing

In March temperatures in Tel Aviv range between 15 - 25°C / 60 - 75°F. Rain is possible. Dress may be informal throughout the Symposium.

Currency

The unit of currency in Israel is the New Israeli Shekel (NIS) commonly known as the Shekel. Approximate currency rates as of March 2013 are as follows: US \$ 1 = NIS 3.8 Euro € 1 = NIS 4.85

There are no restrictions on transfer and use of foreign currencies in Israel.

Most international credit cards are accepted.

Electricity

Electricity in Israel is supplied at 220V, 50Hz and a three-pin connecting plug is used.

Local Time

Israel time zone is Standard time zone: UTC/GMT +2 hours

Telephones

The country code for Israel is +972

For more info- please visit website of the symposium: www.idss-ep.com

**See you in Tel Aviv,
March 3-5, 2014...**