

INNOVATION IN CARDIOVASCULAR INTERVENTIONS



# 8-10 DECEMBER 2024 TEL AVIV, ISRAEL

INVITATION FOR THE INDUSTRY

**SUPPORT & EXHIBITION** 

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# Dear Colleagues,

Following a challenging year for all of us, we are pleased to invite you to join us at the premier international scientific meeting **devoted to Cardiovascular Innovations - The ICI Meeting**. This year, the 2024 ICI will be held from December 8–10, 2024, in Tel-Aviv, Israel (at the David Intercontinental Convention Center).

World leaders in the cardiovascular field continue to hail ICI as a leading event in our field by building a bridge to facilitate dialogue, collaboration, and more, between the more than 2000 physicians, scientists, entrepreneurs, technology experts, academics, venture capitalists, and medical industry representatives who meet and explore the future of cardiovascular medicine.

As usual, the 2024 ICI will be preceded by ICI Academy of Innovation Day – a full-day pre-conference educational workshop satellite that trains participants in the entire medical innovation process. This is followed by a two-day conference focusing on advanced life-saving technologies that will present new inspiration for facing the challenges before us in coronary interventions, vascular interventions, transcatheter valvular therapies, stroke prevention/intervention, electrophysiology, cell therapy and heart failure. The popular "Technology Parade" will provide you with access to learn about the latest developments emanating from biomedical technology start-ups worldwide.

We look forward to having you join us for this exciting event!

#### Rafi Beyar and Chaim Lotan, Meeting Directors







**Chaim Lotan** 

On behalf of the Organizing Committee

Website: <a href="https://icimed.org/">https://icimed.org/</a>

#### **Committees**

## **Course Directors**

Rafael Beyar Chaim Lotan

#### **Co-Directors**

Yuval Binur Peter Fitzgerald Andre Keren Ran Kornowski Martin Leon Patrick Serruys

## **Organizing Committee**

Jose Calle Gordo Haim Danenberg Ariel Finkelstein Junbo Ge Lior Gepstein Michael Glikson Juan Granada Paul Iaizzo Zaza Iakobishvili Amir Lerman Felix Mahfoud Yukio Ozaki Ehud Raanani Amit Segev Giora Weisz Wiliam Wijns

## **Scientific Committee**

Shmuel Banai Nathan Bornstein Dani Dvir Roni Karmeli Ronen Leker Eli Lev Shlomi. Matetzky Ariel Roguin Oz Shapira Doron Zahger

# **Preliminary List of Topics**

**TAVR** 

Stents- Coating, Eluting and Beyond

Connected Health

Electrophysiology

**Complex Cases** 

Stroke

**Brain Protection** 

Technology Parade

**Drug Eluting Balloons** 

Mitral Repair or Replacement

Renal Denervation /Sympathetic Modulation

Funding

Peripheral Intervention

Carotid Interventions

Acute Coronary Syndrome Interventions

Biodegradable Scaffolds

Heart Failure

Imaging and Physiology in the Cath Lab

Structural Heart Disease

**Device Innovation** 

The Cath Lab of the Future

Cell and Gene Therapy

Regulatory Aspect in New Devices

Personalized Medicine

# **ICI Delegates Professional Fields**

**Engineers** 

Nurses

Private Equity Firms

Entrepreneurs

Patent Experts

Researchers

Investors

Pharmaceutical Companies

Technicians

Medical Device Companies

Physicians

Venture Capital Firms

Radiologists

**Interventional Cardiologists** 

Cardiac Electrophysiologists

Cardiology & Cardiac Surgeons

Digital Health Experts

Neurosurgeons

# **Preliminary Timetable** (at a glance)

Sunday, December 8, 2024		
07:30-18:00 Academy of Innovation Day and Digital Health Day Programs		
18:00-19:30	Registration	
19:30-21:00 Get Together Reception		

Monday, December 9, 2024			
07:30-08:30	:30 Registration, Coffee and Exhibition Visit		
08:30-10:00	Parallel Sessions		
10:00-10:30	Coffee Break and Exhibition Visit		
10:30-12:30 Plenary Session 1			
12:30-14:00	2:30-14:00 Lunch Break & parallel lunch sessions		
14:00-15:40	00-15:40 Parallel Sessions		
15:40-16:10 Coffee Break and Exhibition Visit			
16:10-17:40 Parallel Sessions			
17:40-18:10	Technology Parade Cocktail (subject to changes)		
18:10-19:25	Parallel Sessions		
20:00-22:30	Gala Dinner (Optional)		

Tuesday, December 10, 2024		
08:30-10:00	Parallel Sessions	
10:00-10:30	Coffee Break and Exhibition Visit	
10:30-12:15	Plenary Session 2	
12:15-14:00	:00 Lunch Break & parallel lunch sessions	
14:00-15:40 Parallel Sessions		
15:40-16:10 Coffee Break and Exhibition Visit		
16:10-17:40	Parallel Sessions	

# **Information for Sponsors and Exhibitors**

# **Application for sponsorship**

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

Yael Ziv

Tel: +972-54-5599821 Email: <u>Yael@icimed.org</u>

All company details, as filled in the form, will be used to advertise the institute/company in the exhibition's catalogue. The form must be filled in and signed by October 1<sup>st</sup>, 2024 at the very latest and returned to the Secretariat. After this date, neither an exhibition space nor publication in the exhibition's catalogue can be guaranteed.

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

# **Terms of payment**

50% due with a signed contract 50% due by October 1st, 2024

The total amount should be received one week prior to the opening date of the conference.

#### **Payment methods**

Option 1: Payment by credit card

Option 2: Payment by check - Please make checks payable to:

I.C.I CONVENTION L.T.D

Option 3: Payment by Bank Transfer:

Details will be available in the Invoice

Bank charges are the responsibility of the payer.

# **Cancellation policy**

Cancellations will be accepted in writing only. Cancellation notice received by October  $1^{\rm st}$ , 2024, will entitle of 50% reimbursement of the sponsorship payment under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible after October  $1^{\rm st}$ , 2024.

#### **Terms and conditions**

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



# **Acknowledgment of Support**

# **Main Sponsor**

Total Level of support is \$151,000 and up

**Diamond sponsorship package** 

Total Level of support is \$101,000-\$150,000

**Titanium sponsorship package** 

Total Level of support is \$81,000-\$100,000

Platinum sponsorship package

Total Level of support is \$51,000-\$80,000

**Gold Sponsorship Package** 

Total Level of support is \$36,000-\$50,000

**Silver Sponsorship Package** 

Total Level of support is \$21,000-\$35,000

Contributor

Total Level of support is \$10,000-\$20,000



# **Sponsorship Opportunities (not including VAT)**

Luncheon Satellite Symposium	\$25,000
(Date & time to be arranged with the Scientific Committee) Overall organization, Audiovisual equipment, Lunch (served lunch) 4 free registrations for company representatives, One free insert, Projection of your company's slide at the beginning of the session. This sum does not include any expenses for lecturers and faculty of the satellite, special printed material on the satellite, or exhibition. The satellite program will be included in the congress program on the website, and the sponsorship will be acknowledged.	
Private exhibition room at the conference area Company private lounge for 2 days event	\$25,000
Sponsoring ICI Mobile Application	\$20,000
Branding the congress cocktail tables at the exhibition	\$15,000
area	
Supporting A Scientific Track (Neurology,	\$15,000
Electrophysiology, Heart Failure, Diabetes) via a non-	
restricted educational grant	
<ul> <li>One free insert into delegate bags</li> <li>Projection of your company's slide at the beginning of the sessions</li> </ul>	
<ul> <li>Guest speaker (flight expenses &amp; accommodation are not included in the sponsorship fee)</li> <li>Promotion sign to be placed near the podium</li> </ul>	
Israel-China Healthcare Forum	\$13,000
<ul> <li>Invitations for 6 company representatives for conference events</li> <li>15 minutes presentation</li> <li>Promotion sign to be placed near the registration desk</li> <li>One free insert into delegate bags</li> </ul>	
Conference bags The organizers are in charge of the production of approximately 1,200	\$12,000
delegate bags	
Conference Lanyards The sponsoring company will provide approximately 2,000 lanyards,	\$12,000
on which the Congress and Sponsor's logo will be displayed.	
<ul> <li>Sponsoring the Digital Arena</li> <li>❖ A lecture of the company</li> <li>❖ Acknowledgement sign on plasma screen (one of several signs, running in loop)</li> <li>❖ Branding of the arena walls</li> </ul>	\$12,000





Live in the Box Case in a Parallel Session For more details please contact the organizers	\$12,000
WIFI Sponsor Increase your brand awareness and become our official Wi-Fi sponsor! Conference Wi-Fi is a crucial productivity tool for all conference attendees. Wireless users will learn about the Wi-Fi network in the Mini program and on-site signage. A quick search for nearby networks will produce the ICI WIFI network name and can be opened with the sponsor's custom password	\$11,000
Branding the 6 Congress Elevators  Opportunity to brand the 6 congress elevators with the company advertisement, huge exposure!!	\$10,000
Social function opportunities Welcome Reception - \$ 15,000 (on December 8) Technology parade cocktail- \$ 15,000 (on December 9) Networking Coffee Break- \$ 3,500 (per break) Gala Dinner- \$ 20,000+ direct costs Networking Breakfast Session- \$ 10,000	
Workshop/ Meet the Expert Session 2 hours workshop for up 40 participants, hands on, Lobby floor	\$10,000
Escalators Branding Branding the hotel Escalators (2 directions)	\$12,000
Supporting Scientific session via a non-restricted	\$8,000
educational grant	
<ul> <li>One free insert into delegate bags</li> <li>Projection of your company's slide at the beginning of the session</li> <li>Guest speaker (flight expenses &amp; accommodation are not included in the sponsorship fee)</li> <li>Promotion sign to be placed near the podium</li> </ul>	
Branding B2B area The B2B area will help plan One-on-One business meetings among prominent entrepreneurs, developers, manufacturers and potential partners with the objectives of advancing strategic partnerships and promoting investments.	\$8,000
Branding the Start-up Companies Exhibition Area	\$7,000
Simulation Room for 4 hours (4 companies on each session)	\$6,000
Branding the registration area Plasma Screen with the sponsor advertisement near the registration	\$6,000
desk, HUGE exposure to all conference participants	
Hotel Entrance Advertisement	\$5,000
Sponsor advertisement on a HUGE plasma screen at the hotel entrance	Per day

Conference badges	
The conference and sponsor's logo will be displayed on the badge	
Branding of the speaker's ready room	\$4,000
Flashing banner on the Congress website homepage	\$4,000
<b>e-Newsletter (mailshot)</b> Designed email provided by sponsor sent to all ICI database	\$3,000
Plasma Screen Advertisement	\$3,000
The Plasma Screen Advertisement opportunity allows you to grasp the attention of delegates during lunch and coffee breaks by displaying your company's marketing message on plasma screens positioned in prime locations across the convention center, for the entire conference duration -2 days. The same advertisements will be shown simultaneously on all plasma screens.	
Supply of branded water bottles to the panellists & chairpersons of the sessions	\$3,000
Conference bag inserts Promotional material such as leaflets and brochures will be included in the participants' conference bags, up to A4 size	
Notepads and pens The sponsoring company will provide approximately 1,200 notepads and pens- for plenary seats	
Mobile App Push Notification Create a personalized message to send out to conference attendees through the mobile app	

# **Virtual Opportunities:**

- Virtual Satellite Symposium \$25,000
- Sponsored email Push Notification during the meeting- \$2,000- Push notification sent to all ICI participants during the meeting. Sponsor to provide the content.
- Supporting a parallel virtual session- \$6,000- includes: sponsor branded slide at the beginning of the session, 1 presentation at a parallel session

# **Sponsorship Application Form (Page 1)**

Please complete the following information and return to the Exhibition Manager: Yael Ziv

Tel/

Email: yael@icimed.org

We, the undersigned, express our wish to sponsor the items marked below in accordance with the terms described in the "Terms of Agreement" attached herewith.

* Company Name	
Contact Name	
Address	
Post/Zip Code	
Country	
Telephone	
Fax	
Email	
Web-Site	
VAT Number	

\* Name of the company - as you would like it to appear on all acknowledgments

1

I would like to book the following sponsorship items:

Item	Price (not including VAT)	v
Total Amount (please com	iplete)	

# **Sponsorship Application Form (Page 2)**

Name of Company:		
☐ Please send me a sponsorship contract and an invoice for the 50% deposit		
Method of Payment:		
Credit card: Credit card no.: Expiry Date: Card Holder:  Credit card no.:  Type of Card:  CVV:  Card Holder:		
☐ Bank Transfer  Details will be available in the invoice  Bank charges are the responsibility of the payer		
<b>TERMS OF PAYMENT</b> 50% due with signed contract 50% due by October 1 <sup>st</sup> , 2024 The total amount should be received one week prior to the opening date of the conference.		
For companies paying in Shekels (NIS), the payment will be according to the exchange rate at the day of issuing the invoice, or according to the exchange rate at the day of payment, the higher between the 2 options.		
CANCELLATION POLICY Cancellations will be accepted in writing only. A cancellation notice received by October 1st, 2024, will grant a 50% reimbursement fee of the sponsorship payment under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible after October 1st, 2024.		
SignatureDate		
Company Stamp		

Exhibition \$4,400

A commercial and professional exhibition will be held parallel to the symposium hours.

We wish to maximize the delegates' exposure to the exhibit. Therefore, all coffee breaks will be held in the exhibition area.

# **Dates (Subject to Change):**

Set up times: Sunday December 8, 2024

Exhibition open times: Monday December 9, 2024 08:00-18:00

Tuesday December 10, 2024 08:00-18:00

Please note that the final exhibition set up, opening and dismantling schedule will be updated in the technical manual.

# **Row Space Rental**

The price for exhibition space is US\$ 4,400 and includes:

- One booth unit, 6 square meters (length: 3 meters, depth: 2 meters)
- 1 table, width: 80cm, length: 180cm
- 2 chairs
- 1 standard electric outlet (plug) 220 volt
- Refreshments during coffee breaks
- Lunch for 2 exhibitors
- Exhibitor manual
- 2 Exhibitor badges

Please note that the stand space scheme rental does not include any walls.

#### **Decorations**

Exhibitors are forbidden to extend their booths into the thoroughfare or to areas which were not ordered and paid for by the exhibitor. The booth's height will not extend beyond the height of 3.50 m (Foyer- 2.46 m). Booths which exceed a height of more than 2.00 m, or massive construction plans **must** receive a certified approval from a licensed engineer (B- Safe: +972-3- 5325575).

#### **Allocation of Exhibition Space**

Space allocation will be made on a "first come, first served" basis. A completed application form accompanied by advance payment should be emailed/ faxed to ensure the reservation of a desired location.

Once the application form has been received and the payment cleared, space will be confirmed and an invoice for the balance will be mailed. Please indicate three alternative choices on the application form. Space allocations will be made in the order in which application forms and payments have been received. Advance payment will be refunded if space is fully booked, or if the space offered is not acceptable to exhibitors.

# **Exhibitor Registration**

All exhibitors will receive a badge displaying the exhibiting company name. Two exhibitor badges will be given for the first 6sqm booked, and one badge for every 6sqm thereafter. Any additional attendees will be charged a registration fee. An exhibitor registration form will be included in the Exhibitors' Technical Manual.

# **Technical/Exhibitor Manual**

A technical manual outlining all technical aspects of the exhibition will be circulated two months before the conference. It will include the following:

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

# **Site Inspections**

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

# **Payment Methods**

As detailed above.

#### **Cancellation Policy**

As detailed above.

#### **Terms and Conditions**

The Terms and Conditions of exhibiting are included in this prospectus. Please note you're your signature on the application form indicates your acceptance of the terms and conditions.

# **Exhibition Application Form and Contract (Page 1)**

Please complete the following information and return to:

Yael Ziv; Tel: +972-54-5599821

Email: Yael@icimed.org

We, the undersigned, express our wish to sponsor the items marked below in accordance with the terms described in the "Terms of Agreement" attached herewith.

*Name of Company	
Contact Name	
Address	
Post/Zip Code	
Country	
Telephone	
Fax	
Email	
VAT Number	

We hereby apply to book exhibition space, the cost of which is US\$ 4,400+VAT per 6 square meters.

Choice	Stand No	No. of Square Meters	Total Price
1st Choice			\$
2 <sup>nd</sup> Choice			\$
3 <sup>rd</sup> Choice			\$

<b>Special notes:</b> Please indicate if your stand must be located adjacent to or opposite the following companies, or if a special configuration is needed:	
☐ This is a provisional booking. Please hold for 14 days. ☐ Payment has been made by check/transfer, please forward me the final confirmation and invoice. ☐ Please send me a first deposit invoice for 50% of the total amount due.	

<sup>\*</sup> Name of Company- as you wish it will appear on all acknowledgments.

# **Exhibition Application Form and Contract (page 2)**

Name of Company:			
We have read the regulations and agree to observe and be bound by them.			
Method of Payment:			
Credit card:			
Credit card no.:            Expiry Date:          Type of Card:          CVV:			
Bank Transfer Details will be available in the invoice Bank charges are the responsibility of the payer.			
<b>Terms of Payment</b> 50% due with signed contract 50% due by October 1 <sup>st</sup> , 2024 The total amount should be received one week prior to the opening date of the conference.			
For companies paying in Shekels (NIS), the payment will be according to the exchange rate at the day of issuing the invoice, or according to the exchange rate at the day of payment, the higher between the 2 options.			
Cancellation Policy Cancellations will be accepted in writing only. A cancellation notice received by October 1st, 2024, will grant a 50% reimbursement fee of the sponsorship payment under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible after October 1st, 2024.			
SignatureDate			
Company Stamp			

# **Technology Parade Package for Startup Companies**

The heart of the ICI conference is the **Strong International Collaboration between Medicine and Industry** with an emphasis on technological developments, novel knowledge-rich technologies, and the diligent pursuit of solutions to yet unsolved problems in heart, brain and cardiovascular medicine.

Focused on innovation the ICI provides an extensive platform for startup companies presenting their latest technologies. The Technology Parade can be a jumping board for new companies with brilliant and creative new ideas.

From all perspectives, Israel is known as a pioneer in cardiology. With this, the ICI is featuring a Pavilion **for all startup companies** slated to be a unique platform at the forefront of medical device development, healthcare information technology and mobile health, a tremendously important business showcase for all companies' achievements.

## This is the opportunity to help your business move "from idea to reality".

The technology parade Sessions enjoy a tremendous success in every meeting, attracting a wide variety of leading clinicians, scientists and corporate representatives. We are expecting the attendance of a wide spectrum of investors who will find the ICI Meeting a valuable forum for the development and advancement of innovative ideas in Cardiology.

The Cardiovascular Technology Parade is the central theme of this meeting!

## The fee for participation is US\$2,000 + VAT and includes:

- 6-minute presentation + 2 minutes for Q&A
- Presentations will be reviewed by a panel of experts.
- The option of winning the BEST presentation award
- 1 table , 2 chairs, electrical socket
- A back branded wall with the company name
- 1 plasma screen built into the back wall
- Coffee and Lunch for one exhibitor and one presenter
- Exemption from registration fees for 1 company representative (the presenter or any other company representative)

#### **Dates- Exhibition open times:**

Monday December 9, 2024 08:00-18:00 Tuesday December 10, 2024 08:00-18:00

Please note that the final exhibition set up, opening and dismantling schedule will be updated closer to the conference date.

# **Technology Parade Application Form and Contract (page 1)**

Please complete the following information and return to:

Yael Ziv				
Tel: +972-54-5599821				
Email: <u>Yael@icimed.org</u>				
We, the undersigned, express our wish to sponsor the items marked below in accordance with the terms described in the "Terms of Agreement" attached herewith.				
*Name of Company				
Contact Name				
Address				
Post/Zip Code				
Country				
Telephone				
Fax				
Email				
VAT Number				
* Name of Company- as you would like it to appear on all acknowledgments.				
We hereby apply to participate in the Technology Parade, the cost of which is US\$ 2,000 + VAT				
Special notes: Please indicate if your stand must be located adjacent to or opposite the following companies, or if a special configuration is needed:				
			confirmation and invoice.	

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

# **Technology Parade Application Form and Contract (page 2)**

Name of Company:			
We have read the regulations and agree to observe and be bound by them.  Method of Payment:			
☐ Credit card:           Credit card no.:			
☐ Bank Transfer  Details will be available in the Invoice  Bank charges are the responsibility of the payer.			
<b>Terms of Payment</b> 50% due with signed contract 50% due by October 1 <sup>st</sup> , 2024 The total amount should be received one week prior to the opening date of the conference.			
For companies paying in Shekels (NIS), the payment will be according to the exchange rate at the day of issuing the invoice, or according to the exchange rate at the day of payment, the higher between the 2 options.			
Cancellation Policy Cancellations will be accepted in writing only. A cancellation notice received by October 1st, 2024, will grant a 50% reimbursement fee of the sponsorship payment under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible after October 1st, 2024.			
SignatureDate			
Company Stamp			

#### **General Information**

#### Venue

David Intercontinental Convention Center 12 Kaufman St, Tel Aviv, 61501 Israel

Tel: 972-3-7951111 Fax: 972-3-7951112

#### **Traveling to Tel Aviv**

Most international flights land at Ben Gurion Airport, which is located near the town of Lod – approximately a 30-minute drive to Tel Aviv and 30 minutes from Tel Aviv (outside rush hours).

Options for getting to and from Ben Gurion Airport include: private car/van services; railway; taxi; rented car and limousine. For details regarding transportation depots and general airport information, please visit the Israel Airport Authority website here

#### Language

The official language of the meeting is English.

# **Registration & Hospitality Desk**

The Registration desk will operate throughout the meeting in the hotel at the following hours:

Sunday, December 8, 2024 18:00-19:30 hrs.

Monday, December 9, 2024 07:30-19:00 hrs.

Tuesday, December 10, 2024 08:00-18:00 hrs.

#### **Academy of Innovations**

The Academy of Innovations will take place on December 10, 2024 and will be dedicated to education and training about the process of bio design and innovation.

## **Climate and Clothing**

The average daytime temperature in December in Israel is 19°C (66F°). Average night time temperatures are 11°C (51F°). Clothing is informal for all occasions.

#### **Currency and Money Exchange**

The currency in Israel is the New Israel Shekel (NIS). We recommend using the local currency although most expenses in Israel may be paid with major credit cards.

Most ATMs accept all major credit cards such as Master Card, Visa, Diners, and American Express.

## **Telephones**

The country code for Israel is +972.

# **Electricity**

Electrical equipment in Israel is 220-volt A.C., single phase, 50 cycles. Some appliances may require a plug adapter that can be purchased locally.

#### **Visas**

All visitors are required to have a valid passport, and for some countries, a visa is required. For more information please contact your nearest Embassy, Consulate or local travel agency well in advance. It is the responsibility of the participant to obtain a visa if required.

#### Insurance

The meeting organizers cannot accept liability for personal injuries sustained, or for loss or damage of property belonging to meeting participants (or their accompanying persons), either during, or as a result of the meeting.

#### **Letter of Invitation**

The letter of Invitation meant to help participants raise travel funds or obtain a visa and does not represent a commitment on the part of the organizers to provide any financial support.

#### **Congress Secretariat**

ICI 2024 Secretariat

Email: secretariat@icimeeting.com