

ESHO 2017

21-23
June

Athens,
Greece



Hellenic
Society for Oncologic
Hyperthermia

SPONSORSHIP &
EXHIBITION
BROCHURE

**"What medicines
do not heal,
the lance will;
what the lance
does not heal,
fire will"**

Hippocrates

www.esho2017.eu

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Welcome Message from the Chairmen

Dear Colleagues and Friends of Thermal Medicine,

We have the honor to invite you to participate in **ESHO 2017**, to be held in Athens, Greece, the “cradle of Democracy”, from **21 to 23 June, 2017**, co-organized by the **European Society for Hyperthermic Oncology** and the **Hellenic Society of Oncologic Hyperthermia**. We offer you the opportunity to present your company to numerous high-profile representatives of the scientific community who will be attending the event by getting involved in sponsoring activities to support the organization of the Conference.

The city of Athens, situated at the foothills of Acropolis and next to the sea, combines uniquely the old and the new. Ancient and brand new at the same time, Athens inspires and seduces its visitors, leaving its mark in their hearts and minds. Right at the foot of the Acropolis we will address all topics of **Thermal Medicine**, a **dynamic and evolving anti-cancer discipline**, with several ramifications that extend to other disciplines too.

Well acknowledged and reputable professionals with extensive clinical and scientific experience will be invited to share their experience in the field with us all. Just before the ESHO 2017 Congress, a selected number of participants will have the advantage to join the ESHO School of Hyperthermia, which will offer separate CME credits, apart from all its scientific and recreational benefits.

Several congress sessions have been planned with the clinician in mind, with the explicit intent to show the **synergy of hyperthermia with all other anticancer modalities**, especially with chemotherapy. Not so long ago Hyperthermia was transformed from a barely reliable cure into a modern, dependable medical discipline; technology was the factor that made the difference. Therefore, special sessions are warranted, to focus on **existing and emerging technologies in Thermal Medicine**. We like to think of Thermal Medicine as a scientific concept that extends from cryotherapy to thermal ablation. This concept will be reflected in the program. The President’s symposium will focus in the future of Hyperthermia and the new frontiers that we will encounter.

Sponsors and exhibitors are welcome to plan their participation by selecting among the variety of sponsorship opportunities listed in the next pages. We are convinced that ESHO 2017 will provide an excellent promotional effect for your company and a unique opportunity for personal interaction with the Conference delegates.

With our best personal regards

V. Kouloulis, Chairman
Th. Samaras, Co-Chairman

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Committees

ESHO Board

| | |
|-------------------------------|-----------------------------|
| President: | G. C. van Rhoon (NL) |
| Secretary / Treasurer: | M. Horsman (DK) |
| Members: | |
| A. di Dia (IT) | T.L.M. Ten Hagen (NL) |
| A Kukielka (PL) | G.J. Van Tienhoven (NL) |
| V. Kouloulis (GR) | R. Wessalowski (DE) |
| G. Lutters (CH) | |

Co-Chairs

| | |
|-------------------|---|
| Co-Chairs: | V. Kouloulis (GR) Th. Samaras (GR) |
|-------------------|---|

Local Organizing Committee

| | |
|------------------|--------------------------------|
| Chairman: | A.-Th. Papastavrou (GR) |
| Members: | |
| Ch. Antypas (GR) | L. Daniilidis (GR) |
| A. Barich (GR) | G. Georgakopoulos (GR) |

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Committees

Local Scientific Committee

Members

| | | |
|-------------------|-------------------|---------------------|
| Ch. Antypas | A. Kelekis | A.-Th. Papastavrou |
| Ch. Arbilias | N. Kelekis | G. Pissakas |
| A. Ardavanis | I. Kondis | K. Pistevou-Gombaki |
| V. Armonis | G. Kordas | K. Platoni |
| A. Barich | M. Koukourakis | A. Psyri |
| P. Chatzigrigoris | I. Kouvaris | N. Salakos |
| A. Dimopoulos | G. Kyrgias | K. Syrigos |
| A.- M. Dimopoulos | M. Maragos | M. Tolia |
| E. Efstathopoulos | G. Maravelis | P. Tsekeris |
| G. Fragkoulides | G. Matsopoulos | N. Uzunoglou |
| I. Gogalis | A. Mouloupoulou | I. Vassileiou |
| H. Gogka | K. Mystakidou | I. Vrouvas |
| N. Gombakis | K. Nikita | A. Zygiogianni |
| I. Karanassiou | P. Pantelakos | |
| D. Kardamakis | Ch. Papadimitriou | |

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Main Topics

- Whole Body Hyperthermia
- Loco-regional hyperthermia
- Thermal ablation
- Nanoparticles and hyperthermia
- HIIP
- Chemo-thermotherapy

Organizing Societies

The logo for ESHO, featuring the letters "ESHO" in a bold, red, sans-serif font, with a stylized red and black waveform graphic to the right.

European Society for Hyperthermic
Oncology
<http://www.esho.info/>

The logo for the Hellenic Society for Oncologic Hyperthermia, featuring a circular graphic with a gradient from green to orange, and the text "Hellenic Society for Oncologic Hyperthermia" below it.

Hellenic Society for Hyperthermic
Oncology
<http://bit.ly/2jCctsh>

Professional Congress Organizer

The logo for AFEA, featuring a stylized blue and green graphic of a person or a structure, followed by the text "AFEA" in a bold, blue, sans-serif font, and "Travel and Congress Services" in a smaller font below it.

AFEA S.A. Travel & Congress Services
39-41 Lykavittou Street
10672 Athens, Greece
Tel:+30 2103668842-54
Fax: +30 2103643511
email: esho2017@afea.gr

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Why Support

- ✓ Opportunity to raise your company's visibility by being involved in an interdisciplinary meeting that brings together clinicians, biologists, immunologists, biochemists, engineers, physicists and other scientists
- ✓ Opportunity to meet and interact with the future thermal medicine leaders
- ✓ Ability to build new relationships and partnerships
- ✓ High quality keynote lectures and scientific presentations by leaders in the field and by outside experts

The Numbers

THE NUMBERS

- 3 days of conference
- + 200 attendees
- + 20 countries
- + 3 continents (Europe, Asia, America)

CONTENTS & KNOWLEDGE

- well acknowledged and reputable leaders
- high-level specialists
- a variety of institutional settings and professional experiences
- special sessions focused on existing and emerging technologies in Thermal Medicine

THE EXPERIENCE: Mix of biologists, physicists, engineers, medical specialists representing the international hyperthermic oncology community.

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The Destination

Athens is located in the Attica prefecture, specifically in the Attica basin, which is framed by Mount Aegaleo, Mount Parnitha, Mount Penteli and Mount Hymettus. Athens was founded more than 5,000 years ago and therefore is – unchallenged – the oldest and most ancient capital in Europe. Each year, more and more travelers choose Athens for their leisure and business travel all year round. There are several reasons; Athens offers a variety of things to see and do, and most of the times, under favourable weather conditions. Athens is considered one of Europe’s safest capitals; its transportation network is user-friendly. Athens is an ideal congress destination, combining state-of-the-art infrastructure, excellent conference facilities and easy access from all over the world with world-class cultural attractions, modern amenities, diverse entertainment and natural beauty.



The Venue

Ethniki Asfalistiki Conference Center
103-105 Syngrou Avenue,
11745 Athens, Greece



Designed by Mario Botta and managed with the professionalism of the Athenaeum InterContinental, the Ethniki Asfalistiki (Hellenic General Insurance Company) Conference Center provides a unique space which ensures the successful outcome of every professional or personal event. With industrial design elements, exceptional acoustics, functional partitions for flexibility of use depending on the requirements of each event, the Ethniki Asfalistiki building inspires organizers and participants alike in events taking place in either the Conference Hall or the Exhibition Hall. Both the building and technological infrastructure, in conjunction with the experience and expertise of the personnel managing the venue contribute to create an event venue of unparalleled aesthetics and quality.

SPONSORSHIP & EXHIBITION BROCHURE



Sponsorship Opportunities

Below packages have been developed to maximise your exposure and networking opportunities and is structured to ensure your organisation gains the most value from its investment. By enhancing your existing relationships and creating new ones you have the opportunity to continue to build on your reputation as a leader in the field.

PREMIUM SPONSOR PACKAGE

€ 20.000

Your sponsorship package entitles you to:

1. Exhibition space of 6 m x 3 m (*space only, 500 W electricity included*)
2. Priority to the booth selection on a first come, first served basis.
3. Full, back page, colored advertisement in the final program
4. Sponsor's logo on:
 - Display and acknowledgment in the final program
 - Display on the delegate bag
 - Display with hyperlink on the conference website
 - Display on the signage banner at the conference venue
 - Display on the holding slides during coffee & lunch breaks
 - Display in the electronic printed conference material (*1st Announcement, Preliminary Program*)
5. A 100-word sponsor description at the sponsor's section of the website
6. Half-hour rental of a workshop room to host an industrial satellite symposium or medical education session (the scientific content should be decided and organized in cooperation with the Local Organizing Committee)
 - Display of the sponsor's logo in the final program, in the relevant section of the Symposium
 - Display of the sponsor's logo on the screen of the Symposium hall
 - Display of the sponsor's logo on a rollup banner inside the meeting hall of the Symposium (sponsors are responsible to produce their own roll up banner)
7. Free registrations for 5 sponsor representatives or guests of choice
8. Insert in the conference bag

SPONSORSHIP & EXHIBITION BROCHURE



Sponsorship Opportunities

PLATINUM SPONSOR PACKAGE

€ 12.000

Your sponsorship package entitles you to:

1. Exhibition space of 6 m x 3 m (*space only, 500 W electricity included*)
2. Priority to the booth selection on a first come, first served basis.
3. Full page colored advertisement in the final programme (inside front cover)
4. Sponsor's logo on:
 - Display and acknowledgment in the final program
 - Display with hyperlink on the conference website
 - Display on the signage banner at the conference venue
 - Display on the holding slides during coffee & lunch breaks
 - Display in the electronic printed conference material (*1st Announcement, Preliminary Program*)
5. A 100-word sponsor description at the sponsor's section of the website
6. Sponsors lanyard to be included in the delegate bag
7. Free registrations for 3 sponsor representatives or guests of choice
8. Insert in the conference bag

GOLD SPONSOR PACKAGE

€ 9.000

Your sponsorship package entitles you to:

1. Exhibition space of 4 m x 3 m (*space only, 500 W electricity included*)
2. Full, inner page, colored advertisement in the final program
3. Sponsor's logo on:
 - Display and acknowledgment in the final program
 - Display with hyperlink on the conference website
 - Display on the signage banner at the conference venue
 - Display on the holding slides during coffee & lunch breaks
 - Display in the electronic printed conference material (*1st Announcement, Preliminary Program*)
4. A 100-word sponsor description at the sponsor's section of the website
5. Free registrations for 2 sponsor representatives or guests of choice
6. Insert in the conference bag

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Sponsorship Opportunities

SILVER SPONSOR PACKAGE

€ 5.000

Your sponsorship package entitles you to:

1. Exhibition space of 3 m x 3 m (*space only, 500 W electricity included*)
2. Half inner page, colored advertisement in the final program
3. Sponsor's logo on:
 - Display and acknowledgment in the final program
 - Display with hyperlink on the conference website
 - Display on the signage banner at the conference venue
4. A 100-word sponsor description at the sponsor's section of the website
5. Free registration for 1 sponsor representative or guest of choice
6. Insert in the conference bag

BRONZE SPONSOR PACKAGE

€ 3.000

Your sponsorship package entitles you to:

1. Exhibition space of 3 m x 3 m (*space only, 500 W electricity included*)
2. Sponsor's logo on:
 - Display and acknowledgment in the final program
 - Display with hyperlink on the conference website
 - Display on the signage banner at the conference venue
3. A 100-word sponsor description at the sponsor's section of the website
4. Insert in the conference bag

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Alternative Sponsorship Opportunities

| Grants | Cost/Grant | Benefits: |
|---|------------|---|
| Emerging Market Travel Grant ¹ | 1.500 € | Sponsor's logo on the conference website Sponsors' logo on the final programme Insert in the delegate bag |
| Student Participation Grant ² | 750 € | Insert in the delegate bag |

1. *Participation of clinicians, physicists, biologist, and engineers from emerging markets such as China, India, South America, and Africa is crucial to accelerate the adoption of hyperthermia worldwide and to efficiently educate disadvantaged medical communities on the potential of hyperthermia cancer treatment. However, participation by these groups is often difficult due to their very limited financial means. Your sponsorship is a great opportunity to attend an otherwise inaccessible meeting.*
2. *Educating students on the potential of hyperthermia early in their curriculum is important. With this sponsorship you help students participate to the conference and contribute to training the next generation of hyperthermia specialists.*

| Final Program | Cost | Benefits: |
|-------------------|---------|--|
| Inside back cover | 1.200 € | Full page 4colour (right-handside) |
| Inside page | 700 € | Full page 4colour inside advertisement |
| Inside half page | 500 € | Half page 4colour inside advertisement |

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Alternative Sponsorship Opportunities

| Conference Material | Cost | Benefits |
|------------------------------------|---------|---|
| Eco-badges | 1.800 € | Sponsor's name and logo will be printed on the congress badges |
| Notepads & pens | 800 € | Sponsor's name and logo will be printed on the congress notepads & pens |
| Promotional material Bag Insert | 750 € | Sponsor's product information will be available for all conference participants |

| Social Events | Cost | Benefits |
|-------------------|--------------|---|
| Coffee Break | upon request | Promo on a banner which will be located in the coffee break area |
| Lunch Break | upon request | Promo on a banner which will be located in the Lunch Break area |
| Welcome Reception | upon request | Promo on a banner which will be located in the Welcome Reception area |

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Exhibition

Exhibition booth (3 m x 2 m) rental: 2.000 €

The above cost includes: space rental, 1 table, 2 chairs, 1 waste bin, electricity 500 W

BENEFITS:

- Exhibitors will be acknowledged in the Exhibitors' section of the final program
- Exhibitors will be acknowledged in the Sponsors Support section of the official website
- 1 exhibitor registration

All booth spaces are rented as 'space only', which means that the booth space is rented without any prefabricated walls, installations and furnishings, or any other technical supplies and facilities.

Each exhibitor stand will receive 1 table, two chairs, 1 waste bin & electricity 500 W.

✓ **Cost for a standard shell scheme: 50 €/sqm**

✓ **Electricity Cost: 70 € /1 KW (with a maximum of 20 KW)**

Exhibitors Rules & Regulations

ALLOCATION OF EXHIBITION SPACE

Space allocation will be made on a "first come, first served" basis. A completed Booking Form and Contract must be sent/emailed to ensure reservation of a desired location. Upon receipt of the Booking Form and Contract, space will be confirmed and an invoice will be sent. Space allocations will be made in the order in which application forms with payment are received.

EXHIBITORS' TECHNICAL MANUAL

The Exhibitors' Technical Manual, outlining all technical aspects of exhibiting, will be available approximately 60 days prior to 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
- General information about the Conference

PROMOTIONAL ACTIVITIES

All demonstrations or instructional activities must be confined to the limits of the exhibition stand. Advertising material and signs may not be distributed or displayed outside the exhibitor's stands. Sound equipment must be regulated and directed into the stand so that it does not disturb neighboring exhibits. Exhibition Management reserves the right to ask the exhibitor to discontinue any activity, noise or music that is deemed inappropriate.

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ESHO^{nan}
2017

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Ethniki Asfalistiki
Conference Center
Athens, Greece



"What medicines
do not heal,
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fire will"

Apprecata

www.esho2017.eu



Exhibition Floor plan



SPONSORSHIP & EXHIBITION BROCHURE



General Terms & Conditions

All the above prices do not include VAT (24%)

Once a Sponsorship Booking Form is received, a Sponsorship Agreement will be sent for signature with an accompanying invoice. This Sponsorship Agreement should be signed and returned with a 50% deposit payment to the Conference Organizer/ AFEA. Upon receipt of the Sponsorship Booking Form the Conference Organizer/ AFEA will reserve the items listed in it. Reservation requests sent without the official forms will not be accepted.

Terms of Payment

- 50% deposit upon receipt of the signed Sponsorship Agreement
- The remaining amount must be received before the start of the conference, the latest by **May 30th, 2017**

Should the sponsor fail to provide a payment in full prior to the start of the Conference, the Conference Organizer/ AFEA will be entitled to cancel the reservation. Cancellation will be subject to cancellation fees as determined below.

Cancellation Policy

All cancellations must be made in writing to esho2017@afea.gr.

The Conference Organizer/ AFEA shall retain:

- 50% of the agreed amount for any cancellation submitted in writing before **March 31st, 2017**, inclusive.
- 100% of the agreed amount for any cancellation submitted in writing after **April 1st, 2017**.