

ESHO  2015



# Industrial Prospectus

ESHO Annual Meeting  
24 – 27 June 2015

Aarau and Zurich, Switzerland

 **ITV** FOUNDATION

Kantonsspital Aarau 

## Message from the Presidents

It is our pleasure and privilege to invite you to Switzerland for ESHO 2015 - this year's annual meeting of the European Society for Hyperthermic Oncology.

Encouraging results in phase I, II, and III clinical trials support the position that hyperthermia in combination with radiotherapy and/or chemotherapy is a promising multimodal therapy for primary, recurrent, or metastatic cancers. However, high quality hyperthermia remains difficult to achieve for numerous reasons, including a dearth of suitable planning tools, uncertainties regarding dose-effect relationships, and the complexity of treatment steering. Hence, progress is needed at the theoretical level – to expand our understanding of the biological mechanisms at the cellular level; at the bench – to develop improved hardware and treatment planning software; and at the bedside – in the design, implementation, and interpretation of clinical trials.

ESHO 2015 aims to contribute to meaningful progress in the field by facilitating effective dialogue among the members – the clinicians, physicists, engineers, and biologists – of the hyperthermia community and by promoting mutual understanding of the strengths and limitations of all professionals involved in implementing hyperthermia in the clinical setting. ESHO brings together representatives from all of these very diverse disciplines, provides the platform for presentation of new ideas, research, and data, and opens the floor to discussion.

New in 2015 will be an emphasis on computational approaches to hyperthermia treatment planning and optimization and a priority on the involvement of young researchers. Further novelties will be thematic debates to conclude individual sessions and spark exchange, a roundtable discussion to be broadcast to bring hyperthermic oncology closer to the public, a special edition in the International Journal of Hyperthermic Oncology featuring the 10 best conference papers, and an absolute priority given to the involvement of young researchers. Specific program items dedicated to new cohorts of hyperthermia scientists and practitioners include 3-minute flash oral presentations of individual posters and a young investigator competition and award ceremony.

In the words of Jens Overgaard, “the heat is (still) on!”, as we contribute to the future of hyperthermic radiation oncology with ESHO 2015! We look forward to welcoming you in Zurich, Switzerland's largest city and a vibrant cultural hub that will be an excellent rendezvous for the international hyperthermic oncology community.

Stephan Bodis and Niels Kuster  
Presidents of the ESHO 2015 Annual Meeting

## Board of ESHO

President	G.C. van Rhoon (The Netherlands)
Secretary General	M. Horsman (Denmark)
Members	S. Dall'Oglio (Italy)
	V. Kouloulis (Greece)
	L. Lindner (Germany)
	O. Ott (Germany)
	M. Persson (Sweden)
	T.L.M. ten Hagen (The Netherlands)
	G.J. van Tienhoven (The Netherlands)

## Local Organizing and Scientific Committees

Presidents	Stephan Bodis (Kantonsspital Aarau)
	Niels Kuster (ETHZ and IT'IS Foundation)

Organising Secretariat	Davnah Payne & Eva Jakubcaninova
	IT'IS Foundation
	Zeughausstrasse 43
	CH-8004 Zurich

Priska Memminger  
Kantonsspital Aarau  
Tellstrasse 25  
CH-5001 Aarau

E-Mail: [info@esho2015.org](mailto:info@esho2015.org)

### Local Scientific Committee

S. Bodis (Kantonsspital Aarau)	E. Martin-Fiori (Children Hospital Zurich)
N. Datta (Kantonsspital Aarau)	B. Werner (Children Hospital Zurich)
J. Fandino (Kantonsspital Aarau)	C. Rohrer-Bley (University of Zurich, Vetsuisse Faculty)
G. Lutters (Kantonsspital Aarau)	R. Fuchslin (University of Applied Sciences Zurich)
C. Mamot (Kantonsspital Aarau)	S. Scheidegger (University of Applied Sciences Zurich)
D. Marder (Kantonsspital Aarau)	M. Guckenberger (University Hospital Zurich)
E. Puric (Kantonsspital Aarau)	M. Pruschy (University Hospital Zurich)
O. Timm (Kantonsspital Aarau)	M. Notter (Hopital La Chaux-de-Fond)
S. Wyler (Kantonsspital Aarau)	R. Salomir (Geneva University Hospital)
C. Caspar (Kantonsspital Baden)	T. Lomax (Paul Scherrer Institute)
N. Hauser (Kantonsspital Baden)	R. Schneider (Paul Scherrer Institute)
N. Kuster (IT'IS Foundation)	D. Weber (Paul Scherrer Institute)
M. Capstick (IT'IS Foundation)	D. Zwahlen (Kantonsspital Chur)
E. Neufeld (IT'IS Foundation)	

## International Meeting Profile

The board of the European Society for Hyperthermic Oncology has selected the Kantonsspital Aarau (KSA) and the IT'IS Foundation for Research on Information Technologies in Society (IT'IS) to host its 2015 Annual Meeting. The meeting will take place from June 25th to 27th in Zurich, Switzerland. It is preceded by an ESHO Educational Day on the clinical application of hyperthermia, which will take place at the Kantonsspital Aarau.

This conference – the 30th of its kind – is being co-organized by KSA and IT'IS, two important players in this community. KSA, under the leadership of Prof. MD. Stephan Bodis, was the first hospital in Switzerland to perform hyperthermia treatment, starting in 2006, and remains the only center in Switzerland to offer both superficial and deep hyperthermia therapies. It is one of 20 such centers in Europe and has to date a track record of more than 220 patients. IT'IS, led by Prof. Dr. Niels Kuster, is an independent, non-profit research institute with a long history of research in electromagnetic exposure systems and exposure safety. IT'IS has made a major contribution to the hyperthermia field in the development – in collaboration with KSA, Vetsuisse in Zurich, and the University Hospital Zurich – of a novel hyperthermia applicator for superficial and deep tumors and planning software for combined hyperthermia and radiotherapy treatment.

The organizers of the ESHO 2015 annual meeting aim to attract at least 200 participants. As in previous meetings, the participants will be roughly equally divided among the disciplines, i.e., a third each biologists, physicists-engineers, and medical specialists. In addition to participants from all major countries of Europe, we expect significant contributions from the Americas as well as from Asia and Russia.

The growing interest in hyperthermia is clearly demonstrated by the increasing number of institutes investing in hyperthermia equipment. In Europe and in the USA, the number of institutes that offer hyperthermia therapies is growing steadily. The number of registered members of the ESHO indicates a steady increase over the last ten years.

## Benefits of Participation

- Increase your company's visibility by being involved in an interdisciplinary meeting that brings together clinicians, biologists, engineers, and physicists
- Make valuable contacts with physicians to discuss the benefits of hyperthermia and thermal ablation and to pitch your products
- Get informed about the latest results of clinical trials that are currently running as well as from studies of the effectiveness of hyperthermia/thermal ablation in various tumor sites, dose-effect relationships, long-term responses, etc.
- Get informed about the latest progress on the engineering and physics of hyperthermia
- Get informed about the newest developments in hyperthermia treatment planning and delivery software
- Learn more about emerging opportunities to combine advanced hyperthermia technology with existing therapeutic approaches to target specific tumors

## ESHO Educational Day on Clinical Hyperthermia

ESHO traditionally organizes an Educational Day prior to the ESHO Annual Meeting. This year's Educational Day, scheduled for Wednesday, June 24th, 2015, will be held at the Kantonsspital Aarau (KSA). KSA was the first hospital in Switzerland to perform hyperthermia treatment, starting in 2006, and remains the only center in Switzerland to offer both superficial and deep hyperthermia therapies. It is one of only 20 such centers in Europe.

The Educational Day will consist of plenary sessions on clinical applications, on engineering and treatment planning, and on quality assurance. Planning and workflow will be further discussed during an afternoon visit at the Vetsuisse faculty in Zurich, where the use of a new applicator for hyperthermia treatment of superficial tumors in small animals will be demonstrated. Bus transfer between the neighboring cities of Aarau and Zurich will be provided.

### TARGET AUDIENCE

Although the target participants are young fellows, researchers who focus on a special application or field of hyperthermia and who desire to acquire a broader view of hyperthermia potential, all interested persons are welcome to attend.

## ESHO 2015 Support Opportunities

**PREMIUM PARTNER** UNRESTRICTED GRANT AMOUNT € 25000

Your sponsorship grant entitles you to:

1. A full page advertisement on the back page of the abstract book cover
2. Sponsor's logo on:
  - The registration counter
  - The sponsor banner placed to the side of the registration counter
  - The sponsor list on display on the wall of the main hall indicating your level of sponsorship
  - The back of the abstract book
  - The opening slide of each session
  - All printed and electronic conference material, including event advertisements
  - The ESHO 2015 website, with a 100-word sponsor description and an active link to the sponsor's website
  - The delegate bag
3. Half-hour rental of a workshop room to host an industrial satellite symposium or medical education session, the program of which to be decided and organized in cooperation with the Local Scientific Committee
4. One sponsor-provided leaflet to be included in the delegate bag
5. One exhibitor's site, 6 m × 3 m, electricity included
6. Free entry for 5 sponsor representatives to all conference and social activities
7. Sponsor's flag at the front of the venue

**PLATINUM** UNRESTRICTED GRANT AMOUNT € 10000

Your sponsorship grant entitles you to:

1. A full page advertisement in the back of the abstract book
2. Sponsor's logo on:
  - The sponsor banner placed to the side of the registration counter
  - The sponsor list on display on the wall of the main hall
  - The back of the abstract book
  - The opening slide of each session
  - All printed and electronic conference material, including event advertisements
  - The ESHO 2015 website, with a 100-word sponsor description and an active link to the sponsor's website
3. Your company's lanyard to be included in the delegate bag
4. One sponsor-provided leaflet to be included in the delegate bag
5. One exhibitor's site, 6 m × 3 m, electricity included
6. Free conference passes for 3 sponsor representatives or guests of choice

**GOLD** UNRESTRICTED GRANT AMOUNT € 7000

Your sponsorship grant entitles you to:

1. A half-page advertisement in the abstract book
2. Sponsor's logo on:
  - The sponsor banner placed to the side of the registration counter
  - The sponsor list on display on the wall of the main hall
  - The back of the abstract book
  - The opening slide of each session
  - All printed and electronic conference material, including events advertisements
  - The ESHO 2015 website, with a 100-word sponsor description and an active link to the sponsor's website
3. One sponsor-provided leaflet to be included in the delegate bag
4. One exhibitor's site, 6 m × 3 m, electricity included
5. Free conference passes for 2 sponsor representatives or guests of choice

**SILVER** UNRESTRICTED GRANT AMOUNT € 4000

Your sponsorship grant entitles you to:

1. A half-page advertisement in the abstract book
2. Sponsor's logo on:
  - The sponsor banner placed to the side of the registration counter
  - The back of the abstract book
  - The ESHO 2015 website, with a 100-word sponsor description and an active link to the sponsor's website
3. One sponsor-provided leaflet to be included in the delegate bag
4. One exhibitor's site, 3 m × 3 m, electricity included
5. Free conference pass for 1 sponsor representative or guest of choice

**BRONZE** UNRESTRICTED GRANT AMOUNT € 2000

Your sponsorship grant entitles you to:

1. Sponsor's logo on:
  - The sponsor banner placed to the side of the registration counter
  - The back of the abstract book
  - The ESHO 2015 website, with a 100-word sponsor description and an active link to the sponsor's website
2. One sponsor-provided leaflet to be included in the delegate bag
3. One exhibitor's site, 3 m × 3 m, electricity included



## ESHO 2015 Focussed Support Opportunities

### EMERGING MARKET TRAVEL GRANT: GRANT AMOUNT € 1500 PER GRANT

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 of one or more emerging market travel grants offer underprivileged individuals interested in the application of hyperthermia a great opportunity to attend an otherwise inaccessible meeting.

### STUDENT PARTICIPATION GRANT: GRANT AMOUNT € 750 PER GRANT

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.

### SUPPORT A MEAL OR OTHER SPECIAL ACTIVITY: ON REQUEST

Support of a meal or other special activity is defined on a case-by-case basis.

### SPONSOR-PROVIDED LEAFLET INCLUDED IN THE DELEGATE BAG: € 1000

### FULL PAGE COLOR ADVERTISEMENT IN THE ABSTRACT BOOK: € 1000

### HALF PAGE COLOR ADVERTISEMENT IN THE ABSTRACT BOOK: € 750

### PENS AND PADS: € 1000

Pens and pads with the ESHO 2015 logo as well as the sponsor's logo will be delivered by the sponsor for inclusion in the delegate bag.

## General exhibition information

### EXHIBIT DATES AND HOURS

Thursday June 25th, 2015	09:00 – 18:00
Friday June 26th, 2015	09:00 – 18:00
Saturday June 27th, 2015	09:00 – 11:00

### LOCATION OF EXHIBITS

The exhibits will be located in the Technopark, both in the foyer in front of the auditorium and in the adjacent hall. More details about the meeting venue and how to access it can be found on the conference website:

[www.esho2015.org](http://www.esho2015.org)

Coffee breaks and lunch will be served in the exhibition area.

### APPLICATION AND DEPOSIT

To reserve support activities, your sponsorship application must be received until March 28th, 2015 and must be accompanied by a 50% deposit of the contracted package upon reception of the invoice generated in response to your application (provided that the application is accepted). The remaining amount for the contracted package must be paid by invoice in full by April 15th, 2015.

30th ESHO Annual Meeting, Zurich, Switzerland, June 25–27, 2015.  
 ESHO Educational Day, Aarau, Switzerland, June 24th, 2015.

## Sponsoring and Exhibitor's Form

SUPPORT OPPORTUNITY	€
<input type="checkbox"/> PREMIUM PARTNER Package	25000
<input type="checkbox"/> PLATINUM Package	10000
<input type="checkbox"/> GOLD Package	7000
<input type="checkbox"/> SILVER Package	4000
<input type="checkbox"/> BRONZE Package	2000
<b>FOCUSSED OPPORTUNITY</b>	
<input type="checkbox"/> Emerging Market Travel Grant, € 1500 per grant	
<input type="checkbox"/> Student Participation Grant, € 750 per grant	
<input type="checkbox"/> Leaflet in the Delegate Bag	1000
<input type="checkbox"/> Full Page Color Advertisement	1000
<input type="checkbox"/> Half Page Color Advertisement	750
<input type="checkbox"/> Logo Pens and Pads	1000
<b>EXHIBITOR BOOTH</b>	
<input type="checkbox"/> 3 m x 3 m table with electricity, €1500 per table (VAT included)	
<b>Total Pledged Amount in Euro</b>	
<b>Deposit Amount Due Now (50% of total pledged amount)</b>	
Please mark the event(s) you would like to sponsor or the number of booths you would like to reserve and indicate the total amount	
Name of the Company	
Tel	Fax
E-Mail	Contact Person
Address for correspondence	
Date	Signature

Please complete this form and return it as a pdf **prior to March 28th, 2015**

to Dr. Davnah Payne, IT'IS Foundation, Zeughausstrasse 43, 8004 Zurich, Switzerland

E-Mail: info@esho2015.org Tel: 0041-44-245-9698 Fax: 0041-44-245-9699

## General Exhibition Information

### METHOD OF PAYMENT

- By invoice to address above
- By invoice to different address (Please indicate the correct address)

### PAYMENT AND CANCELLATION CONDITIONS BY INVOICE TO ADDRESS ABOVE

The deadline for sending the form is **March 28th, 2015**.

After receipt of the application form, you will receive an invoice for the non-refundable deposit of 50% of the total amount of the contracted package. This invoice has to be paid immediately.

The remaining 50% of the total amount due will be invoiced on April 15th, 2015. The total amount must be settled before April 30th, 2015. No services will be rendered until after the pledged amount is paid in full. Cancellation before April 10th, 2015 is accompanied by a cancellation fee of 50% of the total pledged amount; the fee for cancellation after April 10th, 2015 is the full pledged amount.

**My signature confirms that I agree to the above payment and cancellation conditions.**

Date

Signature

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