INDUSTRY PROSPECTUS

ACUTE CARDIOVASCULAR CARE 2014
3rd Annual Congress of the Acute Cardiovascular Care Association

THE HIGHLY VULNERABLE PATIENT

18-20 October 2014
Geneva, Switzerland

www.escardio.org/acute2014
Essential Information

- **Acute Cardiovascular Care Secretariat**
  European Society of Cardiology
  Les Templiers
  2035 route des colles
  CS 80179 BIOT
  06903 SOPHIA ANTIPOLIS Cedex
  France
  Tel: +33 (0)4 92 94 76 00
  Fax: +33 (0)4 92 94 86 22

ESC Project Team

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  Email: industry@escardio.org

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  Email: EuroACCsecretariat@escardio.org

- **Exhibition, Sponsored Sessions and Rooms**
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- **Sponsorship**
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  Email: Sponsorship@escardio.org

- **Industry Registration**
  Mr John Bakker
  Email: EuroACCRegistration@escardio.org

- **Hotels & Social Events**
  Ms Tina Oldenburg
  Email: EuroACCHotels@escardio.org

Venue

Centre international de Conférence de Genève (CICG)
17 rue de Varembé CH - 1211 Genève 20, Switzerland
Tel: +34 914 004 400

Web Site: [www.cicg.ch/eng/](http://www.cicg.ch/eng/)
Welcome Address from the President

Dear Colleagues and Friends,

We would like to invite you to attend Acute Cardiovascular Care 2014! The theme of the third official congress of the Acute Cardiovascular Care Association will be “The Highly Vulnerable Patient”.

At the heart of every congress is the scientific programme, the main reason why people get together to meet, exchange ideas and learn. Acute Cardiovascular Care is a unique meeting because the content is for cardiologists, emergency care physicians, intensive care physicians, internists, surgeons, imaging specialists, interventionalists, nurses, paramedics.

During the three day meeting, experts will discuss and present fascinating achievements and developments in the field. Topics that we are sure to cover: the golden early hours (time to reperfusion - time to cooling) of acute cardiac care, AMI patients with a normal angiogram and how they should be treated, updates on cardiac arrest, acute chest pain pre-and in-hospital management; acute heart failure, cardiogenic shock and more...

With more than 40 high quality scientific sessions —main symposia, how to sessions, challenging cases, debates, joint sessions, abstract sessions with incentives for our young researchers, specific educational tracks for young professionals including case sessions presented by residents and more, the congress should become the natural interactive forum for all.

Geneva was carefully chosen as host city not only for its location on Lake Geneva at the foot of the Alps, but also for being close to the European Headquarters of the United Nations (UN) the World Heart Federation (WHF), the World Health Organisation (WHO) and the Red Cross.

We are looking forward to welcoming all of you to the Acute Cardiovascular Care congress in Geneva.

Hector Bueno, Acting President - President Elect, Acute Cardiovascular Care Association
Maddalena Lettino, Congress Committee Chair
Christian Mueller, Local Organiser

ACCA Board
Hector Bueno, Acting President - President Elect (ES)
C J M Vrints, Past President (BE)
B Gorenek, Treasurer (TK)
C Mueller, Secretary (CH)
M Lettino, Congress Committee Chair (IT)
Acute Cardiovascular Care General Congress Information

About Acute Cardiovascular Care 2014

Acute Cardiovascular Care is the annual congress of the Acute Cardiovascular Care Association (ACCA) and has firmly established itself as the premier European congress in its field. Acute Cardiovascular Care 2014 is expected to bring together record numbers of participants from all five continents interested in cutting edge scientific and technological innovations and best-practice models in Acute Cardiac Care.

Acute Cardiovascular Care 2014 Congress Dates & Opening Hours

Venue & Dates
Acute Cardiovascular Care 2014 will take place in Geneva, Switzerland from 18 - 20 October 2014 at:

Centre international de Conférence de Genève (CICG)
17 rue de VarembéCH - 1211 Genève 20, Switzerland
Web Site: www.cicg.ch/eng/

Language
The official language during the Congress is English. No translation is available.

<table>
<thead>
<tr>
<th>Congress Dates and Opening Hours</th>
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</thead>
<tbody>
<tr>
<td><strong>Saturday</strong> 18 Oct 2014</td>
</tr>
<tr>
<td>13.00 – 20.00 Exhibition OPEN</td>
</tr>
<tr>
<td>15.30 – 16.15 Coffee Break</td>
</tr>
<tr>
<td>18.00 – 19.15 Inaugural Session</td>
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<tr>
<td>19.15 – 20.00 Networking Reception in the Exhibition Hall</td>
</tr>
<tr>
<td><strong>Sunday</strong> 19 Oct 2014</td>
</tr>
<tr>
<td>09.00 – 18.00 Exhibition OPEN</td>
</tr>
<tr>
<td>10.00 – 11.00 Coffee Break</td>
</tr>
<tr>
<td>15.45 – 16.30 Coffee Break</td>
</tr>
<tr>
<td><strong>Monday</strong> 20 Oct 2014</td>
</tr>
<tr>
<td>09.00 – 13.00 Exhibition OPEN</td>
</tr>
<tr>
<td>10.00 – 11.00 Coffee Break</td>
</tr>
</tbody>
</table>
Acute Cardiovascular Care Facts & Figures – Previous Congress

Did you know?

**Acute Cardiac Care 2013** welcomed **1056 attendees** from over **91 countries** and featured **54 sessions** including **45 prearranged sessions, 550 Abstracts Received, 327 Abstracts Accepted (59, 45 %), 7 Abstract-based sessions, 132 Faculty Members and 9 special sessions.**

The Acute Cardiovascular Care congresses are and remain a forum where physicians, nurses, and all health care professionals involved in acute cardiac care can meet, share their experience, and exchange ideas with more than 110 international experts in the various fields of acute cardiac care, such as **acute coronary syndromes, acute heart failure, life-threatening arrhythmias** etc.

**Total attendance by Region in 2013**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>2010</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Italy</td>
<td>171</td>
<td>128</td>
<td>152</td>
</tr>
<tr>
<td>2</td>
<td>Spain</td>
<td>66</td>
<td>96</td>
<td>119</td>
</tr>
<tr>
<td>3</td>
<td>Greece</td>
<td>113</td>
<td>145</td>
<td>86</td>
</tr>
<tr>
<td>4</td>
<td>Bulgaria</td>
<td>12</td>
<td>14</td>
<td>65</td>
</tr>
<tr>
<td>5</td>
<td>Netherlands</td>
<td>40</td>
<td>50</td>
<td>47</td>
</tr>
<tr>
<td>6</td>
<td>Serbia</td>
<td>27</td>
<td>48</td>
<td>45</td>
</tr>
<tr>
<td>7</td>
<td>France</td>
<td>17</td>
<td>26</td>
<td>36</td>
</tr>
<tr>
<td>8</td>
<td>United Kingdom</td>
<td>34</td>
<td>47</td>
<td>27</td>
</tr>
<tr>
<td>9</td>
<td>Belgium</td>
<td>41</td>
<td>74</td>
<td>26</td>
</tr>
<tr>
<td>10</td>
<td>Denmark</td>
<td>80</td>
<td>15</td>
<td>24</td>
</tr>
</tbody>
</table>
**Post congress Survey**

Total Completed Survey: 127 people
(737 people have received this survey)

✓ **Place of work?**

- In University Hospital: 59.00%
- In Non-University Hospital: 34.40%
- Private Practice: 10.70%
- Research centre: 3.30%

✓ **Profession**

- Cardiologist: 13.70%
- Cardiologist - Trainee: 12.10%
- Intensivist: 9.70%
- Intervventional cardiology: 8.90%
- Researcher: 8.90%
- Scientist: 7.30%
- Emergency physician: 5.60%
- Nurse: 2.40%
- General Practitioner: 0.80%
- Press / Medical Writer/Public Health Organisation /...: 0.80%
- Industry / Agent: 0.80%
- Radiologist (or other imaging technique): 0.00%
- Anaesthetist: 0.00%
- Paramedic: 0.00%
- PR Agency / Comms: 0.00%
- Technician: 0.00%
- Surgeon: 0.00%
Fields of interest

- Acute Coronary Syndromes (ACS) 81.50%
- Heart Failure (HF) 68.50%
- Sudden Cardiac Death and Resuscitation 46.00%
- Arrhythmias 39.50%
- Non-invasive imaging- Echocardiography, CMR, CT and... 34.70%
- Interventional Cardiology 32.30%
- Valvular Heart Diseases 24.20%
- Hypertension 21.00%
- Thromboembolic Venous Disease 16.10%
- Primary Pulmonary Hypertension (PPH) 15.30%
- Basic Science 14.50%
- Cardiovascular Rehabilitation and Secondary Prevention... 12.90%
- Clinical Pharmacology 12.10%
- Pregnancy and Heart Disease 10.50%
- Congenital Heart Disease 10.50%
- Peripheral Arterial Diseases 8.10%
- Cancer 5.60%
Key Reasons to sponsor

The Acute Cardiovascular Care congresses provide a unique opportunity to network with the most influential specialists in acute cardiac care from around the world. Acute Cardiovascular Care 2014 will provide sessions that allow for debate on controversial issues, practical take home approaches from experts, discussions around the latest research and cases.

At the heart of every congress is the scientific programme, the main reason why people get together to meet, exchange ideas and learn. Acute Cardiovascular Care is a unique meeting as its target audience is multi-interventional bringing together the full cardiac care team including cardiologists, emergency care physicians, intensive care physicians, internists, surgeons, imaging specialists, interventionalists, nurses, paramedics.

During the three day meeting, experts will discuss and present the latest achievements and developments in the field. Topics which will be covered include: the golden early hours (time to reperfusion - time to cooling) of acute cardiac care, AMI patients with a normal angiogram and how they should be treated, updates on cardiac arrest, acute chest pain pre-and in-hospital management; acute heart failure, cardiogenic shock and more...

With more than 40 high quality scientific sessions —main symposia, how to sessions, challenging cases, debates, joint sessions, abstract sessions with incentives for our young researchers, specific educational tracks for young professionals including case sessions presented by residents and more, the congress should become the natural interactive forum for all.

Key Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 April 2014</td>
<td>Online Services Open</td>
</tr>
<tr>
<td>12 May 2014</td>
<td>Abstract Submission deadline</td>
</tr>
<tr>
<td>16 May 2014</td>
<td>Deadline for Application</td>
</tr>
<tr>
<td>12 June 2014</td>
<td>Abstract Results</td>
</tr>
<tr>
<td>11 July 2014</td>
<td>Early registration fee deadline</td>
</tr>
<tr>
<td>09 October 2014</td>
<td>Late fee registration fee deadline</td>
</tr>
<tr>
<td>18 – 20 October 2014</td>
<td>Acute Cardiovascular Care 2014 Congress</td>
</tr>
</tbody>
</table>
Acute Cardiovascular Care 2013 Industry Partners Participation

The Acute Cardiovascular Care Association gratefully acknowledges the valuable involvement of the following organisations in Acute Cardiac Care 2013 through their participation in the Exhibition, Industry Sponsored Sessions and Sponsorship:

AstraZeneca
Cardiome Development AG
Daiichi Sankyo Spain
Eli Lilly and Company
Novartis Pharma AG
Randox Cardiology
SAGE
Semperit Technische Produkte
Theheart.org
Thermo Fisher Scientific
Wisepress Medical Bookshop
**Exhibition**

Showcase your products, services and activities to over 1,300 delegates from 90 different countries.

**Exhibition Space**

Provide delegates with a unique opportunity to catch a glimpse of the continuous therapeutic and technological developments in the Acute Cardiovascular Care discipline by showcasing your products in the technical exhibition.

**Stands will be assigned on a first come, first served basis.**

**Application Deadline: 16 May 2014**

Price for space only: €400 per m² excl. VAT
Price for Publishers: €300 per m² excl. VAT

The minimum exhibition space is 9 m² (6 m² for publishers and booksellers)

**Exhibitor Badges**

Exhibitors are entitled to a certain number of free badges. The number of free badges for each Exhibitor will be determined according to the floor space allocated as shown below.

**Price for additional badges: €40.00 incl. VAT**

General Exhibitor badges do not give access to Acute Cardiovascular Care 2014 Scientific Sessions. Scientific Exhibitor Badges do give access to the Scientific Sessions of Acute Cardiovascular Care 2014. Neither badge entitles the holder to get a congress bag, a certificate of attendance and do not include a journal subscription.

<table>
<thead>
<tr>
<th>Stand size between:</th>
<th>General Exhibitor Badges:</th>
<th>Scientific Exhibitor Badges:</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 and 49 m²</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>50 and 99 m²</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>100 m² +</td>
<td>12</td>
<td>12</td>
</tr>
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</table>
Industry Sponsored Sessions:

Ensure your contribution to the outstanding Acute Cardiovascular Care scientific programme

Satellite Symposia

75 minutes Satellite Symposia allow for review or update results from recent trials and ongoing studies. These sessions are organised by sponsoring companies within the congress centre in fully furnished and AV equipped 150, 210, 450 and 900 seats lecture rooms. These sessions are the perfect forum through which you may reach your target audience with the latest scientific information and developments.

Price of a Satellite Symposium:

- **Price for Exhibitor:** €28,000 per session excl. VAT
- **Price for Non-Exhibitor:** €34,000 per session excl. VAT

Satellite Symposia timeslot:

- **Saturday 18 October 2014:** 12.30 – 13.45
- **Sunday 19 October 2014:** 12.45 – 14.00

The following items are included in the price of a Satellite Symposium:

- 1 Room
- 1 Delegate Bag Insert
- 1 Weblink
- 1 room Hostess

Note:

- Industry Sponsored Session Programmes will be published in the Acute Cardiovascular Care Final Programme and Web Site.
- Programmes are subject to approval by the Scientific Programme Committee.
- Cost of additional equipment, furniture, food and beverage will be at the expense of the sponsor.

Deadline for application: 16 May 2014
## Sponsorship

Acute Cardiovascular Care 2014 offers our industry partners a unique opportunity to showcase their products and services to the core professionals involved in Cardiovascular care fields.

<table>
<thead>
<tr>
<th><strong>Congress Bags - Exclusive Sponsorship</strong></th>
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<tbody>
<tr>
<td>Secure high corporate visibility and association with the congress by exclusive sponsorship of the Acute Cardiovascular Care 2014 congress bag distributed to each registered delegate.</td>
</tr>
<tr>
<td>Units supplied: 1,500.</td>
</tr>
<tr>
<td><strong>Application Deadline: 13 May 2013</strong></td>
</tr>
<tr>
<td><strong>Life-span: Congress permanent archive/reference material.</strong></td>
</tr>
<tr>
<td><strong>Price including production: €12,000 excl. VAT</strong></td>
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<thead>
<tr>
<th><strong>Delegate Badge Laces - Exclusive Sponsorship</strong></th>
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<tbody>
<tr>
<td>The popular and highly visible official Acute Cardiovascular Care 2014 badge laces are available for exclusive sponsorship. The sponsor’s name and logo will be printed on the badge laces, distributed to all participants.</td>
</tr>
<tr>
<td>Units supplied: 1,500.</td>
</tr>
<tr>
<td><strong>Life-span: Congress</strong></td>
</tr>
<tr>
<td><strong>Price including production: €10,000 excl. VAT</strong></td>
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<tr>
<th><strong>Acute 2014 Mobile App</strong></th>
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<tbody>
<tr>
<td>An innovative way for a sponsor to reach delegates by offering a mobile version of the Finale Programme to enhance their onsite experience. This environmentally-friendly initiative is for a smart phones &amp; tablets. Excellent visibility for the sponsor on-site with stand insight panel to promote the downloading of the application. Including a specific sponsor acknowledgement.</td>
</tr>
<tr>
<td>New this year in Geneva, app stations will be available throughout the congress venue for delegates to consult the Acute 2014 Mobile app. to reach a larger audience even without smartphone or tablet.</td>
</tr>
<tr>
<td><strong>Price: €12,500 excl. VAT</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Final Programme Bookmark – Product Advertising allowed</strong></th>
</tr>
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<tbody>
<tr>
<td>The belly band or the bookmark is wrapped around/or inserted in the Final Programme included in each delegate’s Congress Bag as per the sponsor’s preference.</td>
</tr>
<tr>
<td><strong>Lifespan: Congress permanent archive/reference material.</strong></td>
</tr>
<tr>
<td><strong>Price Bookmark excluding production: €10,000 excl. VAT</strong></td>
</tr>
</tbody>
</table>
### Final Programme Advertisements – Product Advertising allowed

The Final Programme hard copy contains the full scientific programme details, exhibition and satellite information and congress references outlines. Hard copies will be placed in the official congress bag and distributed to each delegate, offering maximum exposure and recognition to the sponsor.

**Life-span:** Congress permanent archive/reference material.
- **Back Cover Advertisement:** €10,000 excl. VAT
- **Inside Front Cover Advertisement:** €9,000 excl. VAT
- **Inside Back Cover Advertisement:** €8,000 excl. VAT
- **Inside Page Advertisement:** €6,000 excl. VAT

### Notepads & Pens – Product Advertising allowed

This sponsorship will entitle the sponsor to the exclusive right to place a promotional pen and notepad with their corporate logo inside the congress bag distributed to all delegates. Alternatively, the sponsor may also provide its own note pads (with corporate adverts on the cover page & pens (price upon request).

**Life-span:** Congress & permanent archive

**Price including production:** €8,000 excl. VAT

### Delegate Bag Inserts

The Delegate Bag Insert allows you to design an invitation in the form of a customised flyer advertising your company satellite or exhibition activities (format A4, 2 pages maximum). Distributed in the official congress bags, this opportunity allows you to reach every delegate at the congress. One Delegate Bag Insert promotes one activity.

**Lifespan:** duration of the Congress

**Price of 1 insert excluding production:** €4,000 excl. VAT

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**Reminder:** None of the sponsorship and advertising opportunities listed in this chapter are open to product promotion **unless clearly indicated**; corporate names and logos are allowed but product names, product logos, trademarks or misleading references will be refused by the ESC.

For further consultation on and management of your corporate investment and strategy, please contact us at: industry@escardio.org
On-site Advertisements

Various opportunities for on-site promotion/ advertisements in the form of panels, banners, towers and others may be available. Please contact us for further details at Sponsorship@escardio.org
Rooms at Acute Cardiovascular Care 2014

✓ Function spaces

The ESC allows companies to host a limited number of guests and organise small and informal meetings (approx. 20 pax) in a range of rooms available within the congress centre. These rooms are only available to persons bearing their badge.

Note:
No training or showcasing of products/therapies may take place in the Function Spaces.

Companies are responsible for equipment and catering arrangements with the official congress venue suppliers.

✓ Closed industry meetings

During available time slots, fully furnished and AV equipped lecture rooms can be used to organise closed industry meetings which are on invitation only. These rooms are only available to persons bearing their badge.

The following rules apply to this meeting category:
- Meeting is “closed” and on invitation only.
- Maximum attendance is 150 guests.
- Meeting is not promoted in the congress centre or in any Acute Cardiovascular Care 2014 publications.

Permitted meeting types:
Company staff meeting, congress briefing, investigators meeting, clinical trial updates.

Strictly forbidden; meeting with any formal presentations for delegates.

Cost:
- 60-minute meeting/ € 3 000
- Additional cost per increment of 30-minute/ € 1 500.
Applications & Guidelines for Industry Participation at Acute Cardiovascular Care 2014

All Exhibition, Satellite, Sponsorship & Rooms forms should be submitted, signed and returned as soon as possible, items will be assigned on a first come, first served basis.

NB: Returning a signed order form implies a tacit agreement of the Acute Cardiovascular Care 2014 Guidelines for Industry Participation. The cancellation procedure stipulated on each order form strictly applies once received by the ESC.

The Acute Cardiovascular Care 2014 Guidelines for Industry Participation will be communicated to companies participating at Acute Cardiovascular Care 2014 in due course to help with your organisation of the event.

All Terms and Conditions regarding your participation will be detailed in these Guidelines for Industry Participation.

Should you require any further information regarding the application process, please contact us at industry@escardio.org