Essential Information

**Annual Meeting of the Acute Cardiovascular Care Association of the ESC**
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
Website:  [www.escardio.org/Acute2015](http://www.escardio.org/Acute2015)

**ESC Project Team**

**Industry Relations**
Ms Aoife Delmas
Email:  industry@escardio.org

**Industry Services**
Mr Fabrice Calabrese
Email:  industry_services@escardio.org

**Exhibition, Industry Sponsored Sessions and Rooms**
Ms Abir Ghorab
Email:  EuroACCservices@escardio.org

**Sponsorship**
Ms Samantha Bickham
Email:  Sponsorship@escardio.org

**Congress Account Manager**
Ms Alexandra Gamard
Email:  EuroACCsecretariat@escardio.org

**Venue**

**HOFBURG Vienna**
Enterance Schweizerhof / Botschafterstiege
1010 Vienna, Austria

Web Site:  [www.hofburg.com](http://www.hofburg.com)
Welcome Address from the President, Congress Committee Chair and Local Organiser to Industry

Dear Colleagues,

We would like to invite you to attend Acute Cardiovascular Care 2015 from 17 – 19 October 2015 in Vienna, Austria.

The main theme of the fourth official congress of the Acute Cardiovascular Care Association (ACCA) will be “Innovating to improve acute cardiovascular care”.

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 2015 is a unique meeting because the content is for cardiologists, emergency care physicians, intensive care physicians, internists, surgeons, imaging specialists, interventionists, nurses, students and even paramedics. Next year’s edition should welcome 1500 participants.

During the two-and-a-half-day meeting, experts will discuss and present fascinating achievements and developments in the field. Topics that we plan to cover are summarised in the topic list. In addition to the usual ACCA topics that have been presented in the years before new topics include the antithrombotic therapy in atrial fibrillation (NOACs), the combination of anticoagulants with antiplatelet agents if necessary, acute bleeding hazards and therapy, anticoagulation and antiplatelet assay systems, coronary and non-coronary interventional cardiology, new devices (stents, ICDs, PMs, LAA occlusion, extra-corporal circulation), guideline updates, and a special educational track for young investigators including practice demonstrations (e.g. respiratory therapy, renal replacement therapy) and many more.

More than 35 high quality scientific sessions - main symposia, “how to” sessions, challenging cases, pro and contra debates, joint sessions (with international and national scientific bodies), abstract sessions with incentives for our young researchers, specific educational tracks for young professionals including case sessions presented by residents and more await you and our attendees. Because of the dynamic scientific content, our congress should become the natural interactive forum for all professions interested in Acute Cardiovascular Care.

As we are sure you are aware, scientific congresses like ACC 2015 need the support of industry and we hope that your company wishes to demonstrate its products, to present your latest developments to an enthusiastic audience, and if these developments have been proven by international investigations and trials, is willing to organise a satellite symposia in order to supplement the educational quality of our scientific programme.

We look forward to welcoming you to Acute Cardiovascular Care Congress 2015 in Vienna.

Hector Bueno
President
Acute Cardiovascular Care Association (ACCA)

Maddalena Lettino
President Elect
Acute Cardiovascular Care Association (ACCA)

Kurt Huber
Congress Programme Committee & Treasurer
Acute Cardiovascular Care Association (ACCA)
Acute Cardiovascular Care Facts & Figures

Key Figures - ACC 2014

- 1 078 participants
- 661 abstracts submitted
- 49 sessions
- 121 faculty members
- 129 m² exhibition space

Total attendance

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Active Delegates</th>
<th>Exhibitors</th>
<th>Press members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>1 210</td>
<td>1 010</td>
<td>184</td>
<td>16</td>
</tr>
<tr>
<td>2012</td>
<td>1 430</td>
<td>1 355</td>
<td>59</td>
<td>16</td>
</tr>
<tr>
<td>2013</td>
<td>1 056</td>
<td>965</td>
<td>81</td>
<td>10</td>
</tr>
<tr>
<td>2014</td>
<td>1 078</td>
<td>1 029</td>
<td>42</td>
<td>7</td>
</tr>
</tbody>
</table>

### Delegate origin Acute Cardiovascular Care 2014 – Top 10 Countries

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>171</td>
<td>145</td>
<td>152</td>
<td>84</td>
</tr>
<tr>
<td>Greece</td>
<td>113</td>
<td>128</td>
<td>119</td>
<td>66</td>
</tr>
<tr>
<td>Denmark</td>
<td>80</td>
<td>96</td>
<td>65</td>
<td>59</td>
</tr>
<tr>
<td>Spain</td>
<td>66</td>
<td>79</td>
<td>848</td>
<td></td>
</tr>
<tr>
<td>Portugal</td>
<td>45</td>
<td>74</td>
<td>47</td>
<td>52</td>
</tr>
<tr>
<td>Romania</td>
<td>44</td>
<td>73</td>
<td>45</td>
<td>38</td>
</tr>
<tr>
<td>Belgium</td>
<td>41</td>
<td>69</td>
<td>36</td>
<td>33</td>
</tr>
<tr>
<td>Netherlands</td>
<td>40</td>
<td>55</td>
<td>27</td>
<td>28</td>
</tr>
<tr>
<td>UK</td>
<td>34</td>
<td>50</td>
<td>26</td>
<td>28</td>
</tr>
<tr>
<td>Germany</td>
<td>31</td>
<td>48</td>
<td>24</td>
<td>28</td>
</tr>
</tbody>
</table>

### Attendance breakdown by region

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>4</td>
<td>9</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>62</td>
<td>71</td>
<td>54</td>
<td>124</td>
</tr>
<tr>
<td>ESC</td>
<td>1,004</td>
<td>1,243</td>
<td>877</td>
<td>848</td>
</tr>
<tr>
<td>North America</td>
<td>32</td>
<td>29</td>
<td>20</td>
<td>28</td>
</tr>
<tr>
<td>South America</td>
<td>12</td>
<td>19</td>
<td>16</td>
<td>28</td>
</tr>
</tbody>
</table>
About ACCA

Our goal is to become a worldwide reference for education and research in the field for all professionals involved in Acute Cardiovascular Care. Over the past twelve years, we have constantly evolved and improved our dedication to best outcome for patients. Time and effort have been invested in numerous projects that now constitute a solid foundation for our Association:

- An internationally renowned Congress
- A new journal
- A textbook on intensive and acute cardiac care
- An established certification programme

Key reasons to attend

- Dynamic scientific content that provides a natural interactive platform for all professions interested in acute cardiovascular care
- Guaranteed interaction with esteemed KOLs in the field and an audience that encompasses cardiologists, emergency care physicians, intensive care physicians, internists, surgeons, imaging specialists, interventionists, nurses, students and even paramedics
- An offer dedicated to young cardiologists: hands-on sessions and theoretical sessions in the Educational Track

Key networking & educational opportunities

- Medical specialties sharing common or related issues are represented with the sister societies.
- Joint sessions with international associations offering even more possibilities for an international audience.
- Young cardiologists to renowned experts are present offering opportunities for dialogue with senior cardiologists as well as the future stars of the field!
- The opportunity to present your latest developments to an enthusiastic audience all the while educating them!

Key reasons to sponsor

Every year ACCA hosts a congress on how to improve the quality of care and outcomes of patients with acute cardiovascular diseases. Acute Cardiovascular Care is the premiere international forum where leading experts gather to discuss and present fascinating achievements and developments in the field. New topics presented this year include antithrombotic therapy in atrial fibrillation (NOACs), the combination of anticoagulants with antiplatelet agents if necessary, acute bleeding hazards and therapy, anticoagulation and antiplatelet assay systems, coronary and non-coronary interventional cardiology, new devices (stents, ICDs, PMs, LAA occlusion, extra-corporal circulation), guideline updates and a special educational track for young investigators including practical demonstrations (i.e. respiratory therapy and renal replacement therapy), and many more.

TOPIC LIST ACC 2015

- Miscellaneous - not open for the call for sessions
- Acute aortic syndrome
- Acute heart failure
- Antithrombotic Therapy
- Arrhythmias, general
- Atrial Fibrillation
- Assay Methods (platelet inhibition, coagulation)
- Basic Science
- Biomarkers
- Bleeding, Treatment of
- Cardiac shock
- Cardiac surgery
- Clinical Pharmacology and pharmacotherapy
- Circulatory support, extracorporeal
- Coronary reperfusion
- Databases, Registries and Surveys
- Device Therapy (stents, PM, ICD, LAA-, PFO-, ASD occlusion etc.)
- Diabetic heart disease
- Fibrinolytic Therapy
- General intensive care
- Haemodynamics
- Hypertension
- Invasive Imaging - Cardiac catheterisation and angiography
- Interventional Cardiology
- Myocardial and pericardial diseases
- Non invasive imaging - Echocardiography, CMR, CT and Nuclear Techniques
- Nursing in Acute Cardiovascular Care
- Pre-Hospital care
- Pulmonary hypertension
- Renal Replacement Therapy (Dialysis, Hemofiltration)
- Risk Stratification
- ST-elevation myocardial infarction - Acute coronary syndrome
- Non ST-elevation myocardial infarction - Acute coronary syndrome
- Sepsis and infection
- Sudden death / resuscitation
- Syncope
- Telemedecine
- Thromboembolic venous disease / DVT and pulmonary embolisms
- Valvular heart disease
Industry @ Acute Cardiovascular Care 2014

The Acute Cardiovascular Care Association gratefully acknowledges the valuable involvement of the following organisations in Acute Cardiovascular Care 2014 through their participation in the Exhibition, Industry Sponsored Sessions and Sponsorship:

- Advanced Cooling Therapy
- AstraZeneca
- Cardiorentis AG
- Daiichi Sankyo Europe GmbH
- Eli Lilly
- Novartis Pharma AG
- Roche Diagnostics
- SAGE Publications
- Sempermed
- The Medicines Company
- Wisepress Medical Bookshop
The exhibition will be an integral part of the congress in Vienna and delegates will be invited to discover the latest products and technologies on the many educational stands throughout the event.

Showcase your products, services and activities to over 1,000 delegates from 90 countries.

### Exhibition Timetable:

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday</td>
<td>16 Oct 2015</td>
<td>communicated at a later stage</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Exhibition build-up</td>
</tr>
<tr>
<td>Saturday</td>
<td>17 Oct 2015</td>
<td>13:00 – 20:00 Exhibition OPEN</td>
</tr>
<tr>
<td></td>
<td></td>
<td>18:00 – 19:10 Inaugural Session</td>
</tr>
<tr>
<td></td>
<td></td>
<td>19:00 – 19:30 Networking Reception in the Exhibition Hall</td>
</tr>
<tr>
<td>Sunday</td>
<td>18 Oct 2015</td>
<td>09:00 – 18:00 Exhibition OPEN</td>
</tr>
<tr>
<td>Monday</td>
<td>19 Oct 2015</td>
<td>09:00 – 13:00 Exhibition OPEN</td>
</tr>
<tr>
<td></td>
<td></td>
<td>From 14:30 Dismantling</td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th>Industry Publishers, booksellers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
</tr>
<tr>
<td>€400/m² excl. VAT</td>
</tr>
<tr>
<td>€300/m² excl. VAT</td>
</tr>
<tr>
<td>Minimum exhibition space</td>
</tr>
<tr>
<td>9m²</td>
</tr>
<tr>
<td>6m²</td>
</tr>
</tbody>
</table>

### 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.

<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 49m²</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>50 and 99m²</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>100m² +</td>
<td>12</td>
<td>12</td>
</tr>
</tbody>
</table>

General Exhibitor badges do not give access to Acute Cardiovascular Care 2015 Scientific Sessions. Scientific Exhibitor Badges do give access to the Scientific Sessions of Acute Cardiovascular Care 2015. Neither badge entitles the holder to get a congress bag, a certificate of attendance and do not include a journal subscription.

Price for additional general exhibitor badges: €40.00 incl. VAT

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

**Application Deadline: 22 May 2015**
Companies are cordially invited to organise a series of 60 or 75 minutes Satellite Symposia which are to be included in the Acute Cardiovascular Care 2015 scientific programme. These sessions are the perfect forum for delegates to learn and exchange on the latest scientific information and developments from the industry. Satellite Symposia will be held within the Congress Centre in lecture rooms ranging in capacity from 140 to 400 seats. A limited number of time slots have been made available for Satellite Symposia. Satellite Symposia organisers may arrange receptions or distribute lunch boxes before or after the session. Satellite Symposia will be assigned on a first come, first served basis.

**Price of 60 or 75 minutes Satellite Symposium:**
- **Price for Exhibitors:** €28 000 per session excl. VAT
- **Price for Non-Exhibitors:** €34 000 per session excl. VAT

<table>
<thead>
<tr>
<th>Satellite Symposia time slots:</th>
<th>12:00 – 13:00 (60 min)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saturday 17 October 2015:</strong></td>
<td>12:00 – 13:15 (75 min)</td>
</tr>
<tr>
<td><strong>Sunday 18 October 2015:</strong></td>
<td>12:15 – 13:30 (75 min)</td>
</tr>
<tr>
<td></td>
<td>12:30 – 13:30 (60 min)</td>
</tr>
</tbody>
</table>

The following items are included in the price of a Satellite Symposium:
- Room Rental
- One Delegate Bag Insert
- One Weblink
- One room Hostess
- Use of audio visual equipment in the room

Companies organising a non-exhibitor Symposia will be provided with an allocation of 4 Scientific Badges and 4 General Badges.

**NOTE:**
- The full list of equipment will be communicated upon room assignment. Cost of additional equipment, furniture, food and beverage will be at the expense of the sponsor.
- Industry Sponsored Sessions will be assigned on first come, first served basis.
- Industry Sponsored Sessions Programmes will be published in the Acute Cardiovascular Care 2015 Scientific Programme & Planner (SPP), web pages and in the Mobile App and the Final Programme.
- All Industry Sponsored Sessions programmes are subject to Acute Cardiovascular Care 2015 Programme Committee approval.

Industry Sponsored Sessions will be assigned on a first come, first served basis.

**Application deadline:** 22/05/2015
Sponsorship

A wide range of services for congress attendees are available for sponsorship by our industry partners providing essential support for the congress and opportunity for novel communication to the healthcare profession.

Please note: the use of product names, identifying product logos, misleading names that could be perceived as product names, registered trademarks are strictly limited and are only permitted for products and services where product promotion is clearly stated.
<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price (excl. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Congress Bags</strong></td>
<td><strong>Exclusive Sponsorship</strong> Secure high corporate visibility and association with the congress by exclusive sponsorship of the Acute Cardiovascular Care 2015 congress bag distributed to each registered delegate. Units supplied: 1 200 Approx</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Life-span:</strong> Congress permanent archive/reference material.</td>
<td>€12 000</td>
</tr>
<tr>
<td><strong>Delegate Badge Laces</strong></td>
<td><strong>Exclusive Sponsorship</strong> The popular and highly visible official Acute Cardiovascular Care 2015 badge laces are available for exclusive sponsorship. The sponsor’s name and logo will be printed on the badge laces, distributed to all participants. Units supplied: 1 200 Approx</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Life-span:</strong> Congress</td>
<td>€10 000</td>
</tr>
<tr>
<td><strong>ACC 2015 Mobile App</strong></td>
<td><strong>Exclusive Sponsorship</strong> An innovative way for a sponsor to reach delegates by offering a mobile version of the Final Programme to enhance their onsite experience. This environmentally-friendly initiative is for 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>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>€12 500 excl. VAT</td>
</tr>
<tr>
<td><strong>Final Programme Advertisements</strong></td>
<td><strong>Product Advertising allowed</strong> 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.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Life-span:</strong> Congress permanent archive/reference material.</td>
<td>€8 000 Back Cover Advertisement excl. VAT</td>
</tr>
<tr>
<td></td>
<td></td>
<td>€6 000 Inside Page Advertisement excl. VAT</td>
</tr>
</tbody>
</table>
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.

Sponsorship items will be assigned on a first come, first served basis.

Application deadline: 22/05/2015

**Product** | **Description** | **Price (excl. VAT)**
--- | --- | ---
eBlast | **Product Advertising permitted for exhibition only** Reach out to Acute Cardiovascular Care 2015 pre-registered delegates 3 days prior the congress via an electronic invitation to your exhibition space or industry sponsored sessions. A customised mailing created exclusively will be sent to approximately 1 000 delegates on 14 October 2015. Due to the limited number of electronic invitations, be sure to reserve early. **Life-span: duration of the Congress** | €4 500

**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.

Sponsorship items will be assigned on a first come, first served basis.

Application deadline: 22/05/2015
Function spaces
The ESC allows exhibiting 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. No training or showcasing of products/therapies may take place in the Function Spaces. These rooms are only available to persons bearing their badge.

Companies are responsible for furniture, AV equipment and catering arrangements with the official congress venue suppliers within these rooms.

Cost
Price available upon request.

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 2015 publications.

Cost
60 minute meeting €3 000
Additional cost per increment of 30 minutes €1 500

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

Strictly forbidden
Meeting with any formal presentations for delegates.

Rooms will be assigned on a first come, first served basis.

Application deadline: 22/05/2015
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 April 2015</td>
<td>Abstract submission and registration open</td>
</tr>
<tr>
<td>15 May 2015</td>
<td>Abstract submission deadline</td>
</tr>
<tr>
<td>22 May 2015</td>
<td>Deadline for application</td>
</tr>
<tr>
<td>24 July 2015</td>
<td>Early fee registration deadline</td>
</tr>
<tr>
<td>18 September 2015</td>
<td>Late fee registration deadline</td>
</tr>
<tr>
<td>17 – 19 October 2015</td>
<td>Acute Cardiovascular Care 2015</td>
</tr>
</tbody>
</table>