

# Acute Cardiac Care 2012

Meeting organised  
by the ESC Working Group  
on Acute Cardiac Care

# Istanbul

Turkey  
20-22 October  
2012



[www.escardio.org/acutecc](http://www.escardio.org/acutecc)

Acute Cardiac Care  
ESC Working Group



## INDUSTRY PROSPECTUS

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## Welcome Address

Dear colleagues and friends,

We are pleased to invite you to Istanbul for the Acute Cardiac Care Congress 2012.

The Istanbul meeting will follow the format of the very successful previous four meetings and will provide a comprehensive update on different fields of acute cardiac care; such as acute coronary syndromes, acute heart failure, and life-threatening arrhythmias, as well as various acute general care issues.

Scientific presentations will be delivered by a distinguished faculty, while a large number of selected free oral communications and poster presentations will report new data from basic research laboratories and clinical centers around the globe.

The congress will offer delegates a variety of high quality scientific sessions and satellite symposia. Attendees will also have the opportunity to visit the exhibition area and meet with industry, to discover the most recent state of the art technology and devices.

We look forward very much to welcoming you to the Acute Cardiac Care Congress 2012 in the very fascinating and exotic city of Istanbul, which is one of the world's great cities famous for its historical monuments and magnificent scenic beauties. It is the only city in the world which spreads over two continents.

Istanbul, a universal beauty where poet and archeologist, diplomat and merchant, princess and sailor, northerner and westerner screams with same admiration. The whole world thinks that this city is the most beautiful place on earth. - Edmondo De Amicis

Yours sincerely,

**Prof Christian Vrints**

Chairperson ESC WG on Acute Cardiac Care

**Prof Bulent Gorenek**

Scientific Programme Chairperson and Local Host

**Prof Peter Clemmensen**

Vice-Chairperson ESC WG on Acute Cardiac Care

**Prof Nicolas Danchin**

Past-Chairperson ESC WG on Acute Cardiac Care

## **Acute Cardiac Care General Congress Information**

### About Acute Cardiac Care 2012

Acute Cardiac Care is the annual congress of the ESC working group and has firmly established itself as the premier European congress in its field. Acute Cardiac Care 2012 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 Cardiac Care 2012 Scientific Programme Committee

Prof. C. Vrints, Chairman ESC WG on Acute Cardiac Care  
Prof. P. Clemmensen, Vice-Chairman ESC WG on Acute Cardiac Care  
Prof. B. Gorenek, Scientific Programme Chairperson and Local Host  
Prof. N. Danchin, Past-Chairperson ESC WG on Acute Cardiac Care

### Nucleus of the Working Group on Acute Cardiac Care

#### CHAIRMAN

Prof. Christiaan J.M. Vrints, FESC,

#### VICE-CHAIRMAN

Dr. Peter Michael Clemmensen, FESC,

#### PAST-CHAIRMAN

Prof. Nicolas Danchin, FESC,

#### SECRETARY

Prof. Bulent Gorenek, FESC,

#### TREASURER

Dr. Hector Bueno, FESC,

#### ORDINARY NUCLEUS MEMBERS

Prof. Kurt Huber, FESC (AT)  
Dr. Maddalena Lettino, (IT)  
Prof. Christian Mueller, FESC (CH)  
Prof. Tom Quinn, FESC (GB)  
Prof. François Schiele, FESC (FR)  
Prof. Uwe Zeymer, FESC (DE)

#### EX-OFFICIO MEMBERS

Dr. Susanna Price, FESC (GB)  
Dr. Marco Tubaro, FESC (IT)  
Assoc. Prof. Doron Zahger, FESC (IL)

### Why should I participate?

Seize this unique opportunity to reach a field of international experts who practice the therapies and treatments for Acute Cardiac Care on a daily basis. Delegates will be eager to get a firsthand idea of the direction for new Acute Cardiac Care therapies and techniques providing you with an ideal opportunity to showcase products, announce trial results and provide hands-on experience for practice of new techniques.

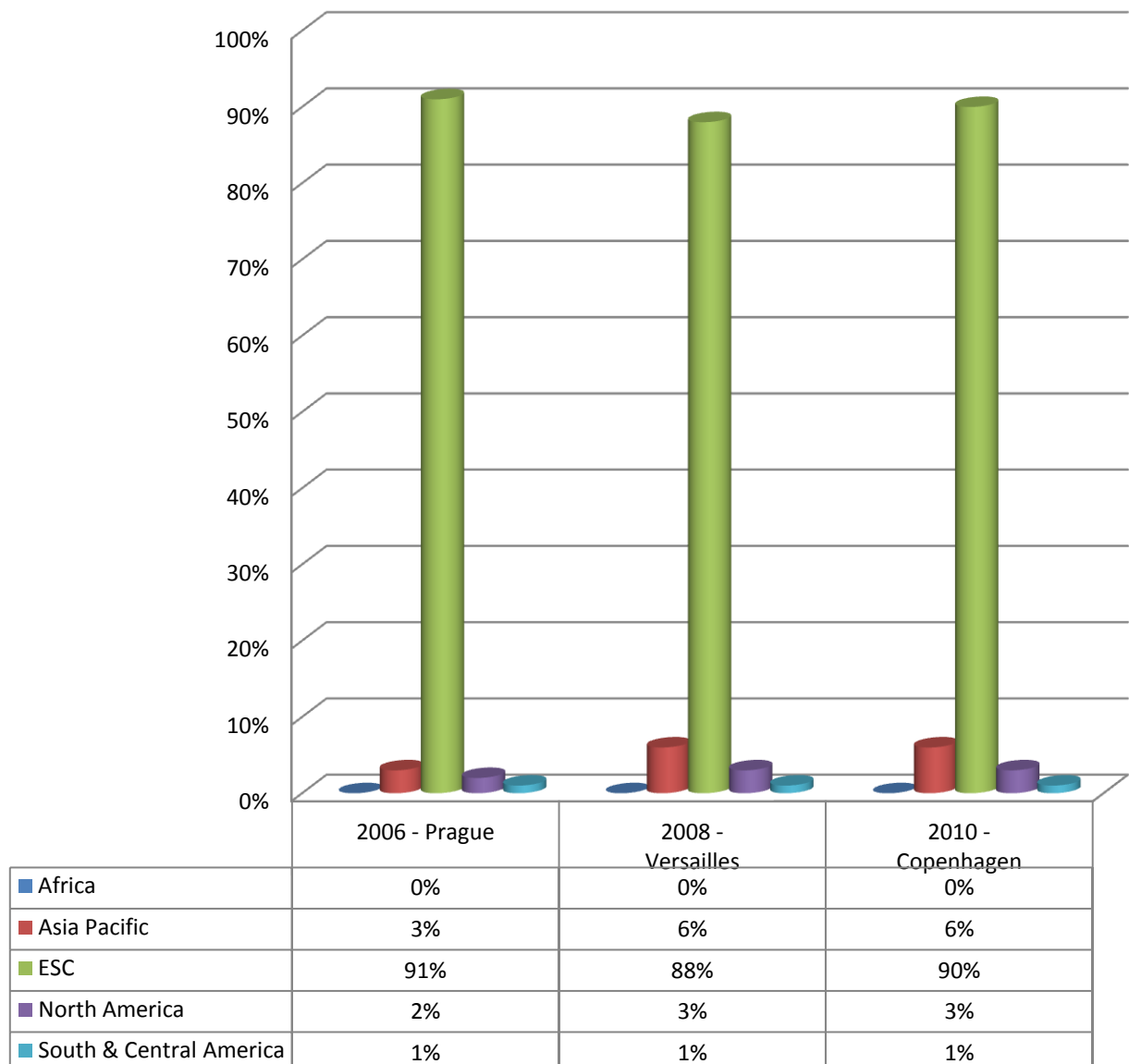
## Acute Cardiac Care Facts & Figures

Did you know?

**Acute Cardiac Care 2010** welcomed **1115 attendees** from over **63 countries** and featured **69 sessions** including **46 prearranged sessions, 37 symposia, 8 moderated poster sessions, 5 oral abstract sessions** and **2 debates**.

The Acute Cardiac 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 registration by geographical region:



## Registrations for Mediterranean region

Country	2006	2008	2010
Albania	4	9	23 (+150%)
Armenia		2	3
Azerbaijan	1		1
Bulgaria	8	5	12
Croatia	14	6	2
Cyprus		1	
Egypt	1	14	20
Georgia		1	2
Greece	54	84	113 (+34%)
Israel	44	26	17
Lebanon	1	1	1
Romania	41	53	44
Serbia - montenegro	14	22	27
Slovenia	4	3	2
Turkey	5	2	7
Ukraine	4	10	9
<b>TOTAL PARTICIPANTS</b>	<b>1338</b>	<b>1212</b>	<b>1115</b>
Mediterranean representation	<b>15%</b>	<b>20%</b>	<b>13%</b>

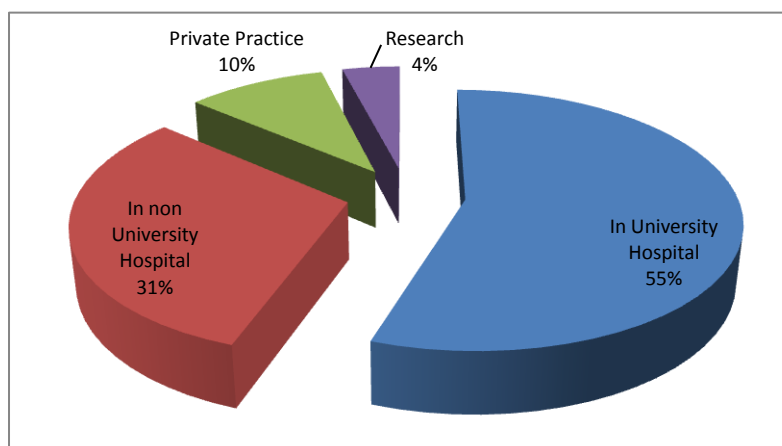
## Post congress Survey

Total Completed Survey: 108 people  
(786 people have received this survey)

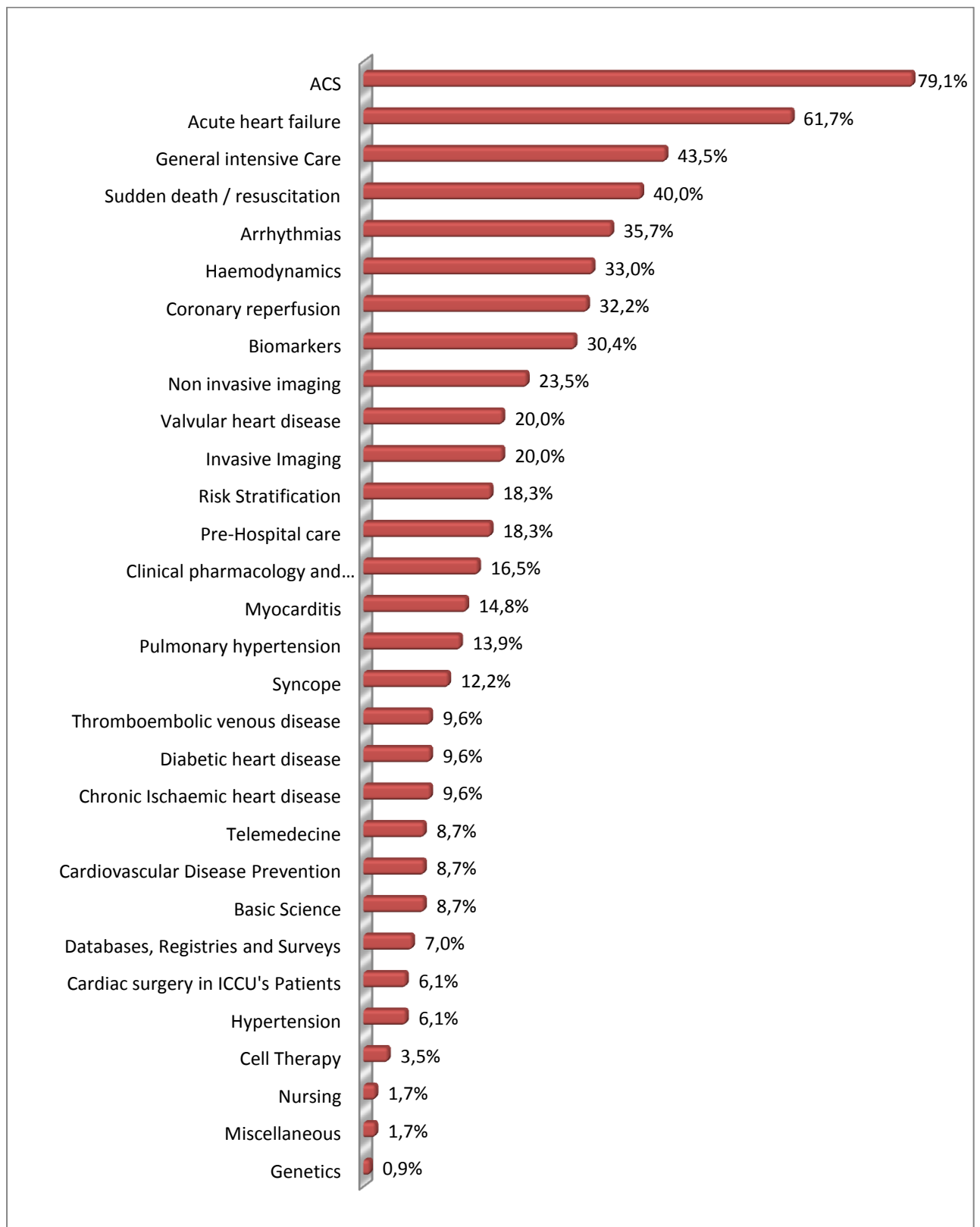
### ✓ Profession

Cardiologist : 78,9%  
 Cardiologist - Trainee : 8,3%  
 Nurse : 2,8%  
 Scientist : 4,6%  
 Public health Organisation/NGO : 0,9%  
 General Practitioner : 0,9%  
 Other : 10,1%

### ✓ Place of work



## Topics of interest



## Acute Cardiac Care Congress Dates & Opening Hours

### Venue & Dates

Acute Cardiac Care 2012 will be taking place in Istanbul, Turkey from 20 - 22 October 2012 at:

Istambul Lufti Kirdar Convention & Exhibition Centre (ICEC)  
Harbiye 34267 Istambul  
Turkey  
Tel: +90 212 373 11 00  
Fax: +90 212 224 08 78

### Language

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

### Congress Dates and Opening Hours

<b>Saturday</b>	20 Oct 2012	<b>14:00 – 20:30</b>	Exhibition Opening with opening Cocktail
<b>Sunday</b>	21 Oct 2012	<b>09:00 – 18:00</b>	Exhibition OPEN
		<b>10:00 – 11:00</b>	Coffee Break
		<b>15:30 – 16:30</b>	Coffee Break
<b>Monday</b>	22 Oct 2012	<b>09:00 – 18:00</b>	Exhibition OPEN
		<b>10:00 – 11:00</b>	Coffee Break
		<b>15:30 – 16:30</b>	Coffee Break
		<b>18:30 – 24:00</b>	Exhibition Dismantling





## Acute Cardiac Care 2012 Scientific Programme

The Scientific Programme has been put together by the Acute Cardiac Care 2012 Programme Committee. The Scientific Programme Committee has for one of its aims, to provide a comprehensive programme that extends from research sessions to hands-on practical courses. The Scientific Programme will provide a comprehensive update on different areas; such as acute coronary syndromes, acute myocardial infarction, heart failure hypertension, cardiac bio markers and life-threatening arrhythmias, as well as various acute general care issues around a main **theme "from research to daily practice"**.

During the congress delegates can enjoy a comprehensive programme which will include 44 pre-arranged sessions devoted to pre-hospital care, emergency room services, coronary and intensive care units and presented in a variety of session formats such as:

- Main sessions
- Educational Training sessions
- Debates
- "How To" sessions
- Special sessions
- Posters and Moderated Posters
- Oral Abstract sessions
- Industry Sponsored Sessions

### CONTINUING MEDICAL EDUCATION ACCREDITATION



The Acute Cardiac Care 2012 Congress will be reviewed for accreditation by the European Board of Accreditation in Cardiology (EBAC). The number of credits will be announced online. EBAC works in cooperation with the European Accreditation Council for Continuing Medical Education (EACCME) which is an institution of the European Union of Medical Specialists (UEMS).

### Acute Cardiac Care 2010 Industry Partners Participation

The following is the list of Industry Partners who have participated in the previous edition of the Acute Cardiac Care Congress:

Abbott GmbH & Co. KG  
Acute Cardiac Care 2012 – Istanbul, Turkey  
Bayer A/S  
BMEYE BV  
Danish Heart Foundation  
Danish Society of Cardiology  
ERC European Resuscitation Council  
European Society of Cardiology  
GE Healthcare  
MAQUET Cardiovascular  
MSD  
Physio-Control, a division of Medtronic  
Randox Laboratories Ltd  
The Medicines Company  
Thermo Fisher Scientific (BRAHMS UK Ltd)  
Wisepress Bookshop  
ZOLL Medical Corporation

## 1. Exhibition:

Showcase your products, services and activities to over 1,000 delegates from 50 different countries.



### Exhibition Space

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

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

**Application Deadline: 16 April 2012**

Price for space only: **€400 per m<sup>2</sup> excl. VAT**  
Price for Publishers **€300 per m<sup>2</sup> excl. VAT**

The minimum exhibition space is 6 m<sup>2</sup>  
(6 m<sup>2</sup> for publishers and booksellers)

**Stand size  
between:**

**Number of  
Free Badges:**

**9 and 49m<sup>2</sup>**

**10**

**50 and 99m<sup>2</sup>**

**18**

**100m<sup>2</sup> +**

**26**

### Exhibitors 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 excl. VAT**

Exhibitor badges will not give access to the scientific sessions of the congress, apart from sponsor access to their satellite symposia.

## 2. Industry Sponsored Sessions:

Ensure your contribution to the outstanding Acute Cardiac Care scientific programme



### Satellite Symposia

75 or 90 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 200, 300, 400 and 800 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:**
  - 200 to 300 seats: **€28,000** per session excl. VAT
  - 400 to 800 seats: **€34,000** per session excl. VAT
- **Price for Non-Exhibitor**
  - 200 to 300 seats: **€30,400** per session excl. VAT
  - 400 to 800 seats: **€36,400** per session excl. VAT

#### Satellite Symposia timeslot:

- **Sunday 21 October 2012: 12:45 – 14:00 / 18:15 – 19:45**
- **Monday 22 October 2012: 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

### Hands-On Tutorials

Hands-On Tutorials offer companies a means of associating with the educational requirements of delegates in an exclusive and intimate environment. These industry sponsored tutorials provide participants with an opportunity for hands-on and/or one to- one learning from clinical and/or technical experts on specific areas of expertise. Hands-On Tutorials are organised in dedicated rooms for 50 pax per session maximum. One room is allocated per company for the duration of the congress. Audiovisual and other necessary equipment must be covered by the supporting company.

#### Price of Hands-On Tutorials:

- **Price for Exhibitor: €15,000** per Hands-On Tutorial excl. VAT
- **Price for Non-Exhibitor €17,400** per Hands-On Tutorial excl. VAT

#### Hands-On Tutorials timeslot:

Hands-On Tutorials can be organised from Saturday 20 to Monday 22 October 2012.

- **Saturday 20 October 2012: 14:30 – 18:00**
- **Sunday 21 October 2012: 08:30 – 18:00**
- **Monday 22 October 2012: 08:30 – 18:00**

#### Note:

- Industry Sponsored Session Programmes will be published in the Acute Cardiac 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 April 2012**

### 3. Sponsorship, Promotion and Advertising Opportunities Increase & enhance your company profile in Acute Cardiac Care



#### Abstracts CD-ROM - Exclusive Sponsorship

The Official Acute Cardiac Care 2012 Congress Abstract CD-Rom contains all accepted Abstracts at Acute Cardiac Care 2012 and will be available on site during the congress. This highly popular item is available for exclusive sponsorship offering sponsor association with the scientific content and excellent exposure as redemption vouchers within the official congress bag will guide delegates to the sponsor's booth as the sole collection point.

**Life-span: Congress permanent archive/reference material.**  
**Price includes production of the CD-ROM and voucher:**  
**€15,000 excl. VAT**



#### Web Space - Exclusive Sponsorship

The business-style Web Space offers delegates internet access along with the scientific programme online, PC workstations and printers throughout the congress. The corporate name and logo of the sponsor displayed on all the screensavers of the Web Space offers excellent exposure. The sponsor can brand the area designated for the Web Space with corporate branding (no product names or references). Acknowledgement will be provided on congress web pages and in the Final Programme.

**Life-span: Congress**  
**Price: €10,000 excl. VAT (includes 4 computer terminals and 2 printers. Any additional structure, furniture & branding to be provided by sponsor)**



#### Congress Bags - Exclusive Sponsorship

Secure high corporate visibility and association with the congress by exclusive sponsorship of the Acute Cardiac Care 2012 congress bag distributed to each registered delegate.

**Life-span: Congress permanent archive/reference material.**  
**Price including production: €12,000 excl. VAT**



#### Delegate Badge Laces - Exclusive Sponsorship

The popular and highly visible official Acute Cardiac Care 2012 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: 1,500.

**Life-span: Congress**  
**Price including production: €10,000 excl. VAT**



#### Notepads & Pens - Exclusive Sponsorship

The official Acute Cardiac Care 2012 note pads and pens will be inserted in all the official congress bags and are available to our industry partners as an exclusive sponsorship opportunity. The sponsor's logo and the Acute Cardiac Care logo will be printed on the pads and on the pens. Alternatively, the sponsor may also provide its own note pads (with corporate adverts on the cover page & pens (price upon request).

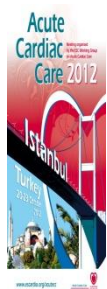
**Life-span: Congress & permanent archive**  
**Price including production: €8,000 excl. VAT**



### 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**



### Final Programme Bookmark – Product Advertising allowed

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.

**Lifespan: Congress permanent archive/reference material.**  
**Price Bookmark excluding production: €10,000 excl. VAT**



### Delegate Bags 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: Congress**  
**Price of 1 insert excluding production: €4,000 excl. VAT**



### Web Link

Invite delegates to your congress activities (exhibition or satellite) by designing a promotional page which we will post on the Acute Cardiac Care 2012 Congress Web Pages. One Web Link promotes one activity.

**Lifespan: Pre-Congress & Congress**  
**Price for 1 Web Link: €1,000 excl. VAT**

## Unrestricted Educational Grants

Industry Partners are invited to “associate” with the Scientific Programme of Acute Cardiac Care 2012, or a specific session through an Unrestricted Educational Grant which demonstrates a company’s support and association with an aspect of the Scientific Programme. Support is acknowledged for the chosen session in the Final Programme and on the Acute Cardiac Care Congress web pages. The supporting industry may not advertise or promote their grant association.

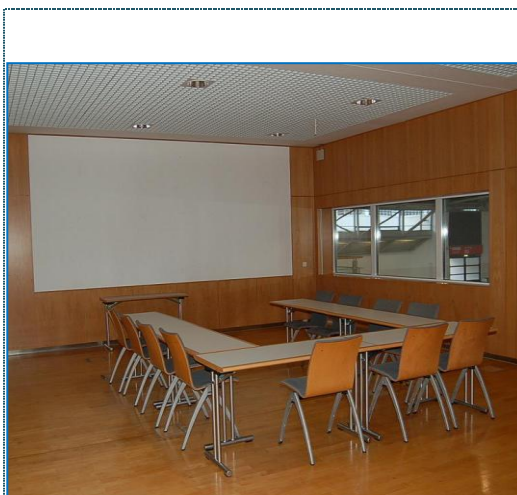
**Unrestricted Educational Grant: €10,000 per session**

## On-site Promotion/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](mailto:Sponsorship@escardio.org)

**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.

## 4. Organise private meetings at Acute Cardiac Care 2012



### Function Spaces

A limited number of Function Spaces are located within the congress centre for companies wishing to meet their guests in a quiet and intimate environment during the conference.

Planned activities must be submitted to the organisers for approval.

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

Companies are responsible for equipment and catering arrangements.

### NEW THIS YEAR!

**Benefit from a reduced registration fee for local residents!**

**The registration services will open on 1 February 2012 at a special rate of €215 for your local delegates.**

## Key Dates

My ESC Services open for Abstract Submission, Registration and Hotel Accommodation:	MONTH/YEAR
<b>Abstract Submission deadline:</b>	04 April 2012
<b>Online Registration open:</b>	1 February 2012
<b>Early Fee Registration deadline:</b>	16 July 2012
<b>Acute Cardiac Care Congress:</b>	20 - 22 October 2012

### Applications & Guidelines for Industry Participation at Acute Cardiac Care 2012

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

**NB: Returning a signed application form implies a tacit agreement of the Acute Cardiac Care 2012 Guidelines for Industry Participation. The cancellation procedure stipulated on each application form strictly applies once received by the ESC.**

The Acute Cardiac Care 2012 Guidelines for Industry Participation will be communicated to companies participating at Acute Cardiac Care 2012 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\\_services@escardio.org](mailto:industry_services@escardio.org)



## Contacts

The ESC Industry Services Team is dedicated to working with our industry partners on optimising the value of your participation in line with your individual corporate objectives, please contact [industry\\_services@escardio.org](mailto:industry_services@escardio.org) (Tel: +33 (0)4 92 94 86 78) to discuss your company requirements at Acute Cardiac Care 2012.

- **Acute Cardiac Care Secretariat**

ESC - European Heart House  
2035, route des Colles - Les Templiers - BP 179  
06903 Sophia Antipolis, FRANCE  
Tel.: +33 (0)4 92 94 76 00  
Fax: +33 (0)4 92 94 86 29  
Email: [EuroACCsecretariat@escardio.org](mailto:EuroACCsecretariat@escardio.org)  
Web Site: <http://www.escardio.org/congresses/acute-cardiac-care-2012/Pages/welcome.aspx>

- **Exhibition**

Tel.: +33 (0)4 92 94 35 10  
Fax: +33 (0)4 92 94 76 26  
Email: [EuroACCexhibition@escardio.org](mailto:EuroACCexhibition@escardio.org)

- **Satellite Symposia**

Tel: +33 (0)4 89 87 20 03  
Fax: +33 (0)4 92 94 76 26  
Email: [Satellite@escardio.org](mailto:Satellite@escardio.org)

- **Sponsorship**

Tel: +33 (0)4 89 87 20 09  
Fax: +33 (0)4 92 94 76 26  
Email: [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)

- **Venue**

Istanbul Lufti Kirdar Convention & Exhibition Centre (ICEC)  
Harbiye 34267 Istanbul  
Turkey  
Tel: +90 212 373 11 00  
Fax: +90 212 224 08 78

