



ACCA
Acute Cardiovascular
Care Association

ACUTE CARDIOVASCULAR CARE**2019**



2-4 March
Malaga, Spain

INDUSTRY PROSPECTUS

www.escardio.org/acutecvd
#ACUTECVD19



ESC

European Society
of Cardiology

Contacts

ORGANISER

Acute Cardiovascular Care Association of the ESC

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Exhibition, Industry Sponsored Sessions, Sponsorship and Rooms

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VENUE

PALACIO DE FERIAS Y CONGRESOS
DE MALAGA

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29006 Málaga - Spain

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Welcome Letter

Dear Industry Partners,

We would like to officially welcome you to next year's annual meeting of the Acute Cardiovascular Care Association of the ESC.

Our congress is the leading scientific event for all healthcare professionals working in acute cardiac care. This meeting brings together cardiologists, intensivists, anaesthesiologists, internists, cardiac surgeons, nurses, paramedics and other allied professionals who care for acutely ill cardiac patients.

The programme will offer in-depth presentations by leading experts on acute coronary syndromes, acute heart failure, reperfusion and revascularisation, circulatory support in shock or pre-shock, management of arrhythmias in the acute setting, general intensive care, as well as secondary prevention with a focus on anti thrombotic therapy, lipid lowering and anti-diabetics.

The Acute Cardiovascular Care Association of the ESC continually invests in the education of young doctors and researchers. The aims and objectives of our congress are rather simple: delegate education and the dissemination of knowledge in order to further improve patient outcomes. This will be done by gathering leading specialists who will present the latest advances in the field of acute cardiovascular care.

Delegate education is a shared mission and you are our partner in science and education. As we are sure you are aware, scientific congresses require 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 Symposium in order to supplement the educational quality of our scientific programme.

If you have any specific requests, we will be happy to work with you on an individual basis in order to best examine the ways in which we can collaborate.

On behalf of the ACCA Board and the Congress Programme Committee, we look forward to welcoming you to Malaga for Acute Cardiovascular Care 2019.



Maddalena Lettino, Milano, Italy
ACCA President 2016-2018



Susanna Price, London, UK
ACCA President Elect 2016-2018



Sergio Leonardi, Pavia, Italy
Congress Programme
Committee-Chairperson



About the Acute Cardiovascular Care Association (ACCA)

ACCA is a worldwide reference for education, research and science in the field of acute cardiovascular care for all professionals involved in the management of patients with acute diseases. Over the past years, we have constantly evolved and improved our dedication to best patient outcome. Time and effort have been invested into building a comprehensive portfolio of activities that now constitutes a solid foundation for our association:

- A renowned annual congress
- A dedicated journal *European Heart Journal Acute Cardiovascular Care* (EHJ-ACVC) with 8 online and 6 printed editions
- A textbook on intensive and acute cardiac care (updated every year with a standalone online access)
- A clinical decision making toolkit (with a dedicated drug section, available online and via a mobile application)
- An e-learning programme (79 interactive topics in the field)

Acute Cardiovascular Care congress

● Key reasons to sponsor

Acute Cardiovascular Care congress is the European meeting for the multidisciplinary group of specialists who treat patients with acute cardiovascular diseases. The congress provides a natural platform for professionals to learn, exchange and disseminate best practices for the benefit of the patient.

● Key reasons to attend

- Dynamic, scientific content over three days for all professions with an interest in acute cardiovascular care.
- Guaranteed interaction with esteemed key experts in the field and a multidisciplinary audience (cardiologists, emergency care physicians, intensive care physicians, internists, surgeons, imaging specialists, interventionists, nurses, students and paramedics).
- Specific educational track for young cardiologists.
- Industry novelties to be presented.
- Practical hands-on sessions.

● Key networking & educational opportunities

- Joint sessions with international associations.
- Opportunities for dialogue with senior cardiologists and future stars in the field!
- Presentation of the latest developments to a diverse and enthusiastic audience!

Our audience - expected attendance 1,000+

- Cardiologists
- Emergency physicians
- Intensivists
- Internists
- Physicians in training
- Cardiac surgeons
- Nurses
- Paramedics
- All healthcare professionals involved in acute cardiovascular care

Scientific focus at Acute Cardiovascular Care 2019

- Acute cardiac care
- Acute coronary syndromes
- Acute heart failure
- Aortic disease
- Arrhythmias, general
- Atrial fibrillation
- Device therapy
- Imaging
- Interventional cardiology
- Pericardial disease
- Pulmonary circulation, pulmonary embolism, right heart failure
- Syncope and bradycardia
- Ventricular arrhythmias and sudden cardiac death

Acute Cardiovascular Care Facts & Figures

Key Figures from Acute Cardiovascular Care 2018



987 participants from 74 countries



Accredited for 11 hours of CME credits



596 abstracts submitted



115 international expert faculty



63 Scientific sessions



82m² exhibition space



Challenging case presentations

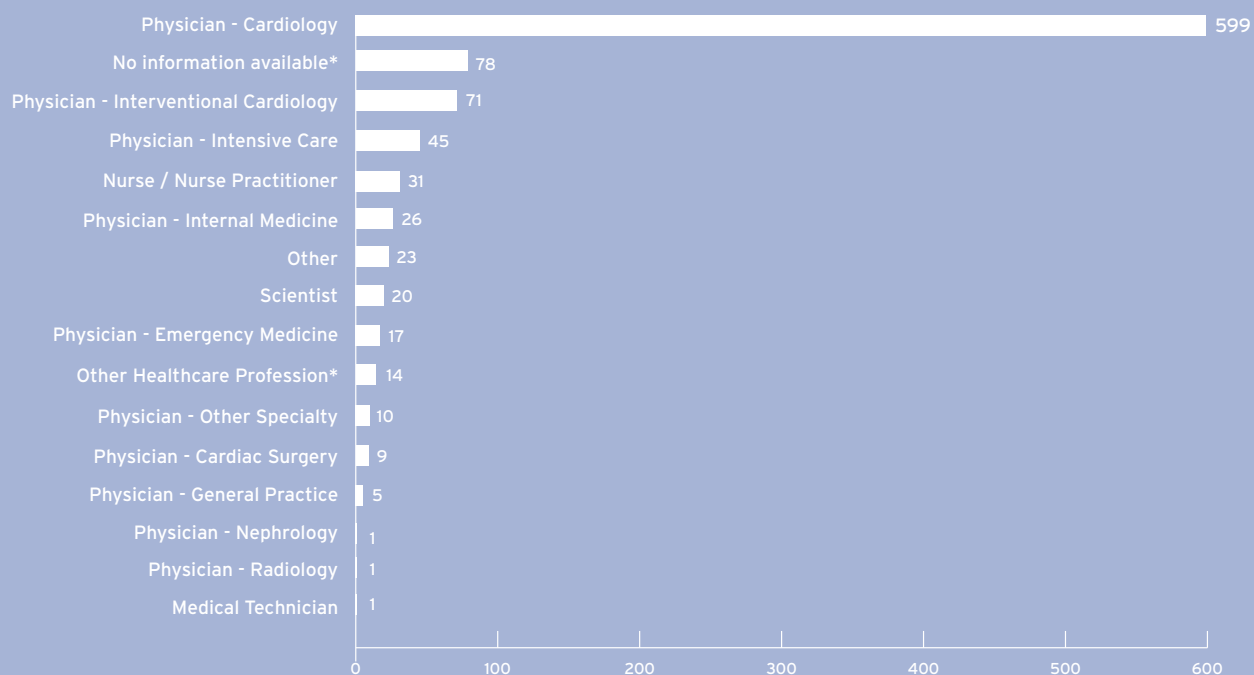


1 industry sponsored session

Delegate origin - top 20 countries

Rank	Country	Total 2015 Vienna	Total 2016 Lisbon	Total 2018 Milan
1	Italy	55	161	178
2	Spain	77	109	80
3	United Kingdom	47	39	45
4	Russian Federation	34	42	39
5	Greece	47	40	36
6	Poland	28	20	34
7	Romania	19	78	33
8	Serbia	21	18	33
9	Netherlands	20	30	31
10	Belgium	21	25	30
11	Germany	35	36	28
12	Norway	11	9	26
13	Portugal	29	96	26
14	United States of America	12	7	24
15	Switzerland	19	12	23
16	Austria	54	16	21
17	Denmark	14	24	21
18	France	16	23	19
19	Israel	29	26	14
20	Sweden	8	10	14

Delegate professional activity

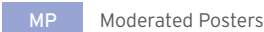


*Delegates not having completed their "My ESC" profile

Statistics are based on information available in delegates' "My ESC" profile. This information was available for 874 delegates (the others have an incomplete profile or were registered by third parties).

Breakdown by region

ESC Region	Geneva 2014	Vienna 2015	Lisbon 2016	Milan 2018
Africa (non ESC)	8	5	4	4
Asia-Pacific	124	101	68	51
ESC	848	752	968	856
North America	28	20	12	28
South & Central America	28	10	18	13



Industry @ Acute Cardiovascular Care

Industry partners work hand in hand with ACCA to offer delegates a congress rich in science and innovation. We gratefully acknowledge our partners and look forward to working together again.

Abbott Laboratories Intl
AMEDTECH Medizintechnik Aue GmbH
AstraZeneca
Daiichi Sankyo Europe GmbH
ISAS International Seminars
Novartis Pharma AG
Oxford University Press
PCM Scientific
Portola Pharmaceuticals Inc.
Roche Diagnostics International Ltd
SAGE Publications Ltd
Sanofi
Singulex
Thermo Fisher Scientific
Virogates A/S
Wisepress Online Bookshop Ltd



Exhibition



The exhibition is an integral part of the congress as it provides delegates with the opportunity to exchange with key industry experts on critical areas of development and research in cardiovascular products and therapies. The exhibition will be a central hub for scientific discussion and exchange during the congress.

Exhibition Timetable

Friday 1 March	08:00 - 18:00	Exhibition build-up (all stands)
Saturday 2 March	08:00 - 10:00	Exhibit decoration only
	10:00 - 17:30	Exhibition OPEN
Sunday 3 March	09:00 - 17:30	Exhibition OPEN
Monday 4 March	09:00 - 12:30	Exhibition OPEN
	12:30 - 14:30	Exhibition CLOSED
	From 14:30	Exhibition dismantling

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.

	Industry	Publishers, booksellers
Price	€400/m ²	€300/m ²
Minimum exhibition space	9m ²	6m ²

Cost is for floor space only (no structure or amenities). All prices are excluding VAT.

Exhibition Welcome Package

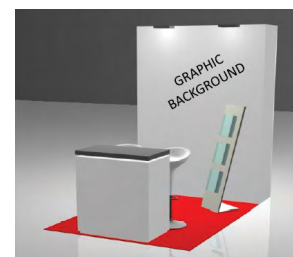
Your meeting point to interact with delegates!

Simply purchase this all inclusive welcome package, hold face to face meetings and swap business cards.

The 6m² Welcome Package includes: 1 lockable desk, 2 stools, 1 printable background (dim 2x2.5mt), carpet, standard electricity supply, a display rack and daily cleaning.

Price: €3,800

Cost is for floor space and package. Price is excluding VAT.



Non contractual picture

Exhibition 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.

Stand size between	General exhibitor badges	Scientific exhibitor badges
Welcome Package	4	4
9 and 49m ²	4	4
50 and 99m ²	8	8
100m ² +	12	12

General exhibitor badges do not give access to Acute Cardiovascular Care 2019 scientific sessions.

Scientific exhibitor badges do give access to the scientific sessions of Acute Cardiovascular Care 2019.

Neither badge entitles the holder to get a congress bag, a certificate of attendance and does not include a journal subscription.

Price for additional general exhibitor badges: €50.00 excl. VAT

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

Application deadline: 23 October 2018



Industry Sponsored Sessions

Companies are invited to organise a series of 60 minute Satellite Symposia included in the Acute CVD 2019 scientific programme. These sessions will offer pertinent data on the latest scientific information and developments from the industry. Satellite Symposia will be held within the congress centre in lecture rooms of various capacities. A limited number of time-slots have been made available for Satellite Symposia. Satellite Symposia organisers may coordinate receptions or distribute lunch boxes before or after the session.

			Exhibitor Price	Non-Exhibitor Price
Saturday				
2 March 2019	12:45 - 13:45 (60 min)		€28,000	€34,000
Sunday				
3 March 2019	12:45 - 13:45 (60 min)		€28,000	€34,000

All prices are excluding VAT.

The following services are included in the price of a satellite symposium:

- Room rental
- 1 flyer
- 1 weblink
- 1 ESC room hostess*
- Access and use of audiovisual equipment in lecture room

Companies organising non-exhibitor symposia will be allocated 4 scientific badges and 4 general badges.

**The ESC room hostess will only be in charge of welcoming and briefing the Chairpersons and the Speakers on technical facilities and ensuring that sessions run on time. The ESC room hostess may not be asked by the session organisers to distribute promotional materials or scan delegate badges.*

NOTE


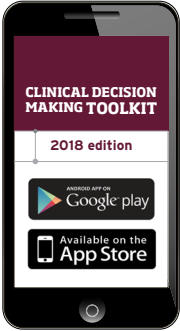
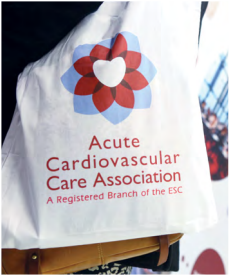
- The full list of equipment will be communicated upon room assignment. Cost of additional equipment, furniture, food and beverages will be at the expense of the sponsor.
- Industry sponsored sessions programmes will be published in the Acute CVD 2019 Scientific Programme & Planner (SPP), PDF version of the Final Programme and on the Mobile App.
- Satellite Symposia programmes are subject to Acute CVD 2019 Programme Committee approval.

Industry Sponsored Sessions will be assigned on a first come, first served basis.
Application deadline: 23 October 2018


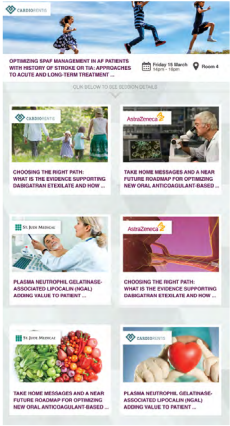

Sponsorship

A photograph of three men in a conference setting. The man in the center, wearing a dark blue sweater and glasses, holds a white brochure titled 'The ESC Textbook of Intensive and Acute Cardiovascular Care' with a '2017 ONLINE UPDATE' banner. He is looking at the brochure while talking to the man on his right. The man on the right is wearing a dark sweater and glasses, and has a 'SANOFI' lanyard and a 'DELEGATE' badge. The man on the left is partially visible, wearing glasses and a grey jacket. The background is a blurred green wall and other people.

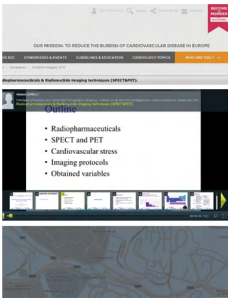



A wide range of services for congress attendees are available for sponsorship by our industry partners providing essential support for the congress and opportunity for novel communication to the healthcare profession.

Product	Description	Focus	Price
	<p>Acute Cardiovascular Care 2019 Congress News - Online Version</p> <p><i>No product advertising permitted</i></p> <p>The digital edition of the Acute CVD 2019 Congress News will be emailed to registered delegates and 4,100 members daily with scientific interviews of congress highlights, as well as news from the Acute Cardiovascular Care Association (ACCA).</p> <p>This online paper is a must-have and is very much consulted by a large number of delegates over their morning cup of tea, so do take the opportunity to extend your visibility to delegates with an advert on that page.</p>	<p>NEW</p> <p>Lifespan: Congress Emailed to all congress delegates.</p> <p>Sent daily to all delegates and ACCA members, representing ~4,100 healthcare professionals (in 2018).</p>	<p>€5,000</p>
	<p>Acute CVD 2019 Mobile App</p> <p><i>Product advertising permitted - Exclusive sponsorship</i></p> <p>Provide delegates with this indispensable tool and showcase your company's involvement in our dedicated sponsor section which includes:</p> <ul style="list-style-type: none"> Your advertisement in the form of sliding banners (up to 4 banners - product advertisement permitted) Details of your sponsored sessions (which are also highlighted in the daily schedule section) Stand positioning Your activities on site Contact details <p>This environmentally-friendly initiative is rapidly becoming the platform of reference for delegates who wish to have the congress at the tip of their finger. With this mobile device tool, delegates are able to:</p> <ul style="list-style-type: none"> Consult the daily updated Final Programme Build their schedule with their sessions of interest Receive your Splash Screen & Push Notification adverts Navigate through the venue thanks to the intuitive floor plan 	<p>Reach & audience: Congress delegates and non-attendees who have downloaded the app (549 downloads) in 2018</p> <p>Lifespan: Pre-congress/ congress/post-congress</p>	<p>€12,500</p>
	<p>Congress Bags</p> <p><i>Exclusive Sponsorship</i></p> <p>Secure high corporate visibility and display your brand on the official Acute Cardiovascular Care 2019 congress bags with your company logo. Distribution is planned to more than 1,000 delegates upon their arrival.</p>	<p>Reach & audience: All congress delegates ~1,000 pax</p> <p>Lifespan: Congress and beyond</p> <p>*Applications for Congress bags must be submitted before 15 November 2018</p>	<p>€10,000</p> <p>Price including production</p>

All prices are excluding VAT

Product	Description	Focus	Price
	Delegate Badge Holder/Laces <i>Exclusive Sponsorship</i> Display your corporate name and logo on this highly visible marketing tool, which will be worn by all delegates.	Reach & audience: All congress delegates ~1,000 pax Lifespan: Congress	€10,000 Price including production
	eBlast - Pre-Congress / Post-Congress <i>Product advertising permitted for exhibition adverts only</i> Promote your exhibition space or sponsored sessions to all Acute CVC 2019 pre-registered delegates a few days prior to the congress to increase awareness surrounding your activities with the pre-congress eBlast. The delegate will be able to open a PDF enlarged version of each sponsor advert by clicking on the advert visual or the session title. Our post-congress eBlast is the ideal way to remain in the spotlight once the event is over by promoting your activities and association with the congress to a broad audience.	Pre-Congress: Emailed to pre-registered delegates, roughly 2/3 of total attendance Post-Congress: Emailed to registered delegates (3,000 pax and targeted members from our database with an interest in Acute Cardiovascular Care). <i>*The figures are based on the number of registered delegates and members who have accepted to receive ESC emailings at the time of the eBlast.</i>	€4,500 Per advert
	Mobile App Splash Screen & Push Notifications <i>No product advertising</i> A virtual and innovative way for session organisers to reach out to delegates by offering electronic and catchy versions of their Adverts (Splash Advert) in the Mobile App. These Splash Adverts/Push notifications are to promote your sessions to delegates as a "Not to be missed"!	<div>NEW</div> Lifespan: Congress Advert duration: 4 secs	€5,000
	The Splash Adverts have been scheduled according to the Satellite Symposia time slots. On the day of your sessions, the Mobile App (updated) will display your Splash Advert and 30' before your scheduled sessions, Push Notifications containing a link directing delegates to your scientific programmes will be sent to users. Due to the limited number of Mobile App Splash Screen slots, be sure to reserve early.		

All prices are excluding VAT

Product	Description	Focus	Price
	<p>Screencast - Voice and Slides</p> <p>Purchase recordings from your Satellite Symposium for your own educational/promotional purposes. Use the database you have assembled onsite (by scanning badges) and over the years to extend the reach of your congress activities. The screencast will capture the speaker's voice and slides (no video).</p> <p>Screencast files will be sent to sponsors after the congress. You are obliged to use the services of the Speaker Service Centre to avail of this product.</p> <p>Onsite educational content does not stop in Malaga, eBlasts can promote screencasts and ensure the spotlight is kept on your activities even after the congress has come to a close.</p>	<p>Reach & audience: Your own database</p> <p>Lifespan: Post-congress</p>	<p>€2,500</p>
	<p>Webcast - Video and Slides</p> <p>Extend the reach of your Satellite Symposium to all those who were not able to attend by posting the webcast of your session on the new ESC 365 platform.</p> <p><i>The use of the speaker service centre is mandatory. Exceptions are subject to ESC approval with an increase in the price offer.</i></p> <p><i>Webcasts are uploaded within 24 hours of the session maximum. The ESC will provide webcast sponsors with the video files after the congress.</i></p>	<p>Reach & audience: Congress delegates and non-attendees, via the new ESC 365 platform.</p> <p>NEW  ESC 365</p> <p>Lifespan: Post-congress</p> <p><i>Available for Satellite Symposia only</i></p>	<p>€10,000</p>
	<p>Live Broadcasting</p> <p>The ESC offers our industry partners the possibility to optimise their investment and extend the reach of their Industry sponsored sessions organised during Acute CVD 2019, by giving them the possibility to reach out to a live audience with a live stream of their session from the Congress centre.</p> <p>You are obliged to use the services of the Speaker Service Centre to avail of this price. This price includes one stream per Satellite Symposium in English.</p>	<p>Lifespan: congress</p> <p>No Live Broadcasting permitted outside this product. Price valid for equipped rooms.</p> <p><i>Available for Satellite Symposia only</i></p>	<p>€10,000</p>

All prices are excluding VAT

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. Sponsors are fully responsible for ensuring their product selection is in line with all healthcare legislative and regulatory guidelines.

Sponsorship items will be assigned on a first come, first served basis.
Application deadline: 23 October 2018

Partner Services





The ESC has created two product categories to allow companies to organise different meeting formats within the congress centre, during congress hours.

Meeting Rooms

Depending on availability, 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. Hands-on and training of products/ therapies are not permitted in Meeting Rooms.

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

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. The following rules apply to this meeting category:

- Meeting is "closed" and on invitation only.
- Maximum attendance is 200 guests.
- Meeting is not promoted in the congress centre or in any Acute CVD 2019 publications.

Closed industry meeting

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

All prices are excluding VAT

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: 23 October 2018

Key Dates



Launch of online sales for industry	20 June 2018
Registration and Abstract submission opening	7 August 2018
Abstract submission deadline	12 October 2018
Application deadline	23 October 2018
Early Registration deadline	20 December 2018
Late Registration deadline	4 February 2019
Last Minute Registration deadline	25 February 2019



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