



# 2018 ACUTE CARDIOVASCULAR CARE

6TH ANNUAL CONGRESS OF THE ACUTE CARDIOVASCULAR CARE ASSOCIATION

MILAN, ITALY

3-5 MARCH

INDUSTRY PROSPECTUS

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



Acute  
Cardiovascular  
Care Association  
ACCA  
A Registered Branch of the ESC



EUROPEAN  
SOCIETY OF  
CARDIOLOGY®

## ESSENTIAL INFORMATION

### Annual Meeting of the Acute Cardiovascular Care Association of the ESC

European Society of Cardiology  
Les Templiers  
2035 Route des Colles  
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06903 SOPHIA ANTIPOLIS CEDEX  
France

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### ESC Project Team

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Sponsorship and Partner Services  
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Congress Manager  
Mrs Alexandra Henry  
Email: [accasecretariat@escardio.org](mailto:accasecretariat@escardio.org)

### Venue

MiCo Milano Congressi  
Piazzale Carlo Magno, 1  
20149 Milan, Italy  
Email: [info@fieramilanocongressi.it](mailto:info@fieramilanocongressi.it)  
Website: [www.micomilano.it](http://www.micomilano.it)



## WELCOME ADDRESS

### 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.

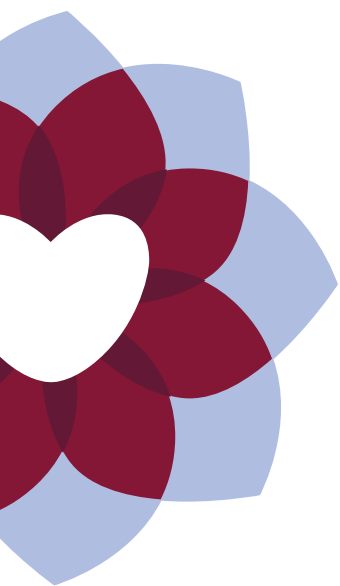
On behalf of the ACCA Board and the Congress Programme Committee, we look forward to welcoming you to Milan for ACCA 2018.

**Maddalena Lettino, Milano, Italy**  
ACCA President and Local Host

**Kurt Huber, Vienna, Austria**  
Congress Programme Committee Chairperson

**Sergio Leonardi, Pavia, Italy**  
Congress Programme Committee Co-Chairperson





## ABOUT ACCA

Our goal is to become 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 outcome for patients. Time and effort have been invested in numerous projects that now constitute a solid foundation for our association:

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

### CONGRESS - KEY REASONS TO SPONSOR

Acute Cardiovascular Care is the European meeting place 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 that provides a natural interactive platform for all professions with an interest in acute cardiovascular care.
- Guaranteed interaction with esteemed key experts 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.
- Specific educational track for our young cardiologists.
- Practical hands-on sessions.

### 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 future stars in the field!
- The opportunity to present your latest developments to an enthusiastic audience all the while educating them!

### OUR AUDIENCE - EXPECTED ATTENDANCE | 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 2018

- 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 2016



**1 122** participants from **69** countries



Accredited for **15** hours of CME credits



**801** abstracts submitted



**103** international expert faculty



**63** sessions and workshops



**84m<sup>2</sup>** exhibition space



Challenging case presentations



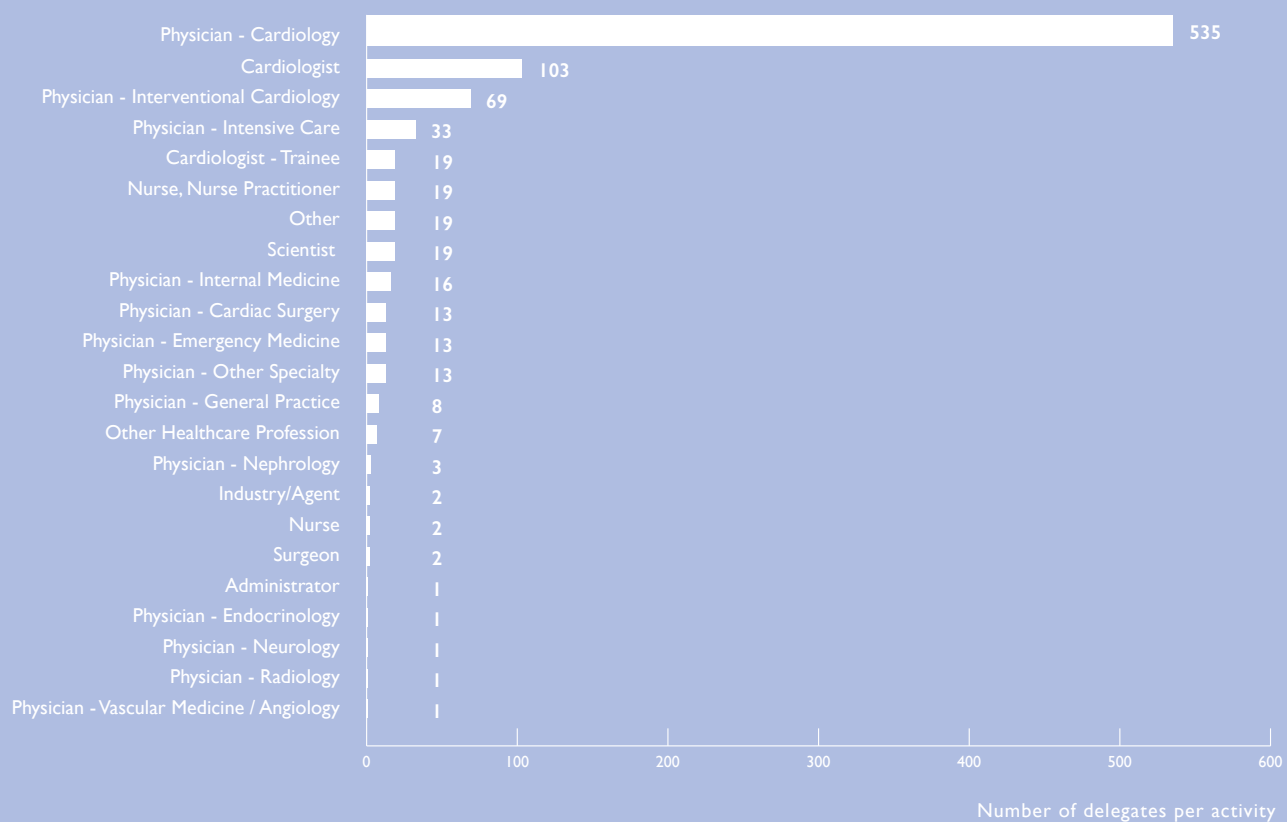
**4** industry sponsored sessions

## Delegate origin – top 20 countries

Rank	Country	2014 Geneva	2015 Vienna	2016 Lisbon
1	Italy	59	55	161
2	Spain	66	77	109
3	Portugal	27	29	96
4	Romania	27	19	78
5	Russian Federation	61	34	42
6	Greece	84	47	40
7	United Kingdom	38	47	39
8	Germany	28	35	36
9	Netherlands	28	19	30
10	Israel	23	29	26
11	Belgium	20	21	25
12	Denmark	0	14	24
13	France	24	16	23
14	Poland	17	28	20
15	Egypt	7	15	19
16	Bulgaria	25	14	18
17	Serbia	33	21	18
18	Albania	28	23	17
19	Austria	17	54	16
20	Japan	17	26	15



## Delegate breakdown per activity



\*Statistics are based on information available in delegates' "My ESC" profile. This information was available for 900 delegates (the others have an incomplete profile or were registered by third parties).

## Breakdown by region

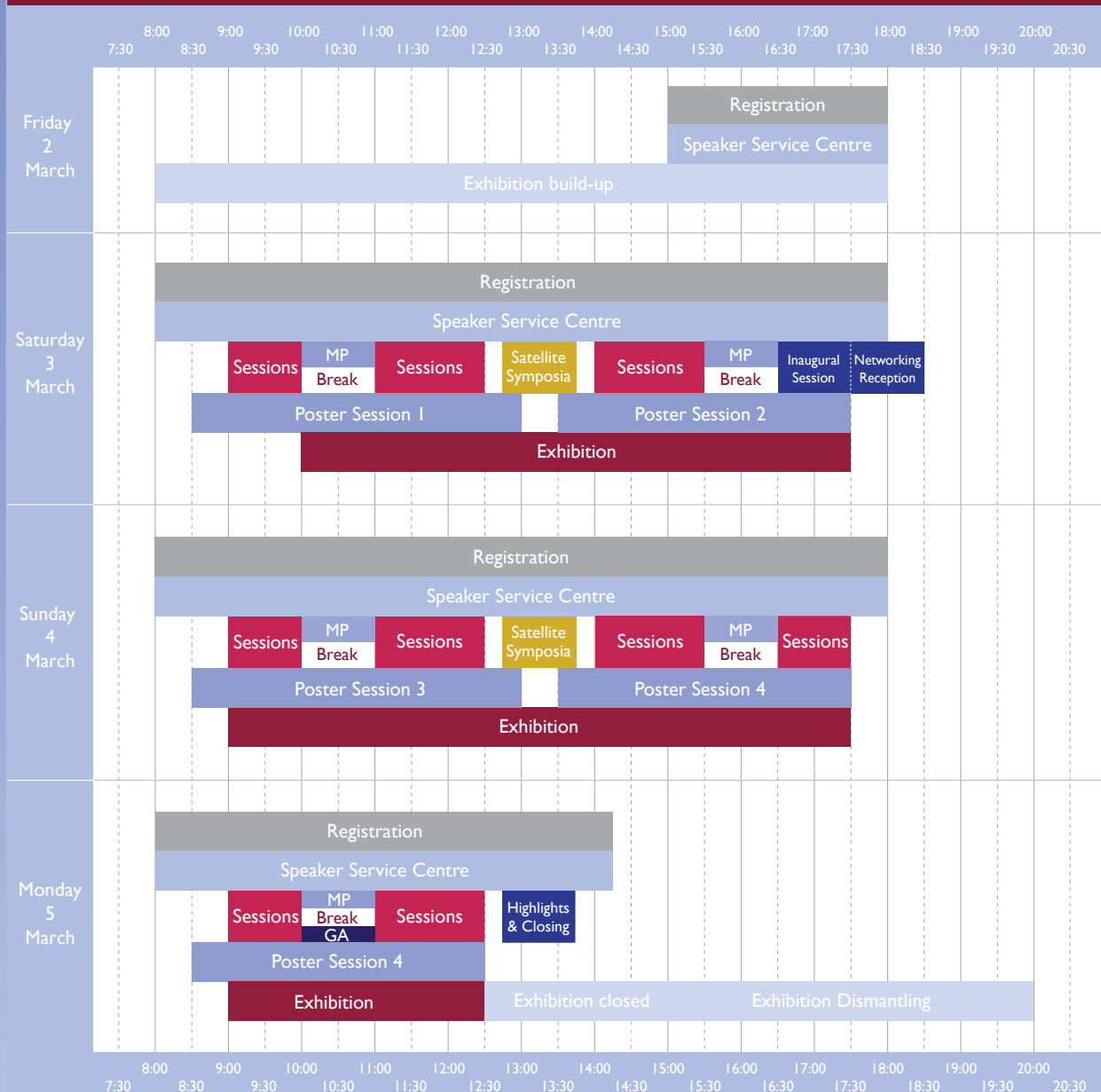
	2013 Madrid	2014 Geneva	2015 Vienna	2016 Lisbon
Africa	8	8	5	4
Asia-Pacific	54	124	101	68
ESC	877	848	752	968
North America	20	28	20	12
South & Central America	16	28	10	18

# 2018 ACUTE CARDIOVASCULAR CARE CONGRESS SCHEDULE



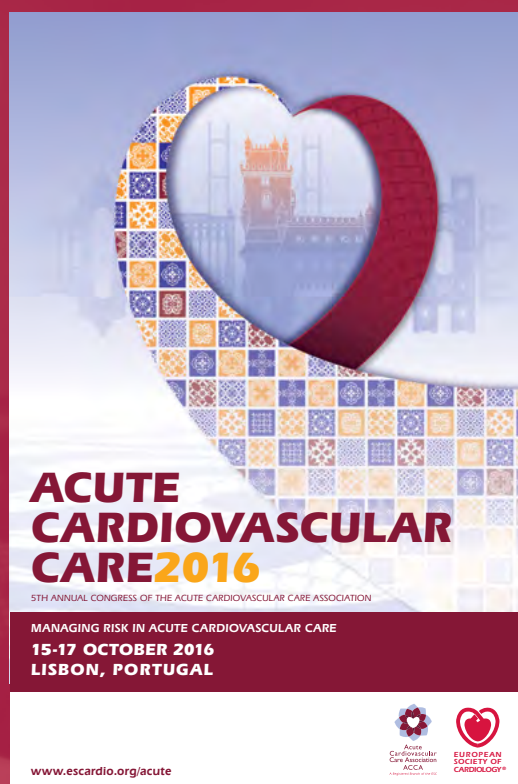
Acute  
Cardiovascular  
Care Association  
**ACCA**

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## 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  
Novartis Pharma AG  
Oxford University Press  
PCM Scientific  
Roche Diagnostics International Ltd  
SAGE Publications Ltd  
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 2 March	08:00 – 18:00	Exhibition build-up (all stands)
Saturday 3 March	08:00 – 10:00 10:00 – 17:30	Exhibit decoration only Exhibition OPEN
Sunday 4 March	09:00 – 17:30	Exhibition OPEN
Monday 5 March	09:00 – 12:30 12:30 – 14:30 From 14:30	Exhibition OPEN Exhibition CLOSED 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 <sup>2</sup> excl. VAT	€300/m <sup>2</sup> excl. VAT
Minimum exhibition space	9m <sup>2</sup>	6m <sup>2</sup>

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 6m<sup>2</sup> Welcome Package includes:** 1 lockable desk, 2 stools, 1 2x2x0.5m printable background, carpet, standard electricity supply, a display rack and daily cleaning.

**Price: €3 800**

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

## 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 <sup>2</sup>	4	4
50 and 99m <sup>2</sup>	8	8
100m <sup>2</sup> +	12	12

General exhibitor badges do not give access to Acute Cardiovascular Care 2018 scientific sessions.

Scientific exhibitor badges do give access to the scientific sessions of Acute Cardiovascular Care 2018.

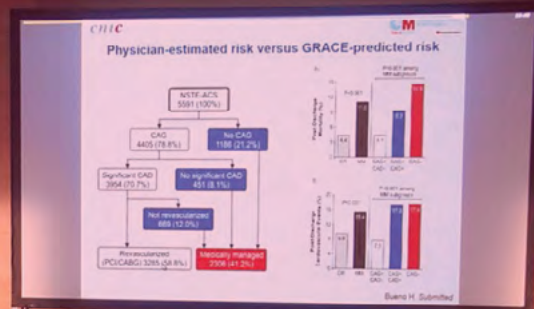
Neither badge entitles the holder to get a congress bag, a certificate of attendance and does not include a journal subscription.

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 2017**

# INDUSTRY SPONSORED SESSIONS



Companies are invited to organise a series of 60 minute Satellite Symposia included in the ACCA 2018 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.





			<b>Exhibitor Price</b>	<b>Non-Exhibitor Price</b>
<b>Saturday 3 March 2018</b>	12:45 – 13:45	(60 min)	€28 000	€34 000
<b>Sunday 4 March 2018</b>	12:45 – 13:45	(60 min)	€28 000	€34 000

All prices are excluding VAT.

The following items 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 provided with an allocation of 4 scientific badges and 4 general badges.

*\*The ESC room hostess will 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 used 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 ACCA 2018 Scientific Programme & Planner (SPP), PDF version of the Final Programme and on the Mobile App.
- Satellite Symposia programmes are subject to ACCA 2018 Programme Committee approval.







**Industry Sponsored Sessions will be assigned on a first come, first served basis. Application deadline: 23 October 2017**



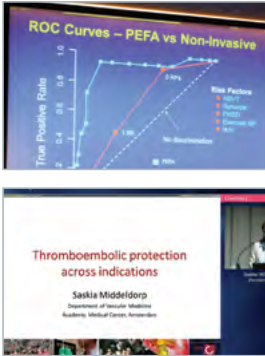
## SPONSORSHIP



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.



PRODUCT	DESCRIPTION	PRICE (EXCL. VAT)
	<p><b>ACCA 2018 Mobile App</b>  <b>Product advertising permitted - Exclusive sponsorship</b>            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"> <li>• Your advertisement in the form of sliding banners (up to 4 banners - product advertisement permitted)</li> <li>• Details of your sponsored sessions (which are also highlighted in the daily schedule section)</li> <li>• Stand positioning</li> <li>• Your activities on site</li> <li>• Contact details</li> </ul> <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"> <li>• Consult the daily updated Final Programme</li> <li>• Build their schedule with their sessions of interest</li> <li>• Receive your Splash Screen &amp; Push Notification adverts</li> <li>• Navigate through the venue thanks to the intuitive floor plan</li> </ul> <p><b>Reach &amp; audience:</b> congress delegates and non-attendees who have downloaded the app (1645 in 2016)  <b>Lifespan:</b> pre-congress/congress/post-congress</p>	<p><b>€12 500</b></p>
	<p><b>Congress Bags</b>  <b>Exclusive Sponsorship</b>            Secure high corporate visibility and display your brand on the official Acute Cardiovascular Care 2018 congress bags with your company logo. Distribution is planned to more than 1000 delegates upon their arrival.</p> <p><b>Reach &amp; audience:</b> all congress delegates ~1 000 pax  <b>Lifespan:</b> congress and beyond            *Applications for Congress bags must be submitted before 15 November 2017</p>	<p><b>€10 000</b></p> <p><i>Price including production excl. VAT</i></p>
	<p><b>Delegate Badge Holder/Laces</b>  <b>Exclusive Sponsorship</b>            Display your corporate name and logo on this highly visible marketing tool, which will be worn by all delegates.</p> <p><b>Reach &amp; audience:</b> all congress delegates ~1 000 pax  <b>Lifespan:</b> congress</p>	<p><b>€10 000</b></p> <p><i>Price including production excl. VAT</i></p>
	<p><b>eBlast - Pre-Congress</b>  <b>Product advertising permitted for exhibition adverts only</b>            Promote your exhibition space or sponsored sessions by email to all Acute Cardiovascular Care 2018 pre-registered delegates a few days prior to the congress.            A customised mailing will be sent out on 27 February 2018 to increase delegate awareness surrounding your activities.</p> <p><b>Reach &amp; audience:</b> pre-registered delegates, roughly 2/3 of total attendance  <b>Lifespan:</b> a few days prior to the congress</p>	<p><b>€4 500</b></p> <p><i>Per advert excl. VAT</i></p>

PRODUCT	DESCRIPTION	PRICE (EXCL. VAT)
	<p><b>eBlast - Post-congress</b></p> <p><b>Product advertising permitted for exhibition adverts only</b></p> <p>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, most notably with the inclusion of the screencast or webcast from your sponsored session.</p> <p>A customised mailing will be sent out on 27 March 2018.</p> <p><b>Reach &amp; audience:</b> all registered delegates ~1 000 pax and targeted members from our database with an interest in Acute Cardiovascular Care</p> <p><b>Lifespan:</b> post-congress</p>	<p><b>€4 500</b></p> <p><i>Per advert excl. VAT</i></p>
	<p><b>Screencast - Voice and Slides</b></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 Milan, eBlasts can promote screencasts and ensure the spotlight is kept on your activities even after the Congress has come to a close.</p> <p><b>Reach &amp; audience:</b> your own database</p> <p><b>Lifespan:</b> post-congress</p>	<p><b>€2 500</b></p>
	<p><b>Webcast - Video and Slides</b></p> <p>Extend the reach of your Satellite Symposium to all those who were not able to attend your Satellite Symposium by posting the webcast of your session on the Scientific Programme &amp; Planner.</p> <p>This platform offers year-round access to resources from the congress (abstracts, slides, webcasts, e-Posters).</p> <p>The use of the speaker service centre is mandatory. Exceptions are subject to ESC approval with an increase in the price offer.</p> <p>Webcasts are uploaded within 24 hours of the session maximum. The ESC will provide webcast sponsors with the video files after the congress.</p> <p><b>Reach &amp; audience:</b> congress delegates and non-attendees, via the ESC scientific resources platform SP&amp;P</p> <p><b>Lifespan:</b> post-congress</p>	<p><b>€10 000</b></p>

**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 2017**

## PARTNER SERVICES



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



## Function Spaces

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 Function Spaces.

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 150 guests.
- Meeting is not promoted in the congress centre or in any ACCA 2018 publications.

### Cost for a closed industry meeting

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.

*All prices are excluding VAT*



Rooms will be assigned on a first come, first served basis.  
Application deadline: 23 October 2017

## KEY DATES

**6 July - 28 September 2017**

Call for abstracts

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**8 December 2017**

Early fee deadline

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**23 February 2018**

Last minute fee deadline

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**2 March 2018**

Late fee deadline







For all other information please contact:

European Society of Cardiology  
Les Templiers  
2035 Route des Colles  
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