



ACNAP

Association of Cardiovascular
Nursing & Allied Professions

EuroHeartCare

Annual Congress of the Association of
Cardiovascular Nursing and Allied Professions

2-4 May 2019

Milan, Italy



**INDUSTRY
PROSPECTUS**

www.escardio.org/EuroHeartCare
[#euroheartcare](https://twitter.com/euroheartcare)



ESC

European Society
of Cardiology

Essential Information

EuroHeartCare 2019 Organisation

Programme Committee

Jennifer Jones (Chair)
Trine Bernholdt Rasmussen
Oliver Deckwart
Erika Froelicher
Robyn Gallagher
Ana Ljubas

Gabrielle McKee
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Contacts

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Registration

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Housing

Tel: +33 (0)4 92 94 86 23
Email: ehcarehotels@escardio.org

Organiser

European Society of Cardiology

ESC - European Heart House
Les Templiers, 2035, route des Colles
CS80179 BIOT
06903 Sophia Antipolis cedex
FRANCE
www.escardio.org

Language

The official language is English. All lectures and presentations will be held in English.

VENUE

MiCo - Milano Congressi
via Gattamelata
20149 Milan - Italy



Welcome Letter

Dear Industry Partners,

We would like to officially welcome you to next year's congress, EuroHeartCare 2019, in Milan which is organised by the Association of Cardiovascular Nursing and Allied Professions (ACNAP) of the ESC.

EuroHeartCare is the leading European congress bringing together research and clinical cardiovascular nurses and other allied healthcare professionals - including physiotherapists, psychologists, and dieticians - to improve cardiovascular care. EuroHeartCare is the place to be to gain precious insight from successful and experienced faculty, network with leading international colleagues, and discover cutting-edge programmes and research. The audience at EuroHeartCare is like no other, playing a pivotal role in supporting patient self-management and adherence to treatment.

The congress programme will offer presentations by global experts on heart failure, secondary prevention, cardiac arrhythmia, interventional cardiology. It will feature late-breaking trials and talks by experts on digital health and patient involvement. We prioritise joint sessions with other ESC associations and strategically important global organisations.

Educating healthcare professionals is a shared mission and you are an important partner. This is an opportunity for your company to showcase products, present your latest advances and perhaps organise a Satellite Symposium to supplement the educational quality of the scientific programme targeted at those healthcare professionals closest to the patient.

If you have any specific questions or requests, please contact us. We are eager to work with you.

On behalf of the ACNAP Board and the Congress Programme Committee, we look forward to welcoming you in Milan for EuroHeartCare 2019.



Tina Hansen, Denmark
ACNAP President, FESC, 2018-2020





ACNAP

Association of Cardiovascular
Nursing & Allied Professions

Association of Cardiovascular Nursing and Allied Professions (ACNAP)

On 28 August, the ESC General Assembly in Munich voted to elevate the long-standing ESC Council on Cardiovascular Nursing and Allied Professions (CCNAP) to an association, one of only seven within the ESC.

The creation of ACNAP reflects the continued growth and increasing recognition of the important part that nurses and allied health professionals have to play in cardiac care.

Over the years, CCNAP has designed a comprehensive and diversified portfolio of activities that now constitutes a solid foundation for ACNAP to build on:

- The highly informative and renowned annual congress, EuroHeartCare
- The top-ranking European Journal of Cardiovascular Nursing (EJCN) with 8 online issues
- The development of educational resources such as Core Curriculum and the Comprehensive Guidelines Implementation Toolkit
- Many career enhancement and mentorship programmes

ACNAP is a vibrant and constantly growing community which now counts more than 3,200 members from all over the world, of which 40% are below 40 years old.

ACNAP aims to increase its focus on education, to stimulate research and participate more actively in partnerships with external stakeholders and across professions.

Join ACNAP in our mission to shape a better future for Nurses and Allied Professions.

About our Congress

EuroHeartCare is the annual congress of the ESC Association of Cardiovascular Nursing and Allied Professions (ACNAP). In 2019, the congress will be held in Milan, in collaboration with the Gruppo Italiano Infermieri di Cardiologia (GITIC) and the Associazione Nazionale Medici Cardiologi Ospedalieri (ANMCO).

Key networking & educational opportunities

- Nurses and Allied Health Professionals in practice, research and education are present offering opportunities for dialogue with senior health professionals 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

- EuroHeartCare is the most suitable environment to gain valuable insight from successful and experienced faculty, meet and network with a top quality international audience, learn from the leaders and best experts in Europe regarding cutting-edge programmes and research.
- Discussions with key stakeholders in the field will ultimately help overcome challenges and strengthen collaborative efforts for shaping the future for cardiovascular nurses and allied professionals.
- EuroHeartCare cannot be missed being the biggest congress for nurses and allied professionals in Europe.

Key topics

- | | |
|--------------------------------------------------|-------------------------------------------------------|
| • Chronic heart failure treatment and prevention | • Psycho-Social and cultural aspects of heart disease |
| • Acute heart failure | • Cardiovascular risk factors and prevention |
| • Cardiovascular disease in special populations | • Cardiovascular nursing |
| • Atrial fibrillation | • Arrhythmias |
| • Acute coronary syndromes | • Prevention |
| • Acute coronary syndrome pharmacology | • Cardiac surgery |
| • Congenital heart disease | |

EuroHeartCare Facts & Figures

Key Figures from EuroHeartCare 2018 Dublin



600+ participants from more than **40** countries



88 international expert faculty



Over **250** submitted abstracts



Exhibition area

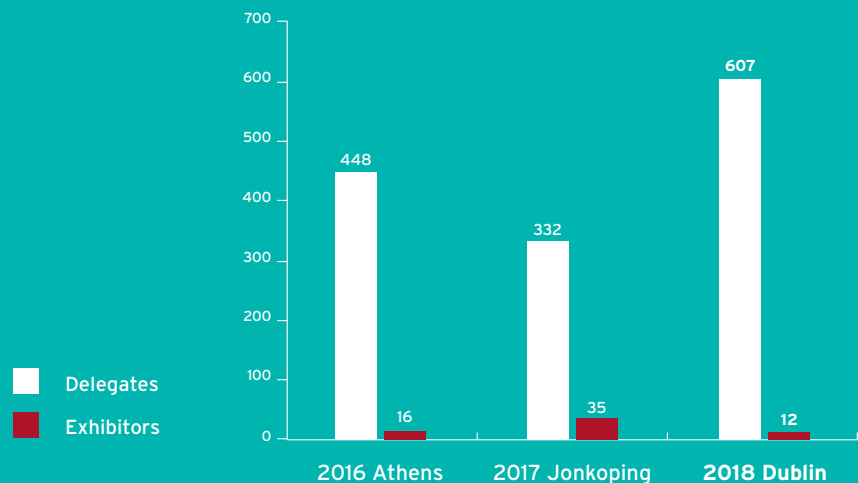


18 sessions



9 abstract based sessions

EuroHeartCare Past Attendance



Delegate origin - top 10 countries

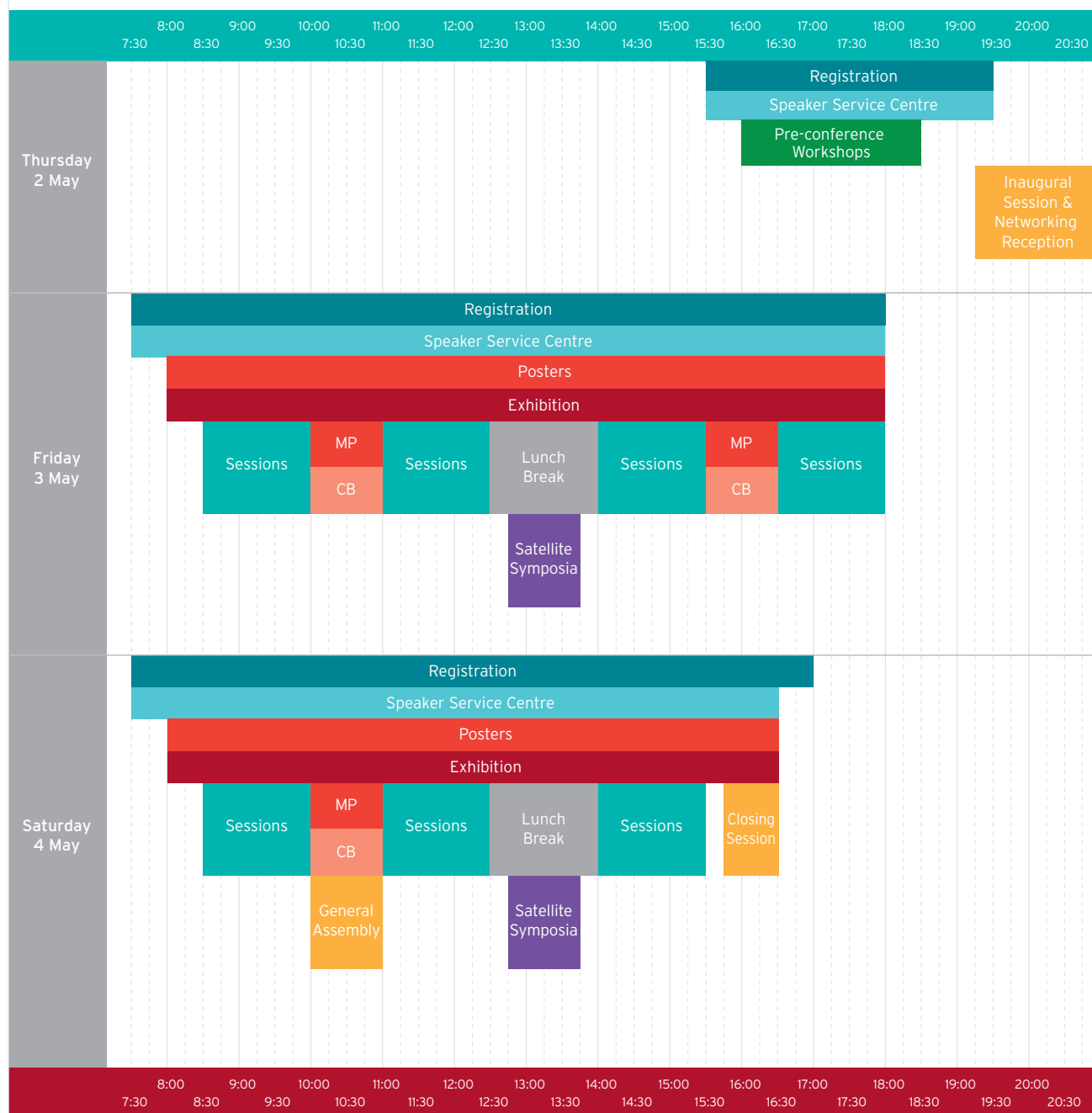
Rank	Country	2016 Athens	2017 Jonkoping	2018 Dublin
1	Ireland	12	11	132
2	United Kingdom	27	29	66
3	Lithuania	0	0	47
4	Sweden	25	132	38
5	Greece	212	3	37
6	Norway	10	27	27
7	Denmark	20	15	25
8	Finland	10	7	24
9	Netherlands	10	13	22
10	Romania	2	0	20

Attendance breakdown by Region 2016-2018

Region	2016 Athens	2017 Jonkoping	2018 Dublin
Africa	0	1	3
Asia Pacific	16	10	15
ESC Countries	425	305	560
North America	7	15	26
South & Central America	0	1	3
TOTAL	448	332	607

EuroHeartCare 2019

Preliminary Schedule



MP Moderated Posters CB Coffee Break

Industry @ EuroHeartCare

The following is a list of industry partners who have participated in previous EuroHeartCare meetings:

Amgen AB
A. Menarini Pharmaceuticals Ireland
AstraZeneca AB
Axellus
Bayer
Biosensors International
BIOTRONIK
Boehringer Ingelheim
Boston Scientific
Bristol-Myers Squibb
British Journal of Cardiac Nursing
CareLigo AB
Daiichi-Sankyo Europe and Eli Lilly and Company
Elips
Failte Ireland
Ferrer
Hospital Services Ltd
Irish Heart Foundation
Irish Nurses Cardiovascular Association
Johnson & Johnson AG Cordis
Laerdal
Merck Sharp & Dohme
Nordinfu Care AB
Novartis AG
Orion Pharma
Pfizer Healthcare
Physio-Control
Recordati Ireland
Resmed
Roche Diagnostics Ltd.
SAGE Publications Ltd
Sanofi
Scan Medical
Schering-Plough Pharmaceuticals (Ireland) Limited
ScPharmaceuticals
Servier Laboratories (Ireland) Ltd
St Jude Medical
The British Journal of Cardiac Nursing
The National Council for the Professional Development of Nursing and Midwifery
Vicare
Wet Wipes
Zoll

A teal-tinted photograph of a group of people at an exhibition. In the foreground, a woman with blonde hair, wearing a white blazer and a black lanyard, is looking towards the camera. To her left, a woman with dark hair is seen in profile, looking towards the blonde woman. In the background, other people are visible, and there are exhibition stands with text. A large red circle is positioned at the top of the page, partially overlapping the teal background.

Exhibition

The exhibition will be an integral part of the congress in Milan and delegates will be invited to discover the latest products, initiatives and technologies on the educational stands throughout the event.
Showcase your products, services and activities to leaders in the field.

Exhibition Timetable

Friday 3 May 2019	08:00 - 18:00	Exhibition OPEN
Saturday 4 May 2019	08:00 - 16:30	Exhibition OPEN

Exhibition Space

Provide delegates with a unique opportunity to catch a glimpse of the continuous technological developments by showcasing your products in the exhibition.

Exhibition Welcome Package

Price €2,500 (excluding VAT)

Your meeting point to interact with delegates.
Simply purchase this all inclusive welcome package, hold face to face meetings and swap business cards.

The Welcome Package includes:

- 4m² floor space
- Carpeting (colour tbd)
- Graphic background (dim. 2x2,5 mt)
- 2 led spotlights
- 1 multiple socket (with 4 plugs)
- 1 desk with 2 stools
- 1 brochure rack
- 1 waste basket
- Power - 3 Kw
- Basic stand daily cleaning



Non contractual pictures

Floor Space Only

Purchase floor space only and build your stand as per your requirements:

Cost: €300 per m² (excluding VAT)
9m² minimum

Publisher cost: €150 per m² (excluding VAT)
6m² minimum

Exhibitor Badges

Exhibitors are entitled to 3 free general exhibitor badges and 2 free scientific badges.

Exhibitor badges will not allow access to the scientific sessions of the congress except for those sessions sponsored by the exhibitor.

Price for additional general exhibitor badges: €50 excluding VAT

Please complete and submit your *stand application form* available online on our website. The full list of services will be communicated upon stand assignment. www.esceexhibition.org

All prices are excluding VAT

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

Application deadline: 1 November 2018



Industry Sponsored Sessions

Companies are cordially invited to organise Industry Sponsored Sessions to be included in the 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

Participating companies may organise scientific sessions during dedicated time slots, known as Satellite Symposia. These industry organised sessions are the perfect forum through which you may reach your target audience with the latest scientific information. Satellite Symposia lecture rooms range in capacity (190-800 seats). Satellite Symposia timeslots are limited.

Date	Timeslot	Exhibitor Price	Non-Exhibitor Price
Friday 3 May 2019	12:45 - 13:45	€5,000	€6,500
Saturday 4 May 2019	12:45 - 13:45	€5,000	€6,500

All prices are excluding VAT

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

- Room rental
- 1 Invite included in the congress bag
- 1 Weblink
- Access and use of audiovisual equipment in lecture room



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.

Practical Tutorials

Practical Tutorials offer companies a mean of associating with the educational requirements of delegates in an intimate environment.

These tutorials provide participants with an opportunity for hands-on and/or one-on-one learning from clinical and/or technical experts on specific areas of expertise.

Practical Tutorials are organised in rooms of 20-30 pax. One room is allocated per company for the duration of the congress. Sessions can be organised during exhibition opening hours on Friday 3 and Saturday 4 May 2019. Tutorial organisers are responsible for room set-up, additional furniture, AV equipment and catering arrangements.

Benefits include:

- Standard room (customisation needs to be ordered through our suppliers at extra cost)
- Dedicated listing on the EuroHeartCare Scientific Programme & Planner, in the EuroHeartCare Final Programme and Mobile App
- 1 Advert

Companies organising a non-exhibitor Practical Tutorials will be provided with an allocation of 5 Scientific Badges and 5 General Badges.


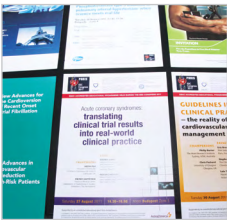
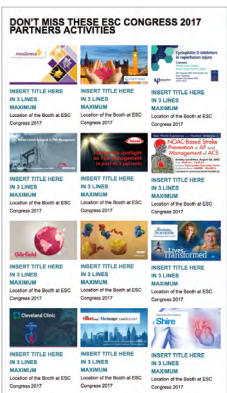
Exhibitor Price:	€6,000
Non-Exhibitor Price:	€7,500

All prices are excluding VAT





Time slots and rooms will be assigned on a first come, first served basis
Application deadline: 1 November 2018

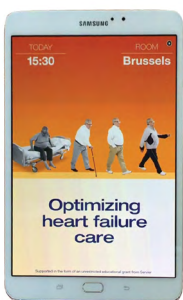
Sponsorship

A wide range of services are available for sponsorship providing essential support for the congress and opportunity for novel communication to congress delegates.

Product	Description	Focus	Price
	Delegate Badge Laces No product advertising permitted - Exclusive sponsorship Print your logo on this highly visible badge holder. Worn by all delegates throughout the event, this product offers extensive exposure.	Lifespan: Congress	€5,000
	Delegate Bag Inserts Product advertising permitted for exhibition only 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	€1,000
	eBlast ESC permits product advertising for Exhibition adverts only Promote your exhibition space or sponsored sessions to all EuroHeartCare 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. Two emailing dates eBlast #1 : 23/04/2019 (before the congress) eBlast #2 : 10/05/2019 (after the congress)	Reach & audience: Pre-Congress: Emailed to pre-registered delegates* Lifespan: A few days prior to the congress Reach & audience: Post-Congress: Emailed to registered delegates* as well as our entire ACNAP database*. <i>Note that ACNAP members who attended the Congress are counted as delegates.</i> Lifespan: Post-congress <i>*Audience is 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

All prices are excluding VAT

Product	Description	Focus	Price
	<p>EUROHEARTCARE 2019 Congress news - Printed Version</p> <p>NEW</p> <p>No product advertising permitted - Exclusive sponsorship</p> <p>The official congress newspaper distributed onsite on the first day of the congress to the attendees will contain the latest news, congress highlights, key opinion leader articles and presents an exceptional opportunity for an exclusive sponsor to advertise on the back cover.</p>	<p>Lifespan: Congress permanent archive/reference material</p> <p>Quantity: 600 copies in total (subject to change)</p>	€5,000
	<p>EuroHeartCare 2019 Congress News - Online Version</p> <p>NEW</p> <p>No product advertising permitted</p> <p>The digital edition of the EuroHeartCare 2019 Congress News will be emailed to registered delegates and 2,200 members daily with scientific interviews of congress highlights, as well as news from the Association of Cardiovascular Nursing and Allied Professions (ACNAP).</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>Lifespan: Congress Emailed to all congress delegates.</p> <p>Sent daily to all delegates and ACNAP members, representing ~2,200 healthcare professionals (in 2018).</p>	€5,000
	<p>Final Programme</p> <p>ESC permits product advertising</p> <p>The Final Programme contains general information on the congress and the organising association, the detailed scientific programme including industry Sponsored Sessions. Hard copies are placed in the Congress bag which is distributed to each congress delegate. A back page advertisement ensures maximum exposure and recognition to the sponsor.</p>	<p>Lifespan: Congress permanent archive/reference material</p>	€7,500
	<p>Mobile App</p> <p>Product advertising permitted in sponsor button only - Exclusive sponsorship</p> <p>The official congress Mobile App will be the detailed reference this year. The App offers the exclusive sponsor a dedicated sponsor button where they can promote their own congress activities. This environmentally-friendly initiative is for smartphone & tablets.</p>	<p>Reach & audience: At our previous edition, the EuroHeartCare 2018 Mobile App was downloaded over 305 times.</p> <p>Lifespan: Pre-congress, congress</p>	€7,500

Product	Description	Focus	Price
	<p>Mobile App Splash Screen & Push Notifications</p> <p>No product advertising</p> <p>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”.</p> <p>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.</p> <p>Due to the limited number of Mobile App Splash Screen slots, be sure to reserve early.</p>	<p>NEW</p> <p>Lifespan: Congress Advert duration: 4 secs</p>	<p>€5,000</p>



Note

The use of product names identifying product logos, misleading names that could be perceived as product names or registered trademarks are strictly limited and are only permitted for products and services where product promotion is clearly stated.

For a given product where it is mentioned “ESC permits product advertising”, local regulatory approval is incumbent on the company selecting the product and is not a valid clause for refund of services.

All prices are excluding VAT

Items will be assigned on a first come, first served basis
Application deadline: 1 November 2018

Partner Services

Meeting Rooms

The ESC allows companies to host a limited number of guests and organise small and informal meetings (approx. 20 pax) in a range of fully furnished rooms available within the congress centre. No training or showcasing of products/ therapies may take place in the Meeting Rooms.

Companies are responsible for AV equipment and catering arrangements.

Price available on 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 EuroHeartCare 2019 publications.

Closed Industry Meetings - Price

- 60-minute meeting: €1,000
- Additional cost per increment of 30mins: €500

Permitted meeting types:

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

Strictly forbidden: meeting with any formal presentations for delegates.

Time slots or rooms will be assigned on a first come, first served basis

Application deadline: 1 November 2018

Key Dates

Application deadline	1 November 2018
Abstract submission deadline	10 January 2019
Early fee registration deadline	27 February 2019
Late fee registration deadline	2 April 2019
EuroHeartCare 2019, Milan, Italy	2-4 May 2019

Application & Guidelines for Industry Participation @ EuroHeartCare 2019

Forthcoming EuroHeartCare Guidelines for Industry Participation

The EuroHeartCare 2019 Guidelines for Industry Participation will be available in February 2019.

Therein you will find listed:

- Exhibition Guidelines and Procedures
- Satellite Symposia Guidelines and Procedures
- Educational Grant Information
- Registration and Accommodation references and contacts
- Related Terms and Conditions

Payment Terms

The following terms of payment apply:

- 100% of the total amount will be due within 30 days after receipt of the invoice
- All payment must be made in EUR plus statutory sales tax according to European regulations.

Cancellation Terms

Cancellation and changes to your original booking must be done in writing to the Industry Services Team.

The organisers shall retain the following sum:

- 10% until 30 November 2018
- 50% from 01 December 2018 to 31 January 2019
- 100% from 01 February 2019

Applications forms for Exhibition Stand Space, Industry Sponsored Sessions, Sponsorship

All Exhibition, Satellite and Sponsorship forms should be completed, signed and returned as soon as possible ("*first come, first served*"). Returning a signed application form implies a tacit agreement of EuroHeartCare 2019 Guidelines for Industry Participation.

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

