

ESC Preventive Cardiology 2020

formerly EuroPrevent



Annual Congress
of the European Association
of Preventive Cardiology

**Industry
Prospectus**

2-4 | **Malaga** •
April | SPAIN

www.escardio.org/ESCPprev

Contacts

ORGANISER

Annual congress of the European Association of Preventive Cardiology (EAPC)

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ESC Preventive Cardiology CONGRESS TEAM

Industry Relations

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Exhibition, Industry Sponsored Sessions, Sponsorship & Partner Services

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VENUE

Palacio de Ferias y Congressos de Malaga
Ortega y Gasset, 201
29006 Málaga
Spain
<https://fycma.com>



Welcome Address from our Leadership

Dear Industry Partners,

It is our great pleasure to formally announce the 2020 edition of the European Association of Preventive Cardiology's showcase congress which will be held in Malaga, Spain from 2 to 4 April 2020.

New Name

Formerly known as EuroPrevent, ESC Preventive Cardiology reflects a new dynamism and coherence in terms of the congress' positioning within the ESC subspecialty congress family. This will allow us to **broaden our healthcare community** from cardiologists to general practitioners and to other specialists linked to primary and secondary prevention of cardiovascular risk factors and disease, **involving life-style intervention and pharmacological treatment alike**.

New Format

Reshaping the congress format is also part of our strategy. Feedback from delegates and our industry partners have always mattered to us. Based on your recommendations, **we have built a new schedule**. This will give free rein to new types of sessions to increase the strength of our congress: **interaction and networking**.

New Content

Because it is all about the science, we have decided to create **new opportunities** for cutting-edge science. The programme will spotlight some promising abstract presenters in the same way as top senior scientists. For the first time, a call for late-breaking science will be launched. The Congress Programme Committee is currently selecting sessions with the goal of covering all the topics from pharmacological treatment to clinical advances, diagnostics, genetics, nutrition, exercise, risk factors including lipids, hypertension and diabetes, socio-economic factors, telemedicine and e-tools, and more.

For its first edition, ESC Preventive Cardiology will therefore showcase a strong identity, all the while staying true to its original DNA which produced a decade of successful congresses. After 10 editions, it is considered by our peers as the premier international forum in preventive cardiology.

We look forward to discussing how we can work together in the very near future and look forward to meeting you in Malaga.



Paul Dendale
President



Martin Halle
President - Elect



Ana Abreu
Congress Programme Committee



EAPC European Association of Preventive Cardiology

EAPC's mission is to promote excellence in research, practice, education and policy in cardiovascular health, primary and secondary prevention; and our aim is to prevent the incidence of cardiovascular (CV) disease and to develop appropriate models for healthy CV lifestyle. The EAPC plays a pivotal role in all aspects of the primary and secondary prevention of cardiovascular disease and cardiovascular health and has built a community of health professionals from all over the world.

The association provides state-of-the-art resources and contributes to defining standards in preventive cardiology. Its official journal, the *European Journal of Preventive Cardiology* increased its Impact Factor to 5.640 in 2018. The EAPC provides continuous education (online learning, live courses, Educational Programme on Diabetes & CVD) as well as practical tools (SCORE risk charts, HeartScore®) and promotes effective prevention strategies through the ESC Prevention of CVD Programme.

The association covers primary care and risk factor management, cardiac rehabilitation and secondary prevention, population science and public health, exercise and sports cardiology.

ESC Preventive Cardiology Congress

● Key reasons to sponsor

ESC Preventive Cardiology congress is the premier international forum where leading experts from all the scientific fields in cardiology get together to discuss strategies for a universal approach towards the prevention of cardiovascular disease. 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 preventive cardiology
- Guaranteed interaction with esteemed key experts in the field
- Joint sessions with international associations

● Key networking and educational opportunities

- Meet a diverse and enthusiastic audience
- Reach both world-renowned experts and key opinion leaders in the field, all in one place.
- Get a certified programme by the European Accreditation Council for Continuing Medical Education (EACCME).

Facts & Figures

Key Figures from EuroPrevent 2019



3 days of science



792 abstracts submitted



67 scientific sessions



1,264 healthcare professionals from
73 countries



186 faculty members



158m² exhibition

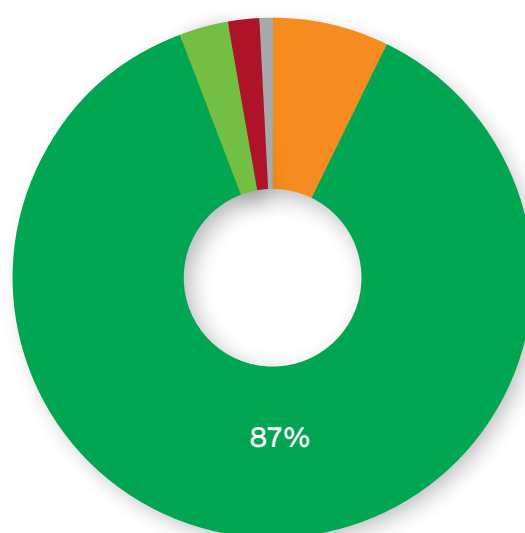
Past Attendance



Delegate Origin - Top 10 countries 2018 and 2019

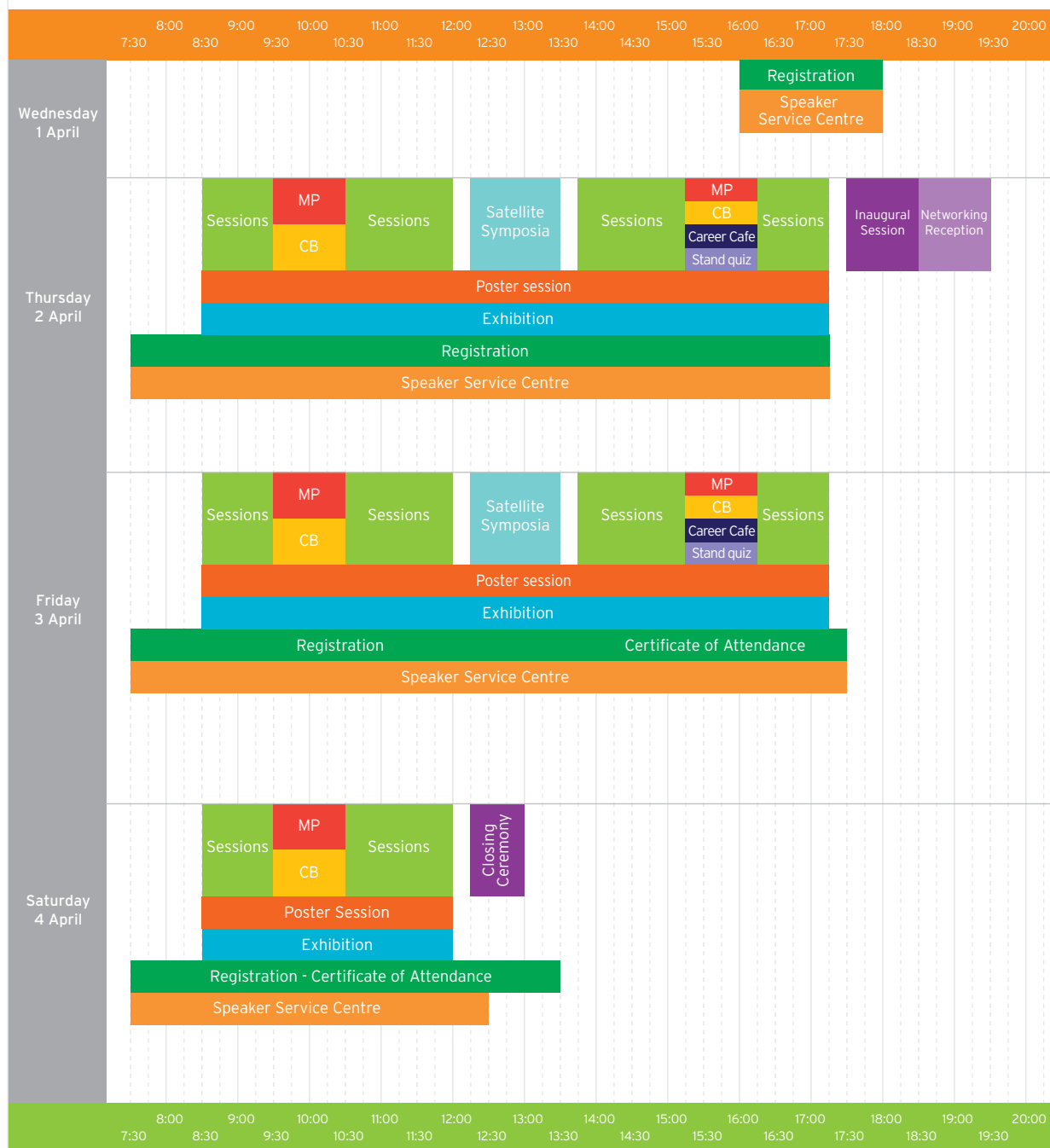
Country Top 10	Ljubljana 2018	Lisbon 2019
Italy	94	153
Spain	158	76
Portugal	11	75
Netherlands	50	69
Greece	76	56
United Kingdom of Great Britain & Northern Ireland	44	54
Germany	109	54
Russian Federation	41	52
Belgium	37	48
Norway	37	43

Attendance Breakdown by Region



■ ESC
 ■ North America
 ■ South & Central America
 ■ Africa (non ESC)
 ■ Asia Pacific

ESC Preventive Cardiology 2020 Preliminary Schedule



MP Moderated Posters CB Coffee Break

Industry @ ESC Preventive Cardiology

The following is the list of Industry partners who have participated in previous editions of the ESC Preventive Cardiology congress:

Allelica
AtCor Medical
Bittium Corporation
Bold Technologies Leading Espana SL
BTL zdravotnicka technika a.s.
CamNTech Limited
Canon Medical Systems Europe
Carocelle Cambridge Micelle Technology
Cosmed Srl
DSM Nutritional Products AG
Expert Tool
Imedos Systems UG Am Nasstal 4
Krka DD Novo Mesto
Novartis Pharma AG
Oxford University Press
Pfizer Ltd
Physicians Academy for Cardiovascular Education
Renew health Ltd
Sage Publication Ltd
SERVIER
Toshiba Medical System Europe BY
WeHealth by Servier
Wisepress Ltd

Exhibition



The exhibition is an integral part of the congress. 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.

NEW
Exhibition
opening
hours

Exhibition Timetable

(may be subject to change)

Wednesday 1 April 2020	09:00 - 18:00 12:00 - 18:00	Custom stands build-up Stand packages delivered, ready for decoration
Thursday 2 April 2020	08:00 - 08:30 08:30 - 17:15 17:30 - 19:30	Exhibit decoration only - ESC inspection and staff briefings can be held on the stands Exhibition OPEN Inaugural Session and Networking Reception
Friday 3 April 2020	08:30 - 17:15	Exhibition OPEN
Saturday 4 April 2020	08:30 - 12:00 13:00 - 20:00	Exhibition OPEN Exhibition dismantling

Exhibition space

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.

	Industry	Publishers, Booksellers
Price excluding VAT	€400/m ²	€250/m ²
Minimum exhibition space	9m ²	6m ²

Exhibitor badges

Exhibitors are entitled to a certain number of free badges, that will be determined according to the floor space allocated as shown below.

Stand size	General Exhibitor Badges	Scientific Exhibitor Badges
9 - 49m ²	10	3
50 - 99m ²	15	5
100+ m ²	25	10

General exhibitor badges will not allow access to the scientific sessions of the congress (except for their own sponsored sessions). Scientific exhibitor badges will allow access to the scientific sessions of the congress. Neither badge entitles the holder to get a congress bag or a certificate of attendance nor do they include a journal subscription.

Price for additional general exhibitor badges (excluding VAT): €125 at early fee and €200 at on-site fee.



Note

- Stands will be assigned on a first come, first served basis
- Application deadline: 15 November 2019

All prices are excluding VAT

A large audience is seated in a conference hall, facing a stage where a speaker is presenting at a podium. The audience is diverse in age and is focused on the presentation. The stage is lit, and the speaker is visible in the background. An orange circular graphic is overlaid on the top right of the image, containing the title text.

Industry Sponsored Sessions

Industry Sponsored Sessions allow for the review and discussion of recent trials and ongoing studies with the objective of providing the latest information on new therapies and techniques in cardiovascular medicine.

NEW
Sponsored
Session
timeslots
available

Satellite Symposia

Companies are cordially invited to organise a series of Satellite Symposia included in the ESC Preventive Cardiology 2020 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 ranging in capacity from 150 to 450 seats. A limited number of timeslots have been made available for Satellite Symposia. Satellite Symposia organisers may organise receptions or distribute lunch boxes before or after the session. Satellite Symposia will be assigned on a first come, first served basis.

Date	Timeslot	Duration	Exhibitor Price	Non-Exhibitor Price
Thursday 02 April 2020	12:15 - 13:15/13:30	60 or 75 mins	€15,000 or €17,500	€19,000 or €21,500
Friday 03 April 2020	12:15 - 13:15/13:30	60 or 75 mins	€15,000 or €17,500	€19,000 or €21,500

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

- Room rental
- 1 delegate bag insert, to be produced by the Industry
- 1 weblink
- 1 room hostess*
- Access and use of audiovisual equipment in lecture room
- Companies organising a non-exhibitor Satellite Symposium will be provided with an allocation of 3 scientific badges and 10 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 beverage will be at the expense of the sponsor.

- Industry Sponsored Sessions will be assigned on a first come, first served basis.
- Industry Sponsored Sessions Programmes will be published in the ESC Preventive Cardiology 2020 Scientific Programme & Planner (SPP) and on the Mobile App.
- All Industry Sponsored Sessions Programmes are subject to Congress Programme Committee (CPC) approval.
- Application deadline: 15 November 2019





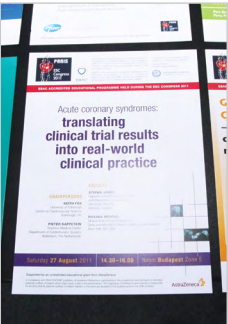
All prices are excluding VAT

Preventive Cardiology 2020

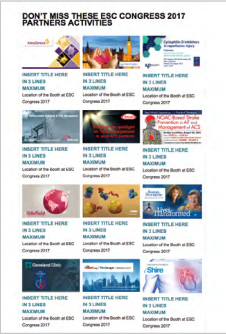
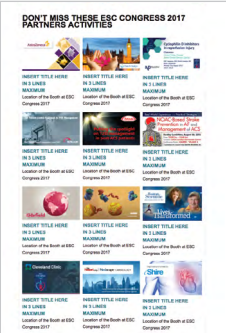

formerly EuroPrevent

Sponsorship


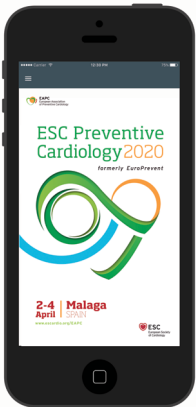

A wide range of services for congress attendees are available for sponsorship by our Industry Partners providing essential support for the congress and an opportunity for novel communication to the healthcare profession.

Product	Description	Focus	Price
	Badge Lead Management System Enrich your database by scanning the badge of delegates who visit your booth or attend your sponsored session and increase opportunities to reach out to them in the future.	Reach & audience: All delegates who visit your booth	€3,500
	Congress Bags No product advertising permitted - Exclusive sponsorship Secure high corporate visibility and display your association with the congress by branding our official ESC Preventive Cardiology 2020 congress bags with your company logo. Distribution is planned to more than 1,300 delegates upon their arrival.	Reach & audience: All congress delegates, about 1,300 pax Lifespan: Congress and beyond	€10,000 Price including production
	eCongress News No product advertising permitted Our digital ESC Preventive Cardiology Congress News presenting key congress messages will be emailed daily to defined target audiences. One version will be sent to EAPC members including scientific articles, congress highlights, links to congress resources as well as news from EAPC. Registered delegates will receive a separate emailing with an additional focus on daily onsite activities. Take this opportunity to get your messages across to healthcare professionals worldwide (2 adverts maximum per sponsor).	Reach & audience: Congress delegates and EAPC members, about 2,500 per day Lifespan: Daily emailing during the congress	€15,000
	Delegate Badge Holder No product advertising permitted - Exclusive sponsorship The official ESC Preventive Cardiology 2020 badge holders are available for exclusive sponsorship. Display your corporate name and logo on this highly visible marketing tool which will be worn by all delegates.	Reach & audience: All congress delegates, about 1,300 pax Lifespan: Congress	€8,000 Price including production
	Delegate Bag Insert Product advertising permitted for exhibition adverts only This customised invitation to discover your activities, visit your booth or attend your Satellite Symposia, will be included in the congress bag distributed to every delegate upon arrival, thus allowing you to reach our entire congress audience. The delegate bag insert is included for Industry Sponsored Session organisers for their Satellite Symposia.	Reach & audience: All congress delegates, about 1,300 pax Lifespan: Congress	€5,000 Price included with a Satellite Symposium


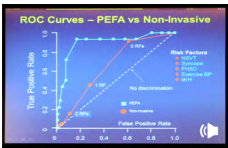

All prices are excluding VAT

Product	Description	Focus	Price
	<p>eBlast - Pre-congress No product advertising permitted</p> <p>Promote your activities to all ESC Preventive Cardiology 2020 pre-registered delegates a few days prior to the congress.</p> <p>A customised mailing will be sent out on 30 March 2020 to increase delegate awareness surrounding your activities. eBlast opportunities are limited, so be sure to apply early.</p>	<p>Reach & audience: Over 400* pre-registered delegates in 2019, roughly 2/3 of all delegates registered at that time.</p> <p>Lifespan: A few days prior to the congress</p> <p><small>*The figures are based on the number of registered delegates who have accepted to receive ESC emailings at the time of the eBlast.</small></p>	<p>€4,500 Per advert</p>
	<p>eBlast - Post-congress No product advertising permitted</p> <p>Prolong your congress activity after the event by reaching out to registered delegates along with those from our database who were not able to attend your Satellite Symposium (or even the congress itself).</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 of your sponsored session.</p> <p>A customised mailing will be sent to over 2,500 healthcare professionals on 24 April 2020.</p> <p>Post-congress eBlast opportunities are limited, so be sure to apply early.</p>	<p>Reach & audience: Over 2,500* comprising registered delegates and targeted members from our database</p> <p>Lifespan: post-congress</p> <p><small>*The figures are based on the number of registered delegates who accepted to receive ESC emailings at the time of the eBlast.</small></p>	<p>€4,500 Per advert</p>
	<p>Single Congress News No product advertising - Exclusive sponsorship</p> <p>The official congress newspaper distributed onsite on the first day of the congress to 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: 1,000 copies in total (subject to change)</p>	<p>€5,000</p>

All prices are excluding VAT

Product	Description	Focus	Price
	<p>Live Broadcasting</p> <p>Optimise your investment and extend the reach of your Industry sponsored sessions organised during ESC Preventive Cardiology 2020, by reaching out to a live audience with a live stream of your 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>€10,000</p>
 	<p>Mobile Application</p> <p>Product advertising permitted in sponsor button only - Exclusive sponsorship</p> <p>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 the platform of reference for delegates who wish to have the congress at their fingertips. With this mobile device tool, delegates can:</p> <ul style="list-style-type: none"> Consult the daily updated Final Programme Build their schedule with their sessions of interest Navigate through the venue thanks to the intuitive floorplan 	<p>Reach & audience:</p> <p>Congress delegates and non-attendees who have downloaded the ESC Congresses Mobile App (799 in 2019, about 2/3 of the total attendance, + 53% compared with 2018)</p> <p>Lifespan: Pre-congress/ Congress/Post-congress</p>	<p>€12,500</p>
	<p>Mobile App Splash Screen & Push Notifications</p> <p>No product advertising permitted</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.</p> <p>These Splash Adverts/Push notifications are to promote your sessions to delegates as a "Not to be missed". The Splash Adverts have been scheduled according to the Satellite Symposia time slots.</p> <p>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>Lifespan: Congress</p> <p>Advert duration: 4 secs</p>	<p>€5,000</p>

All prices are excluding VAT

Product	Description	Focus	Price
	<p>Onsite Advertising Product advertising permitted on selected items</p> <p>Blend your company name with the venue and communicate on your therapeutic areas of research & innovation, promote your Industry Sponsored Sessions or encourage delegates to visit your stand by branding various highly visited locations available throughout the congress centre.</p> <p>Please contact industry@escardio.org to enquire about the different opportunities.</p>	<p>Reach & audience: All congress delegates, about 1,300 pax</p> <p>Lifespan: Congress</p>	<p>Upon request</p>
	<p>Screencast (voice and slides) No product advertising permitted</p> <p>Purchase recordings from your Satellite Symposium for your own promotional purposes. Use the database you have assembled onsite (by scanning badges with the Badge Lead Management System) 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. Onsite educational content does not stop in Lisbon, as eBlasts can promote screencasts and ensure the spotlight is kept on your activities even after the congress has passed.</p>	<p>Lifespan: Permanent archive/ reference material</p>	<p>€2,500</p>
	<p>Webcast No product advertising permitted</p> <p>Extend the reach of your Satellite Symposium to all those who were not able to attend your Satellite Symposium (or even the congress itself) by posting the webcast of your session on the ESC 365 platform. 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>Reach & audience: Congress delegates and non-attendees, via the ESC 365 platform</p> <p>Lifespan: Post-congress</p>	<p>€10,000</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 'Product advertising permitted', local regulatory approval is incumbent on the company selecting the product and is not a valid clause for refund of services.
- Sponsorship items will be assigned on a first come, first served basis.
- Application deadline: 15 November 2019

All prices are excluding VAT



Partner Services

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

Rooms at ESC Preventive Cardiology congress

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 rooms available within the congress centre. No training or showcasing of products/therapies may take place in the Meeting Rooms.

The rooms include a standard set-up. Meeting Room organisers are responsible for additional furniture, AV equipment and catering arrangements.

Price and complementary information are available upon request.

Closed Industry Meetings

During available timeslots, 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 ESC Preventive Cardiology 2020 publications.

Closed Industry Meetings

60-minute meeting

Additional cost per increment of 30 minutes

Price excluding VAT

€3,000

€1,500

Permitted meeting types: Company staff meeting, congress briefing, investigators meeting, clinical trial updates
Strictly forbidden: meeting with any formal presentations for delegates.



NOTE

- Rooms will be assigned on a first come, first served basis.
- Application deadline: 15 November 2019
- Industry meetings open to ESC Preventive Cardiology 2020 delegates are strictly forbidden outside of the official ESC Preventive Cardiology congress offer (Industry Sponsored Sessions and Rooms at ESC Preventive Cardiology congress). Companies are requested to respect this rule from 02 April through 04 April 2020, from 08:00 to 20:00.

All prices are excluding VAT

Key Dates

Abstract submission deadline	15 November 2019
Application deadline	15 November 2019
Early registration deadline	30 January 2020
Late registration deadline	6 March 2020
ESC Preventive Cardiology 2020 - Malaga, Spain	2-4 April 2020

Application & Guidelines for Industry Participation at ESC Preventive Cardiology 2020

All exhibition, satellite, sponsorship and partner services forms should be completed, signed and returned as soon as possible, as items will be assigned on a first come, first served basis.

Returning a signed 'Order Form' implies a tacit agreement of the "*ESC Guidelines for Industry @ Congresses*" and the complementary "*ESC Guidelines for Industry @ ESC Preventive Cardiology 2020*".

The "*ESC Guidelines for Industry @ Congresses*" are available on www.escexhibition.org.

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@escardio.org

For all other information please contact:

Tel: +33 (0)4 92 94 76 00 Fax: +33 (0)4 92 94 76 01

Website: escardio.org/ESCPrev

