

EuroPRevent

The European Meeting Place for Science in Preventive Cardiology

2012

INDUSTRY PROSPECTUS



Dublin
Ireland
3-5 May 2012

FROM RESEARCH TO IMPLEMENTATION

www.escardio.org/EuroPRevent

• No use of tobacco • Adequate physical activity • Healthy eating habits • Not overweight • Low Blood pressure • Low Blood cholesterol • Normal glucose metabolism • Avoidance of excessive stress





**European Association for Cardiovascular
Prevention and Rehabilitation**
A registered branch of the European Society of Cardiology

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Welcome Address from the President

Dear Industry Partner,

Welcome to EuroPREvent 2012, the premiere international forum for Preventive Cardiology! The congress will be hosted in Europe's newest Convention Centre, beside the river in central Dublin.

Diseases of the heart and circulation are the biggest global causes of death and disability- even though they are preventable. Building on the success of the 2011 meeting in Geneva, EuroPREvent 2012 promises to make the newest advances in preventive cardiology accessible to all.

Next year's meeting will be unique. For the first time, the new 2012 European Guidelines on the Prevention of Cardiovascular Disease in Clinical practice will be launched at EuroPREvent, together with dedicated educational and implementation programmes. This will widen the relevance of the meeting to include cardiologists, family doctors, nurses, allied health professionals and voluntary bodies such as Heart Foundations, as well as health planners, local and international politicians, Departments of Health and Health executives.

The theme follows the cycle of the scientific evidence base that increases knowledge and informs guidelines through the Guidelines themselves to implementation strategies and audit. The meeting will encompass basic science, research methods, epidemiology (how studies of groups and populations can inform preventive strategies), rehabilitation, lifestyle, sports medicine, health policy, education and implementation strategies at individual, local, national and international level.

EuroPREvent 2012 will bring the finest international health experts together to present their research and translate it into usable knowledge for health care workers, researchers, planners and policy makers.

Join us in Dublin! Oh, and don't forget that the Convention centre is within walking distance of Trinity College, Dublin Castle, museums, art galleries, pubs and clubs with the mountains and sea close by.

Pantaleo Giannuzzi

President of the European Association for
Cardiovascular Prevention and Rehabilitation
(EACPR)

Volker Adams

Chairperson, EuroPREvent
Congress Programme Committee

Ian Graham,
Co-Chairperson,
Local Host

EuroPREvent Fast Facts

- ✓ **More than 1500** active **delegates** are expected in the same location
- ✓ **Main theme** at EuroPREvent 2012: **From Research to Implementation: launch of European Guidelines on the Prevention of Cardiovascular Disease in Clinical Practice**
- ✓ **4 lecture rooms** running in parallel
- ✓ A variety of novel **industry educational sessions**
- ✓ A selection of relevant **sponsorship & advertising opportunities**

Venue

The Convention Centre Dublin

Spencer Dock, North Wall Quay
Dublin 1
www.theccd.ie

Key Dates

Online Services Open	01 August 2011
Abstract Submission deadline	04 November 2011
Abstract Results Online	Early December 2011
Early Fee Registration Deadline	06 February 2012
Pre-registration Deadline	02 April 2012
EuroPREvent 2012	03 – 05 May 2012

Language

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

More information can be found on:
www.escardio.org/EuroPREvent

EuroPrevent 2012 Committee

Congress Programme Committee

Volker Adams, Chairperson

Ian Graham, Co-Chairperson and Local Host

EACPR Scientific Committee

Cardiac Rehabilitation: Birna Bjarnason-Wehrens

Exercise, Basic & Translational Research: Julian Halcox, Nikos Geladas

Prevention, Epidemiology & Population Science: Eva Prescott, Pedros Marques-Vidal

Sports Cardiology: Sanjay Sharma

EuroPrevent 2012 Scientific Programme - From Knowledge to Practice

EuroPrevent is the main scientific meeting place in Europe for all who are engaged in the prevention of cardiovascular diseases such as heart attacks and stroke.

During the two and half day meeting, experts will discuss and present fascinating achievements in cardiovascular prevention obtained either in basic and translational science or in the implementation or recommendation of therapeutic strategies.

The programme will include:

- State of the art reviews by world's leading experts.
- Discussion of recent developments in the various fields of basic science, epidemiology prevention rehabilitation and sports cardiology
- Sessions geared towards practical management of cardiovascular diseases in daily situations by experts in their field: Meet the Experts
- Young Investigators' Session
- Abstracts of Original Scientific Contribution
- Industry Educational Sessions



EuroPrevent 2011 – Industry Partners

Over the last two decades, EuroPrevent has evolved into the preeminent meeting place for European opinion leaders and physicians in the field of cardiovascular prevention, cardiac rehabilitation and sports medicine.

Cardiovascular diseases are still the major cause of morbidity and mortality in Europe. In times of shrinking healthcare budgets, prevention of cardiovascular diseases has therefore become a top priority of the European Union as indicated by the signing of the European Heart Health Charter in 2007.

The Committee Members express their sincere appreciation to all exhibitors, industry partners and sponsors mentioned below, who contributed to the success of EuroPrevent 2011 in a variety of ways and initiatives.

AstraZeneca
AtCor Medical
CORTEX Biophysik GmbH
Cosmed
Customed GmbH
Diadexus
Heart Test Laboratories, Inc.
Institute for Mobility Research
Itamar
Medtronic
Nestlé
Pan Gas
Panasonic
Roche
Servier
Storz
Swiss Heart Foundation
Unilever

Industry activities at EuroPrevent 2012

Your company and your products and services will be associated with, and will contribute to the high quality content of the EuroPrevent 2012 Congress.

Your company can participate at EuroPrevent 2012 in a variety of different ways:

- Exhibition & TechnoPark
- Industry Educational Sessions
- Sponsorship & Promotional Items
- Hospitality Suites

Important

All prices listed within this document are exclusive of VAT unless otherwise indicated, payment in Euro (€) only.

**All requests will be allocated
on a first-come, first-served basis.**

1- Exhibition Space

Showcase your products, services and activities to more than 1500 delegates from more than 73 different countries

The exhibition will be an integral part of the congress and delegates will be invited to discover the latest products and techniques on the many educational stands throughout the event.

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



Technological innovations will have a special focus at EuroPREvent 2012 with all companies working as innovators in the field invited to participate in a TechnoPark initiative. The TechnoPark is an integrated part of the exhibition and sponsors will be distinguished by the logo on their stand.



Price for space only: €400 per m²
Price for Publishers €250 per m²
The minimum exhibition space is 9 m²
(6 m² for publishers and booksellers)

Exhibitors Badges

Exhibitors are entitled to a certain number of free badges. The number of free badges for each Exhibitor will be determined according to the floor space allocated as shown below.

Stand size between:	Number of Free Badges:
9 and 49m ²	20
50 and 99m ²	35
100m ² +	50

2 – Industry Educational Sessions

Ensure your contribution to the outstanding EuroPREvent scientific programme

Participating companies may organise scientific sessions at dedicated time slots, known as Satellite Symposium.

These industry organised sessions are the perfect forum through which you may reach your target audience with the latest scientific information and developments.

Price of a Satellite Symposium 60 minute session: €15,000 per session excl. VAT

A limited number of time slots have been made available for Satellite Symposia:

SATELLITE SYMPOSIA TIMESLOT		
Friday	4 May 2012	12:45 – 13:45
Saturday	5 May 2012	12:45 – 13:45



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

- Room rental
- 1 Delegate Bag Insert
- 1 Weblink
- 1 room Hostess
- 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.

Satellite organisers may organise receptions before or after the Satellite Symposia. Lunch boxes may also be distributed before or after the symposia.

In order to hold a Satellite Symposium, an Exhibition Stand of 9 m² minimum (or grant equivalent) is required.

Industry Educational Session Programmes will be published in the EuroPREvent 2012 Final Programme and on the EuroPREvent 2012 Web Site. All Satellite Symposia programmes are subject to CPC approval.

Deadline for application: 4 November 2011

Time slots are assigned on a first-come, first-served basis

3 - Sponsorship Opportunities

Highlight your company profile online, offline and throughout the congress centre

Unrestricted Educational Grants

Associate your company with a particular session from the official scientific programme of EuroPrevent 2012 via an unrestricted educational grant. This grant implies the acceptance by the EuroPrevent Committee and allows our industry partners to associate in *name only* with an official programme session.

Cost per Grant per session: € 10,000

On-site Promotion/Advertisements

Various opportunities for on-site promotion / advertisements in the form of panels, banners, towers or other may be available. Please contact us for further details at sponsorship@escardio.org.



Abstracts CD-ROM Exclusive Sponsorship

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

Life-span: Congress permanent archive/reference material.
Price includes production of the CD-ROM and production of the voucher: €10,000 excl. VAT



Web Space Exclusive Sponsorship

The business style Internet Corner offers delegates internet access along with the scientific programme online, PC workstations and printers throughout the congress. The corporate name and logo of the sponsor displayed on all the screensavers of the Internet Corner offers excellent exposure. The sponsor can brand the area designated for the Web Space with corporate branding (no product names or references).

Acknowledgement will be provided on congress web pages and in the Final Programme.

Life-span: Congress
Price: €10,000 excl. VAT (includes 4 computer terminals and 2 printers) Additional structure, furniture and branding is at the sponsor's expense



Congress Bags

Exclusive sponsorship of the official EuroPrevent 2012 delegate bags. The sponsor's name and logo will be embossed on the bags, distributed to all participants. The delegate bag is one of the most popular items. The EuroPrevent delegate bag will be produced exclusively using recycled materials.

- Distribution of 1 500 delegate bags

Life-span: Congress permanent archive/reference material.
Price including production: €10,000 excl. VAT



Delegate Badge Laces Exclusive Sponsorship

The popular and highly visible official EuroPREvent 2012 badge laces are available for exclusive sponsorship. The sponsor's name and logo will be printed on the badge laces, distributed to all participants.

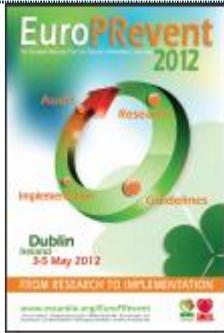
Distribution of 1 500 badge laces
Life-span: Congress
Price including production: €8,000 excl. VAT



Note pads & Pens Exclusive Sponsorship

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

Life-span: Congress & permanent archive
Price including production: €5,000 excl. VAT



Final Programme Advertisements

The Final Programme hard copy contains the full scientific programme details, exhibition and satellite information and congress references outlines. Hard copies will be placed in the official congress bag and distributed to each delegate, offering maximum exposure and recognition to the sponsor.

Life-span: Congress permanent archive/reference material.
Back Cover Advertisement: €8,000 excl. VAT
Inside Back Cover Advertisement: €6,000 excl. VAT



Delegate Bags Inserts

The Delegate Bag Insert allows you to design an invitation in the form of a customised advertisement of your company satellite or exhibition activities (format A4, 2 pages maximum). Distributed in the official congress bags, this opportunity allows you to reach every delegate at the congress. One Delegate Bag Insert promotes one activity.

Lifespan: Congress
Price of 1 insert excluding production: €5,000 excl. VAT



Web Link

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

Lifespan: Pre-Congress & Congress
Price for 1 Web Link: €2,000 excl. VAT



Healthy Breaks

During the Congress, coffee will be offered to delegates twice daily. Signs with the Company sponsoring the coffee break will be placed on the serving station. The sponsor may provide napkins with the company logo, if desired.

One Healthy Break - **€5 000**
All Healthy Breaks - **€20 000**



Fun Run & Fun Walk

A Fun Run & Walk will be held during the congress to promote a heart-healthy lifestyle. During the congress, a registration area will promote the event and allow delegates to register. The sponsor can brand this registration area and will be acknowledged via the EuroPREvent 2012 Final Programme and website.

Fun Run & Fun walk Exclusive Sponsor - **€ 10 000**



Pedal for your Heart

A bike station will be organised outside the Congress Centre for our delegates from 3 – 5 May 2012. One of EuroPREvent 2012's objectives is to take one more step toward an even healthier event. This exclusive opportunity to brand the bike initiative (back panel with corporate logo) will attach the sponsor with a major health-orientated campaign during EuroPREvent 2012.

Pedal for your Heart Exclusive Sponsor - **€ 10 000**

4 – Hospitality Suites

A number of Hospitality Suites have been made available for companies wishing to meet their guests during the meeting. No training or showcasing of products/therapies may take place in the Hospitality Suites. Planned activities must be submitted to the organisers for approval. Companies are responsible for equipment and catering arrangements.

Prices available upon request contact Satellite@escardio.org



➤ **Forthcoming EuroPREvent Guidelines for Industry Participation**

The EuroPREvent 2012 Guidelines for Industry Participation will be released to Industry in January 2012. 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

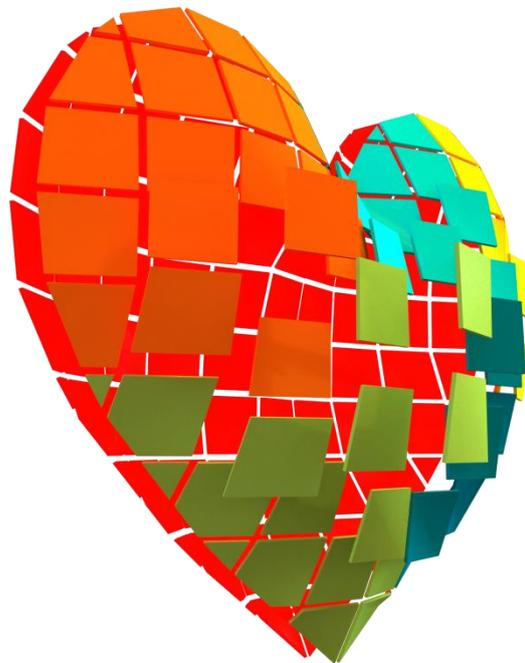
➤ **Industry Terms & Conditions**

All Terms and Conditions will be detailed in the forthcoming Guidelines for Industry Participation for EuroPREvent 2012.

➤ **Applications forms for Exhibition Stand Space, Satellite Symposia & 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 EuroPREvent 2012 Guidelines for Industry Participation.

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



Contacts

The **ESC Industry Services Team** is dedicated to working with our industry partners on optimising the value of your participation in line with your individual corporate objectives, please contact industry_services@escardio.org to discuss your company requirements at EuroPREvent 2012.

EuroPREvent 2012 Secretariat

Mrs. Chelsea Thomas – Project Manager

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France

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E-mail: europrevent@escardio.org - Web Site: www.escardio.org/EuroPREvent

Registration

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E-mail: europrecentregistration@escardio.org

Housing

Tel.: +33 (0)4 92 94 86 23 - Fax. : +33 (0)4 92 94 76 16

E-mail: europreventhoteles@escardio.org

Exhibition

Tel.: +33 (0)4 92 94 76 17

Fax: +33 (0)4 92 94 76 26

Email: EPexhibition@escardio.org

Satellite Symposia

Tel: +33 (0)4 89 87 20 03

Fax: +33 (0)4 92 94 76 26

Email: satellite@escardio.org

Sponsorship

Tel: +33 (0)4 89 87 20 09

Fax: +33 (0)4 92 94 76 26

Email : sponsorship@escardio.org

Venue

The Convention Centre Dublin

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