

EuroPrevent 2009

The European Meeting Place for Science in Preventive Cardiology

INDUSTRY PROSPECTUS

Stockholm
Sweden
6-9 May 2009

Live a Heart Healthy Life

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



Welcome to EuroPREvent 2009, the European meeting place for science in preventive cardiology. This congress marks the end of a five-year period of political activity at the highest European Union level, starting off with the first initiative under the Irish presidency in 2004 and culminating with the presentation of the European Heart Health Charter at the European Parliament in June 2007. Time to meet and evaluate the outcomes!

For three and a half days, EuroPREvent 2009 will provide an innovative meeting format for all partners in prevention: scientists, health workers and others active in the field of preventive cardiology.

On Wednesday, pre-congress sessions will be offered for family doctors, occupational health physicians, school health staff, nurses, physiotherapists, heart foundations and decision makers.

Thursday is the genuine European prevention forum, where all partners will gather around the eight main themes of the Heart Health Charter for broad State of the Art lectures and for update demonstration projects.

Friday and Saturday will be dedicated to in-depth scientific sessions and the presentation of new research. High visibility will be given to the abstract based portion of our scientific programme. The congress includes a Young Investigator Award Session, "Meet the Expert" early morning discussions and Satellite Symposia from our Industry Partners. Among the many novelties, our visitors will find an "ongoing science" session and a Highlight Session at the end of the meeting.

In the Nordic countries visitors appreciate the traditional "Smörgåsbord", a broad variety of delicious small dishes that fits the taste of many, even the most demanding gourmets. EuroPREvent 2009 will prove to be a true scientific Smörgåsbord with the 'Venice of the North' offering her spectacular springtime scenery.

David Wood
EACPR President

Joep Perk
CPC Chairperson

EuroPrevent 2009 Committee

Congress Programme Committee

Joep Perk, Chairperson

EACPR Scientific Committee

Andrzej Rynkiewicz, Co-Chair

Dag Thelle, Co-Chair

Stephan Gielen, Exercise Physiology

Hein Heidbuchel, Sports Cardiology

Harry Hemingway, Epidemiology & Public Health

Torben Jorgensen, Prevention & Health Policy

Ulf Landmesser, Basic Science

Josef Niebauer, Cardiac Rehabilitation

EACPR Board Members

David Wood, EACPR President

Joep Perk, National Organiser EuroPrevent 2009

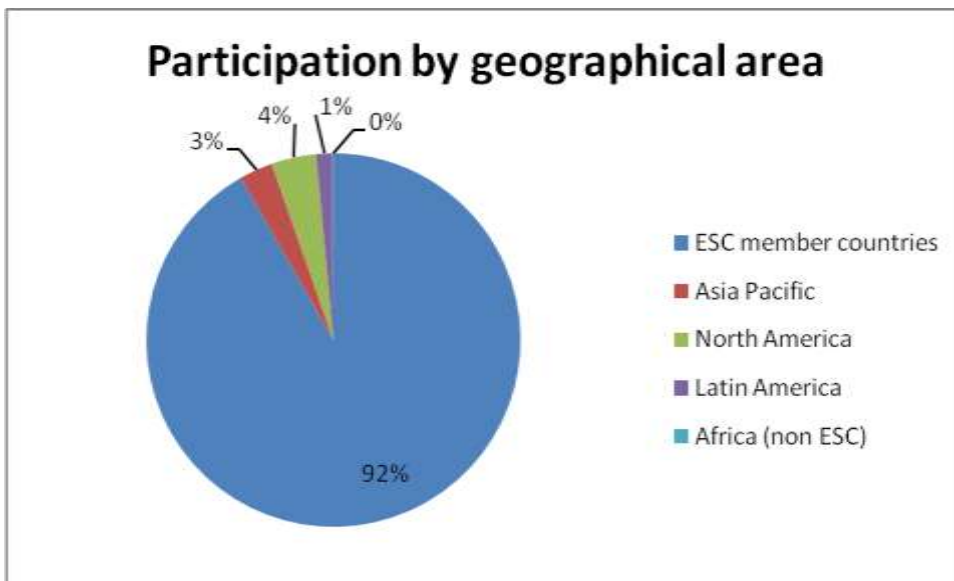
The Programme Committee are creating a dynamic programme based on the eight key European Heart Health Charter issues:

- No use of Tobacco
- Adequate physical activity
- Healthy eating habits
- Prevent obesity
- Low Blood pressure
- Low Blood cholesterol
- Normal glucose metabolism
- Avoidance of excessive stress

The programme will include:

- State of the art reviews by the world's leading experts.
- Discussion of recent developments in the various fields of basic science, epidemiology and prevention cardiology: "ongoing science"
- Debates that provide a lively yet balanced discussion on controversial issues.
- 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
- Poster exhibition including a new "flash presentation" format
- Satellite Symposia

EuroPrevent 2008 participation by geographical area



Delegate Professional Activities and Interests

These figures are based on a representative sample of 28% of active delegates.

Place of Work

In University Hospital	47.9 %
In Non-University Hospital	21.2 %
Other*	13.8 %
Research	12.4 %
Private Practice	4.6 %

* Corporate, Medical Centre, Ambulance, Medical Newspaper, National Institute of Public Health, National Health Centre and School of Public Health

Professional Activity

Cardiologist	50.2 %
Other*	21.9 %
Scientist	16.0 %
Nurse	4.6 %
Cardiologist Trainee	4.1 %
Press	1.8 %
Public Health Organisation	0.9 %
Industry	0.5 %

* Epidemiologists, Neurologists, Family Doctors, Clinical Psychiatrists, Behavioural Scientist, Internists, Cardiac Rehabilitation Specialists, Cell Biologist and Geriatricians

Most Preferred Topics

Cardiac Rehabilitation	37.7 %
Prevention and Health Policy	27.9 %
Exercise Physiology	5.4 %
Sports Cardiology	4.9 %
Epidemiology and Public Health	4.6 %
Basic Science	3.4 %

EuroPrevent 2007 – 2008 Sponsors and Exhibitors

ABBOTT LABORATORIES
ASTRAZENECA S.A.
BAYER HEALTHCARE
BOEHRINGER INGELHEIM HELLAS S.A.
BRISTOL MYERS SQUIBB EPE
BRISTOL-MYERS SQUIBB (EUROPE)
ELAIS – UNILEVER S.A.
ELENI PSIMITIS S.A.
ELPEN PHARMACEUTICAL CO. INC.
GE HEALTHCARE
HEALTHCARE SOLUTIONS
I. LADAKIS S.A.
ITAMAR HEALTHCARE LTD.
ITAMAR MEDICO
JOHNSON & JOHNSON HELLAS MEDICAL PRODUCTS
MEDTRONIC HELLAS S.A.
MENARINI HELLAS
MERCK SCHERING PLOUGH
NOVARTIS
NOVARTIS HELLAS
PFIZER
ROCHE HELLAS S.A.
SANOFI-AVENTIS
SCHILLER Spain
SCOTTCARE CORPORATION
SERVIER
SIEMENS HEALTHCARE
VIANEX S.A. / MSD

EuroPREvent General Congress Information

Venue

Stockholmsmässan

SE-125 80 Stockholm
Sweden

EUROPREVENT Secretariat: euoprevent@escardio.org

European Society of Cardiology - E.S.C.

2035, route des Colles - Les Templiers - BP 179

06903 Sophia Antipolis, France

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

Web Site: <http://www.escardio.org/congresses/euoprevent/euoprevent2009/>

Registration

The aim of EuroPREvent 2009 is to provide the best science and education to all professionals who care for patients suffering from cardiovascular diseases. Industry are invited to register guests for the event. Easy to use online services exist for your Group Registration at EuroPREvent 2009.

Schedule:

Online Registration Services will be open from **17 July 2008** at www.escardio.org/EuroPREvent

After 8 April 2009, participants can register on-site in Stockholm, Sweden.

For questions about registration, please contact the Registration Department:

Email: euopreventregistration@escardio.org

Address Data Quality:

We would like to draw your attention to the importance of receiving valid and complete delegate information. This is important to ESC but also:

- ✓ Your attendees – so they can receive the journal subscription if included in the registration fee
- ✓ Exhibiting companies – so the data that they retrieve from badge readers during the congress is exploitable and valid.

Hotels

A list of selected hotels with negotiated rates will be published in the 2nd Announcement (available August 2008) and on the official EuroPREvent 2009 website.

Email: euopreventhotels@escardio.org

Social Events

The Opening Ceremony cocktail will take place in the Exhibition Area on Wednesday, 6 May 2009.

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

EuroPREvent Sponsorship Opportunities

The following overview provides a list of Promotional and Sponsorship opportunities including prices and corresponding descriptions.

Please contact:

Ms. Aoife Sheil, Industry Relations, for further consultation on management of your corporate investment and strategy. sponsorship@escardio.org

In addition to the manner of recognition shown below, sponsors will also be acknowledged in all EuroPREvent printed material and on the EuroPREvent Web Site.

All sponsorship requests will be processed on a first-come, first-served basis.

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

Exhibition Space

The exhibition will be held in Hall C; all participants will walk through this area to go to the lecture rooms.

Price for space only **€ 400 per m²**

Price for Publishers **€ 250 per m²**

The minimum exhibition space is 9 m² (6m² for publishers and booksellers).

The stands will be assigned on a first come, first served basis.

Guidelines for Exhibitors, giving full details, will be sent upon request and an Exhibitors Manual with order forms will follow in due course.

Satellite Symposia

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

Time slots are assigned on a first-come, first-served basis. Other services include access to and use of the audiovisual equipment in the room as well as the Speakers' Service Centre services. The list of equipment will be communicated upon room assignment.

Cost of additional equipment, food and beverage will be at the expense of the sponsor. Room capacity: 1000 – 200.

Programmes will be published in EuroPREvent 2009 Final Programme and on the EuroPREvent 2009 Web Site.

Price **€20,000 per session**

Satellite package: Satellite + Weblink + Delegate Bag Insert €25,000

Available timeslots:

Thursday 7 May 2009 12:45 – 13:45 / 18:15 – 19:45

Friday 8 May 2009 12:45 – 13:45

Workshop Session

A limited number of time slots have been made available for User groups.

Time slots are assigned on a first-come, first-served basis. Other services include access to and use of the audiovisual equipment in the room as well as the Speakers' Service Centre services. The list of equipment will be communicated upon room assignment.

Cost of additional equipment, food and beverage will be at the expense of the sponsor. Room capacity: 200

Programmes will be published in EuroPREvent Final Programme and on the EuroPREvent Web Site.

Price **€10,000 per session**

Available timeslots:

Thursday 7 May 2009 12:45 – 13:45 / 18:15 – 19:45

Friday 8 May 2009 12:45 – 13:45

Meeting Rooms

A number of Meeting Rooms has been made available in the Stockholmsmässan for companies wishing to meet their guests during the conference. Companies are responsible for equipment and catering arrangements.

Prices available upon request please send an email to:
europrevent@escardio.org

Advertisements



Second Announcement

Please book before 27 June 2008.
Containing detailed programme information, sent to more than 15,000 cardiologists around the world.
Distribution: 7 August 2008.

Inside front cover - **€8 000**
Back cover - **€5 000**



Final Programme

Please book before 06 February 2009.
Containing complete programme information, distributed to all registrants.
Distribution: Onsite in Stockholm
Back cover - **€8 000**
Inside back cover - **€5 000**
Bookmark in the Final Programme - **TBD**

Abstract Book



The **Abstract Book supplement to the EUROPREVENT Journal** is distributed to all participants and will also reach all the subscribers to the Journal.

Back cover - **€8 000**

Exclusive sponsor package - **Price upon request**

Web Link

A Web Link is a web invitation created to promote your onsite activity to delegates prior to and during the congress. It is hosted via the EuroPrevent Web Site immediately before and after the congress. (Satellite, User Group, Exhibition etc.)

Available on EUROPREVENT Web Site. - **€2 000**

Conference Bags



The sponsor's name and logo will be printed on the bags, distributed to all participants.

Exclusive sponsor package *incl. production* - **€15 000**

Exclusive sponsor package *excl. production* - **€10 000**
(Sponsor to provide bags)

Badge laces

The sponsor's name and logo will be printed on the badge laces, distributed to all participants.

Exclusive sponsor package *incl. Production* - **€8 000**

Exclusive sponsor package *excl. production* available upon request (Sponsor to provide laces). - **€6 000**

Internet Corner

The sponsor's logo will be printed on the page dedicated to the Internet Corner printed in the Final Programme. The corporate name and logo of the sponsor will also be on the screensavers of the Internet Corner monitors.

€10 000

Delegate Bag Inserts

Use this opportunity to place your Exhibition or Satellite Symposium invitation directly into the Congress Bags distributed to each delegate attending the meeting. All content must obtain prior ESC approval and adhere to the guidelines to be provided in due course.

€5 000

Writing Pads and Pens

Exclusive sponsorship of pads and pens to be distributed in the conference bags is available. Sponsor logo and EuroPREvent logo will be printed on the pads and on the pens.

€10 000

On Line Advertising

Share in the popularity of the escardio.org web pages for delegates preparing for EuroPREvent 2009 by adding your corporate logo to all general information pages for this event (excluding the scientific programme).

Your company logo would be a clickable banner advertisement on the left of page navigation bar, always present on screen, leading to an advertisement page of your choice (pdf, flash or java based micro-site). Your advertisement may be changed to coincide with peak deadlines (e.g. abstract submission, early registration deadline and week prior to the congress opening) to match your communication cycle.

Top - **€10 000**

Middle - **€7 500**

Bottom - **€5 000**

On-site Advertising

1. Hanging Banner - outside main entrance
2. Poster Panels available in three great locations:
 - Main entrance from train station
 - Main entrance from taxi drop-off
 - Corridor connecting Registration to Lectures
3. Floor stickers (e.g. branded footsteps from Registration to your exhibit space)

Price available upon request

Healthy Breaks

During the Congress, coffee will be available to registrants twice daily in the Poster Area. 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**

Unrestricted Educational Grant – support for Scientific Sessions

Companies are permitted to 'associate' with the Scientific Programme of EuroPREvent 2009.

An Unrestricted Educational Grant will imply an association, by Industry, with an aspect of the Scientific Programme, not influenced by the supporting company by means of speaker suggestion, topic proposal or other such involvement. The support of a scientific session in the form of an Unrestricted Educational Grant implies the acceptance of the EuroPREvent 2009 Committee to permit our industry partners to associate in name only with a session already defined, in full, as part of the EuroPREvent 2009 scientific programme.

In supporting the session, in the form of an Unrestricted Educational Grant, the company will be recognised by the following phrase wherever the session is detailed on any EuroPREvent 2009 programme: "Supported by 'Company X' in the form of an Unrestricted Educational Grant".

Acknowledgement of Unrestricted Educational Grant will be noted as follows:

Under the relevant session listed in EuroPREvent 2009 Final Programme Printed Version.
Under the Industry Partner heading in the EuroPREvent 2009 Final Programme, both Printed version and Online (Page entitled Exhibition, Satellite & Sponsors)

€8 000

Opening Ceremony Cocktail – Reception in the Exhibition Area

EuroPREvent 2009 will start on 6th May 2009 with the Opening Ceremony followed by a cocktail. Companies are invited to sponsor this cocktail.

€15 000