

INDUSTRY PROSPECTUS

EuroHeartCare

Annual Congress of the Council on
Cardiovascular Nursing and Allied Professions

Glasgow, **Scotland**

22-23 March 2013



At the Heart of
Cardiovascular Care

Formerly the Annual Spring Meeting
on Cardiovascular Nursing

www.escardio.org/nursing



British Association
for Nursing in
Cardiovascular Care

ESC Council on
Cardiovascular Nursing and
Allied Professions



EUROPEAN
SOCIETY OF
CARDIOLOGY®

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Welcome Address

Dear Friends and Colleagues,

The Council on Cardiovascular Nursing and Allied Professions (CCNAP) of the European Society of Cardiology (ESC) and the British Association for Nursing in Cardiovascular Care (BANCC) are delighted to welcome you to EuroHeartCare (formerly the 13th Annual Spring Meeting Cardiovascular Nursing) to be held 22-23 March 2013 in Glasgow, Scotland.

The EuroHeartCare Congresses provide opportunities for cardiovascular nurses and allied professionals to come together and discuss innovations in practice and education, recent findings from research, and the challenges that confront us in cardiovascular care.

The planned programme offers opportunities to develop practical skills, debate important issues in practice and education, exchange ideas, network, and learn with experts. During the two days of scientific sessions, attendees will hear the latest updates on acute cardiac practice, heart failure, prevention, diabetes, surgery, interventions and devices, psychosocial and behaviour issues, and interact with colleagues from around the globe.

Delegates will have the possibility to participate in oral, moderated poster and poster abstract presentations and share their research and clinical projects. The meeting will also provide a unique opportunity by which our Industry Partners may network with attendees from across the world. Our host city is Glasgow, undoubtedly one of Europe's most dynamic cities: steeped in culture, rich in history, with its elegant streets, squares, parks and gardens. It is the first UK city to be a Cultural Capital of Europe, is home to Scottish Opera, Scottish Ballet and other cultural attractions. We hope that you will consider attending. It promises to be a conference to remember!

Donna Fitzsimons

Council on Cardiovascular Nursing
and Allied Professions (CCNAP)

Catriona Jennings

British Association for Nursing
in Cardiovascular Care (BANCC)

General Meeting Information

The Annual Spring Meeting on Cardiovascular Nursing becomes EuroHeartCare

It is with great pleasure that the Board of the Council of Cardiovascular Nursing and Allied Professionals (CCNAP) announces a new title for its annual meeting: EuroHeartCare. This change has come about as a result of detailed discussions with our members and careful consideration by the ESC Board and Executives. The outcome of these consultations was that our previous conference title "Annual Spring Meeting" was no longer effective and did not adequately represent the nature of the meeting.

- **Organising Committee**

Kaat Siebens, BE	Donna Fitzsimmons, IE
Christi Deaton, GB	Tiny Jaarsma, SE
Mattie Lenzen, NL	Felicity Astin, GB
Glenys Hamilton, NO	Selina Kikkenborg Berg, DK
Scott McClean, GB	Catriona Jennings, GB
Jacqui Hunt, GB	Carol Marley, GB

Meeting Venue, Dates & Opening Hours

Venue

Scottish Exhibition &
Conference Centre (SECC)
Exhibition Way
Glasgow, G3 8YW, Scotland
<http://http://www.secc.co.uk/>



The building is fully accessible to disabled people.

Exhibition dates and opening hours

	Thursday 21 March	Friday 22 March	Saturday 23 March
Registration*	14:00 - 18:00	08:00 - 18:00	08:00 - 17:00
Speaker Service Centre	<i>Closed</i>	08:00 - 18:00	08:00 - 17:00
Scientific Programme	<i>Closed</i>	08:30 - 18:00	08:30 - 17:00
Exhibition	<i>Closed</i>	08:00 - 18:00	08:00 - 17:00

* The Registration Desk will be open on Thursday, 21 March from 14:00. The other areas and services will not be open until Friday, 22 March.

Language

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

Scientific Programme

The Programme Committee has developed an exciting programme that provides up to date information on contemporary nursing practices, offers opportunities to develop practical skills, debate important issues, network with colleagues from across the world and learn from leading experts.

During the two days of sessions, attendees will hear the latest updates on:

- Acute Cardiac Practice
- Secondary Prevention
- Psychosocial Care
- Heart Failure
- Research
- Guidelines
- Aging & Cognitive Deficits
- Cardiac Surgery & Intervention
- Leadership
- Quality of Life

The programme will also include:

- Discussion of recent developments in the fields of cardiovascular disease and cardiovascular nursing
- How to sessions & Meet the Expert sessions
- Sessions on practical management of cardiovascular care in daily situations
- Joint Sessions
- Abstracts of Original Contributions

Industry Partners Participation

The following is the list of Industry Partners who have participated in the previous meetings:

A. Menarini Pharmaceuticals Ireland Limited
AstraZeneca
Biosensors International
BIOTRONIK
Boehringer Ingelheim
Boston Scientific
Bristol-Myers Squibb
British Journal of Cardiac Nursing
Cordis, a Johnson and Johnson Company
Daiichi-Sankyo Europe and Eli Lilly and Company
Elips
Faite Ireland
Hospital Services Ltd
Irish Heart Foundation
Irish Nurses Cardiovascular Association
Johnson & Johnson AG Cordis
Laerdal
MSD
Novartis Ireland
Pfizer Healthcare

Physio-Control
Preventive Cardiovascular Nurses Association
Recordati Ireland
Resmed
Roche Diagnostics Ltd.
Sanofi
Schering-Plough Pharmaceuticals (Ireland) Limited
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

Industry activities at EuroHeartCare 2013

➤ Exhibition Space

"A platform for discussion and exchange"

The Exhibition will be an ideal opportunity to interact with congress delegates and discuss your products and innovations in the field of cardiovascular research and science. Delegates will cross the exhibition area to access the lecture rooms and browse in the exhibition regularly where coffee breaks will be served. Companies have two ways of exhibiting at EuroHeartCare 2013 with the below options:

✓ **Exhibition Stand Package:**

Simply purchase the package herein and arrive with your sales material on-site.

Included in this package (photo):

9m² space Schell Scheme
Grey carpeting
3 x 120w track mounted spotlights
Electricity connection (1,5 kw 2.5amp outlet)

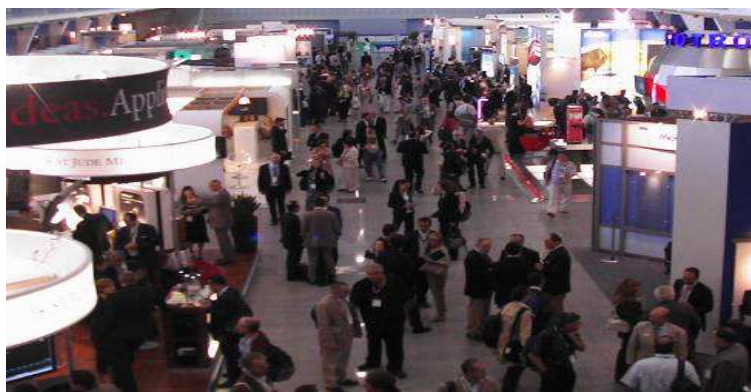
1 white table
2 black chairs
1 white counter unit
Brochure rack
Waste basket

Price: **€2 250 excl. VAT**

Reduced Price for Publishers: **€ 2 000 excl. VAT**



✓ **Floor Space Only:**



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

Price for space only: €275 per m²
Price for Publishers: €200 per m²

Minimum Stand Space: 9m²

Individual stand packages are available via the congress centre; please contact us for a cost estimation.

Exhibitors Badges

Exhibitors are entitled to 5 free badges. Additional badges are available at cost; please visit our website www.esceexhibition.org for further details.

Deadline for application: 05/11/2012

Stand assignments are on a first come, first served basis

➤ Industry Sponsored Sessions

✓ Innovation in Care

We invite our exhibitors to participate in "Innovation in Care" sessions which will highlight the therapeutic advances of products in the market and their application in the field. These sessions will demonstrate the practical applications in the field and current innovations. We will run two "Innovation in Care" sessions on specific themes with 4 slots of 15 minutes available for industry to demonstrate their contribution to advances in patient care.

Session Timeslots:

Friday 22 March: 12:45 – 13:45 (4 Slots of 15 minutes available)

Saturday 23 March: 12:45 – 13:45 (4 Slots of 15 minutes available)

Price of Innovation in Care Timeslot: €5,000 per timeslot excl. VAT



✓ Satellite Symposium

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.

Satellite Symposium Timeslots:

Friday 22 March: 12:45 – 13:45

Saturday 23 March: 12:45 – 13:45

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



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

- Room rental
- 1 Invite included in the Congress Bag
- 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. Lunch boxes may also be distributed before or after the symposia.

In order to hold an "Innovation in Care" Session or Satellite Symposium, an Exhibition Stand of 9 m² minimum (or grant equivalent) is required.

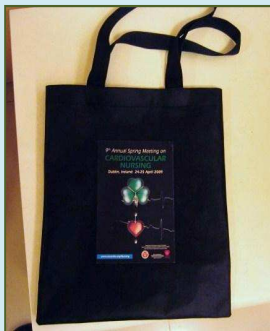
Industry Programmes will be published in the EuroHeartCare 2013 Final Programme and on the EuroHeartCare 2013 Web Site. All Satellite Symposia programmes are subject to approval.

Deadline for application: 05/11/2012

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

➤ **Sponsorship, Promotion and Advertising Opportunities:**

Product	Description
	<p>Final Programme Exclusive Back Cover Advertisement</p> <p>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.</p> <p>Product advertising allowed</p> <p>Life-span: Congress permanent archive/reference material. Back Cover Advertisement: €6,000 excl. VAT Deadline for application: 28 January 2013</p>
	<p>Notepads & Pens Exclusive Sponsorship</p> <p>The official note pads and pens will be inserted in all the congress bags and are available to our industry partners as an exclusive sponsorship opportunity. The sponsor's logo and the official logo of EuroHeartCare 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).</p> <p>Product advertising allowed</p> <p>Life-span: Congress & permanent archive Price including production: €3,000 excl. VAT Deadline for application: 28 January 2013</p>
	<p>Delegate Bag Inserts</p> <p>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.</p> <p>Lifespan: Congress Price of 1 insert excluding production: €2,000 excl. VAT Deadline for application: 28 January 2013 Delivery Date: 15 February 2013</p>
	<p>Weblink</p> <p>Invite delegates to your congress activities (exhibition or satellite) by designing a promotional page which we will post on the Congress Web Pages. One Web Link promotes one activity.</p> <p>Lifespan: Pre-Congress & Congress Price for 1 Web Link: €1,000 excl. VAT</p>



Congress Bags Exclusive Sponsorship

Secure high corporate visibility and association with EuroHeartCare by exclusive sponsorship of the congress bag distributed to each registered delegate.

Life-span: Congress permanent archive/reference material

Price including production: €6,000 excl. VAT

Deadline for application: 1 October 2012



Delegate Badge Laces Exclusive Sponsorship

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

Life-span: Congress

Price including production: €3,000 excl. VAT

Deadline for application: 1 October 2012

Congress Grants: Industry Partners are invited to support the professional development of delegates through an Unrestricted Educational Grant which demonstrates a company's support and association with the high quality Scientific Programme. Support is acknowledged in the Final Programme and on the Congress web pages. The supporting industry may not advertise or promote their grant association.

Price: €5,000 per session

Reminder: Product advertising will only be allowed on those Sponsorship & Promotional items where product advertising is clearly indicated. For all other items only corporate names and logos will be allowed.

Key Dates

My ESC Services open for Abstract Submission, Registration and Hotel Accommodation:	MONTH/YEAR
Abstract Submission Opens	19 July 2012
Abstract Submission Deadline	20 October 2012
Early Registration Deadline	1 February 2013
Late Registration Deadline	1 March 2013
Last Minute Online Registration Deadline	13 March 2013
EUROHEARTCARE	22 - 23 March 2013

Applications & Guidelines for Industry Participation

All Exhibition, Satellite and Sponsorship forms should be completed, signed and returned as soon as possible, items will be assigned on a first come, first served basis.

NB: Returning a signed application form implies a tacit agreement of the Guidelines for Industry Participation. The cancellation procedure stipulated on each application form strictly applies once received by the ESC.

The Guidelines for Industry Participation at EuroHeartCare will be communicated to companies participating at the meeting in due course to help with your organisation of the event.

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_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 EuroHeartCare 2013.

EuroHeartCare Secretariat

2035 Route des Colles
BP 179 – Les Templiers
06903, Sophia Antipolis France

For General Information please contact:

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

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

Email: ccnap@escardio.org

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

Exhibition

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

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

Email: ccnapexhibition@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

Registration

Tel.: +33 (0)4 92 94 86 63 - Fax. : +33 (0)4 92 94 76 10

E-mail: ccnapregistration@escardio.org

Housing

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

E-mail: ccnaphotels@escardio.org

