INDUSTRY PROSPECTUS

EuroHeartCare

Annual Congress of the Council on Cardiovascular Nursing and Allied Professions

Stavanger, Norway

4-5 April 2014

Heart & Mind

www.escardio.org/nursing
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Welcome Address

The preparations for the upcoming EuroHeartCare 2014 congress in Stavanger, Norway, already started in September of 2012 with the Programme Committee working together with the Norwegian Society of Cardiovascular Nurses to put an exciting programme together. To give you a sneak preview, the theme of the conference will be ‘Heart and Mind’.

The idea that emotions might be tied to heart disease and that heart and mind interact to promote and exacerbate disease is not new, and can be traced as far back as the “Yellow Emperor” of the Han Dynasty in China (2697-2597 B.C.): “When the minds of the people are closed and wisdom is locked out they remain tied to disease.”

Since then a strong and cumulative body of evidence has been built up demonstrating that disease can be best understood as more than the sum of its parts and by taking a holistic view of the human body, which is what cardiovascular medicine does today to a great extent.

Some of the topics that are likely to be incorporated in the 2014 programme include:

- Shared decision making: The pinnacle of patient-centred care
- Telemedicine at sea and beyond the arctic circle.
- Palliative care: What do patients and caregivers want and what do health care professionals have to offer?
- Primary prevention – how to lay the basis for a healthy heart.
- The current and future role of devices in heart failure.
- Sleep, heart and mind

We look forward to your contributions to the congress and to seeing you in Stavanger.

On behalf of the Programme Committee

Susanne S. Pedersen
Programme Chair for EuroHeartCare 2014

Siv Olsen
Chair Norwegian National Society of Cardiovascular Nurses
### EuroHeartCare 2014 Organisation

<table>
<thead>
<tr>
<th>Organising Committee</th>
<th>Programme Committee</th>
<th>Advisory Board</th>
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</thead>
<tbody>
<tr>
<td>Felicity Astin, GB</td>
<td>Catherine Bellew, IE</td>
<td>Dan Atar, NO</td>
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<tr>
<td>Gunhild Brørs, NO</td>
<td>Josiane Boyne, NL</td>
<td>Geneviève Derumeaux, FR</td>
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<tr>
<td>Nina Fåhun, NO</td>
<td>Pedro Miguel Caeiro Almeida, PT</td>
<td>Kenneth Dickstein, NO</td>
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<td>Donna Fitzsimons, GB</td>
<td>Fatma Demir, TR</td>
<td>Lars Gullestad, NO</td>
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<td>Kari Hanne Gjeilo, NO</td>
<td>Kenneth Dickstein, NO</td>
<td>Rune Haaverstad, NO</td>
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<td>Glenys Hamilton, NO</td>
<td>Inger Ekman, SE</td>
<td>Torstein Hole, NO</td>
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<tr>
<td>Tove Aminda Hanssen, NO</td>
<td>Glenys Hamilton, NO</td>
<td>Michel Komajda, FR</td>
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<tr>
<td>Jeroen Hendriks, NL</td>
<td>Tina Hansen, DK</td>
<td>Steen Dalby Kristensen, DK</td>
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<tr>
<td>Tiny Jaarsma, SE</td>
<td>Ioanna Hatzina, GR</td>
<td>Alf Inge Larsen, NO</td>
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<tr>
<td>Catriona Jennings, GB</td>
<td>Loreena Hill, GB</td>
<td>Jan Erik Nordrehaug, NO</td>
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<tr>
<td>Marianne Jørgensen, NO</td>
<td>Simona Inkrot, NZ</td>
<td>Otto A. Smiseth, NO</td>
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<tr>
<td>Mattie Lenz, NL</td>
<td>Jennifer Jones, IE</td>
<td>Terje Steigen, NO</td>
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<td>Ingvild Morken, NO</td>
<td>Stefan Koeberich, DE</td>
<td>Eva Swahn, SE</td>
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<tr>
<td>Tone M Norekvål, NO</td>
<td>Elaine Laws, IT</td>
<td>Rune Wiseth, NO</td>
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<tr>
<td>Siv Olsen, NO</td>
<td>Agnieszka Mlynarska, PL</td>
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<tr>
<td>Kjersti Oterhals, NO</td>
<td>Tone M Norekvål, NO</td>
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<tr>
<td>Susanne S. Pedersen, NL</td>
<td>Siv Olsen, NO</td>
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<tr>
<td>Mona Schlyter, SE</td>
<td>Susanne S. Pedersen, NL</td>
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<tr>
<td>Kaat Siebens, BE</td>
<td>Panoraia Rammou, GR</td>
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<td></td>
<td>Mojgan Sani, GB</td>
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<td></td>
<td>Henneke Versteeg, NL</td>
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### Language
The official language is English. All lectures and presentations will be held in English.

### Venue
Stavanger Forum  
Gunnar Warebergsgate  
13 4021 Stavanger, Norway

### 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: ehcare@escardio.org  
Web Site:  
http://www.escardio.org/congresses/euroheartcare

### Industry Services
Tel.: +33 (0)4 92 94 86 63 - Fax.: +33 (0)4 92 94 76 16  
Email: ehcareexhibition@escardio.org

### Registration
Tel.: +33 (0)4 92 94 86 63 - Fax.: +33 (0)4 92 94 76 10  
Email: ehcareregistration@escardio.org

### Housing
Tel.: +33 (0)4 92 94 86 23 - Fax.: +33 (0)4 92 94 76 16  
Email: ehcarehotels@escardio.org
EuroHeartCare Facts & Figures

✓ Total Attendance by Year

![Attendance by Year Graph]

- 2010 Geneva: 315 (Active delegates) + 52 (Exhibitors) + 5 (Accompanying persons)
- 2011 Brussels: 434 (Active delegates) + 15 (Exhibitors) + 9 (Accompanying persons)
- 2012 Copenhagen: 664 (Active delegates) + 44 (Exhibitors) + 0 (Accompanying persons)
- 2013 Glasgow: 368 (Active delegates) + 33 (Exhibitors) + 0 (Accompanying persons)

✓ Registration by Region
Total Number: 401 (2013 figures)

![Breakdown by Region Chart]

Breakdown by Region:
- Africa (non ESC): 3%
- Asia Pacific: 1%
- ESC: 93%
- North America: 3%
- South & Central America: 3%

✓ Participation Top Ten Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>Glasgow 2013</td>
<td>161</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>156</td>
</tr>
<tr>
<td>Sweden</td>
<td>28</td>
</tr>
<tr>
<td>Denmark</td>
<td>18</td>
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<tr>
<td>Netherlands</td>
<td>14</td>
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<tr>
<td>Norway</td>
<td>14</td>
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<tr>
<td>Spain</td>
<td>13</td>
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<tr>
<td>Finland</td>
<td>12</td>
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<tr>
<td>Ukraine</td>
<td>12</td>
</tr>
<tr>
<td>United States of America</td>
<td>10</td>
</tr>
<tr>
<td>Ireland</td>
<td>9</td>
</tr>
</tbody>
</table>
General Meeting Information

About EuroHeartCare

- A two-day conference
- Over 200 abstracts submitted
- A great scientific programme

The council on cardiovascular nursing and allied professionals brings together global nursing and allied professionals through science. To facilitate scientific exchange, the council holds an annual meeting which attracts over 1 000 professionals every year.

Exhibition dates and opening hours

<table>
<thead>
<tr>
<th></th>
<th>Thursday 3 April</th>
<th>Friday 4 April</th>
<th>Saturday 5 April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration*</td>
<td>15:00 - 18:00</td>
<td>08:00 - 17:00</td>
<td>08:00 - 16:00</td>
</tr>
<tr>
<td>Speaker Service Centre</td>
<td>15:00 - 18:00</td>
<td>08:00 - 17:00</td>
<td>08:00 - 16:00</td>
</tr>
<tr>
<td>Scientific Programme</td>
<td>Closed</td>
<td>08:30 - 17:00</td>
<td>08:30 - 16:00</td>
</tr>
<tr>
<td>Exhibition</td>
<td>Build-up</td>
<td>08:00 - 17:00</td>
<td>08:00 - 16:00</td>
</tr>
</tbody>
</table>

Scientific Programme

The Programme Committee has developed an exciting programme that provides up to date information on contemporary nursing and allied professional 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
- Sessions on practical management of cardiovascular care in daily situations
- Joint Sessions
- Abstracts of Original Contributions
Industry Partners Participation

The following is a 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
Failte 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 2014

Your company and your products and services will be associated with and will contribute to the high quality content of the EuroHeartCare 2014 Congress.

Your company can participate at EuroHeartCare 2014 in a variety of different ways:

- Exhibition
- Satellite Symposia
- Sponsorship & Promotional Items
- Hospitality Suites

Important

All prices listed within this document are exclusive of VAT unless otherwise indicated, payment in Euro (€) only.
“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 2014 with the below options:

✓ **Exhibition Stand Package:**

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

**Included in this package :**
- Stick out board with company name
- 9m² floor space
- 9m² space Schell Scheme
- Grey carpeting
- 3 spotlights
- Socket outlet 1-phase Double 10A
- 1 table
- 2 red chairs
- 1 information desk
- 1 brochure rack
- Wastepaper basket

Price: **€ 1 500 excl. VAT**  
Reduced Price for Publishers: **€ 1 250 excl. VAT**

✓ **Floor Space Only:**

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

**Price for space only:**  
**€200 per m²**

**Price for Publishers:**  
**€150 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.escexhibition.org](http://www.escexhibition.org) for further details.

**How to book an exhibition stand?**

Please complete and submit your Stand Application form available online on our website. An updated version of the Exhibition floor plan will be available in due time on ESC Industry website [www.escexhibition.org](http://www.escexhibition.org)

**Deadline for application: 24 January 2014**

**Stands will be assigned on a first-come, first-served basis**
Industry Sponsored Sessions

- **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

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday 4 April 2014</td>
<td>12:30 – 13:30</td>
</tr>
<tr>
<td>Saturday 5 April 2014</td>
<td>13:00 – 14:00</td>
</tr>
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</table>

**Price of a Satellite Symposium 60 minute session:**

€5,000 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 (Produced by company)
- 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.

**How to book a Satellite Symposium?**

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

Please complete and submit your Satellite Application form available online on our ESC industry website.

**Deadline for application: 24 January 2014**

**Time slots are assigned on a first-come, first-served basis**
Delegate Bag Inserts
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.

Price of 1 insert excluding production: €1,000 excl. VAT
Deadline for application: 31 January 2014

Weblink
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.

Price for 1 Web Link: €1,000 excl. VAT

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: €3,000 excl. VAT
Deadline for application: 17 January 2014

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: €1,500 excl. VAT
Deadline for application: 17 January 2014

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.
EuroHeartCare Guidelines, Terms & Conditions

Forthcoming EuroHeartCare Guidelines for Industry Participation

The EuroHeartCare 2014 Guidelines for Industry Participation will be released to Industry in January 2014. 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 EuroHeartCare 2014.

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 2013
- 50% from 01 December 2013 to 28 February 2014
- 100% from 01 March 2014

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 EuroHeartCare 2014 Guidelines for Industry Participation.

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

KEY DATES

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
<td>Abstract Submission deadline</td>
<td>1 November 2013</td>
</tr>
<tr>
<td>Early Registration Deadline</td>
<td>17 February 2014</td>
</tr>
<tr>
<td>Late Registration Deadline</td>
<td>17 March 2014</td>
</tr>
<tr>
<td>EuroHeartCare 2014</td>
<td>04 &amp; 05 April 2014</td>
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More information can be found on: www.escardio.org/congresses/euroheartcare-2014