

INDUSTRY PROSPECTUS

# EuroHeartCare

Annual Congress of the Council on  
Cardiovascular Nursing and Allied Professions

Stavanger, **Norway**

4-5 April 2014

[www.escardio.org/nursing](http://www.escardio.org/nursing)



## Heart & Mind



NSFs LANDSGRUPPE AV  
KARDIOLOGISKE SYKEPLEIERE

ESC Council on  
Cardiovascular Nursing and  
Allied Professions



EUROPEAN  
SOCIETY OF  
CARDIOLOGY®

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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

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

### Venue

Stavanger Forum  
Gunnar Warebergsgate  
13 4021 Stavanger, Norway

### Language

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

### EuroHeartCare Secretariat

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

For General Information please contact:

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Fax: +33 (0) 4 92 94 76 01  
Email: [ehcare@escardio.org](mailto:ehcare@escardio.org)  
Web Site:

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

### Industry Services

Tel.: +33 (0)4 92 94 76 00  
Fax: +33 (0)4 92 94 76 26  
Email: [ehcareexhibition@escardio.org](mailto:ehcareexhibition@escardio.org)

### Registration

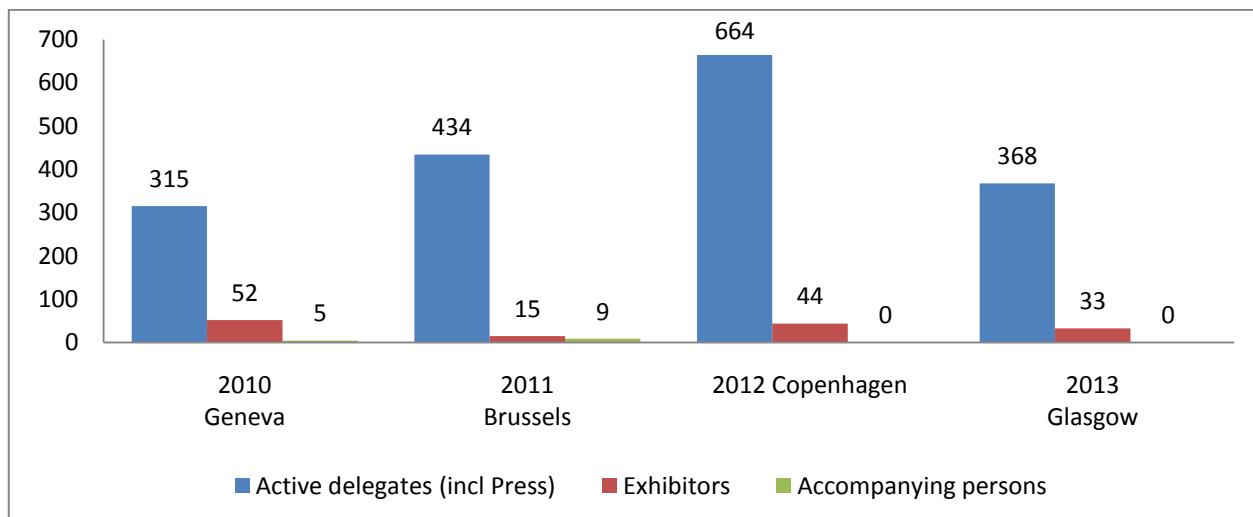
Tel.: +33 (0)4 92 94 86 63 - Fax. : +33 (0)4 92 94 76 10  
E-mail: [ehcareregistration@escardio.org](mailto:ehcareregistration@escardio.org)

### Housing

Tel.: +33 (0)4 92 94 86 23 - Fax. : +33 (0)4 92 94 76 16  
E-mail: [ehcarehotels@escardio.org](mailto:ehcarehotels@escardio.org)

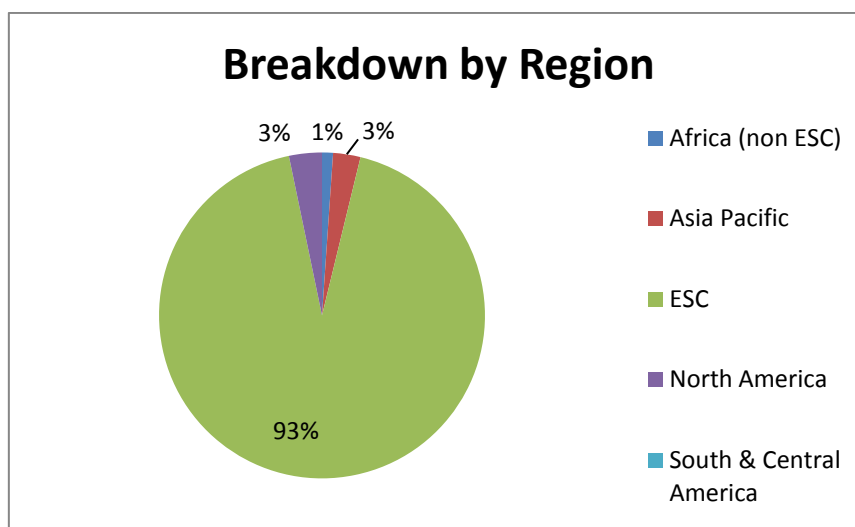
## EuroHeartCare Facts & Figures

### ✓ Total Attendance by Year



### ✓ Registration by Region

Total Number: 401 (2013 figures)



### ✓ Participation Top Ten Countries

Glasgow 2013	
United Kingdom	161
Sweden	28
Denmark	18
Netherlands	14
Norway	14
Spain	13
Finland	12
Ukraine	12
United States of America	10
Ireland	9



## 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

	Thursday 3 April	Friday 4 April	Saturday 5 April
<b>Registration*</b>	15:00 - 18:00	08:00 - 17:00	08:00 - 16:00
<b>Speaker Service Centre</b>	15:00 - 18:00	08:00 - 17:00	08:00 - 16:00
<b>Scientific Programme</b>	<i>Closed</i>	08:30 - 17:00	08:30 - 16:00
<b>Exhibition</b>	<i>Build-up</i>	08:00 - 17:00	08:00 - 16:00

## 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
- 9m<sup>2</sup> floor space
- 9m<sup>2</sup> 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

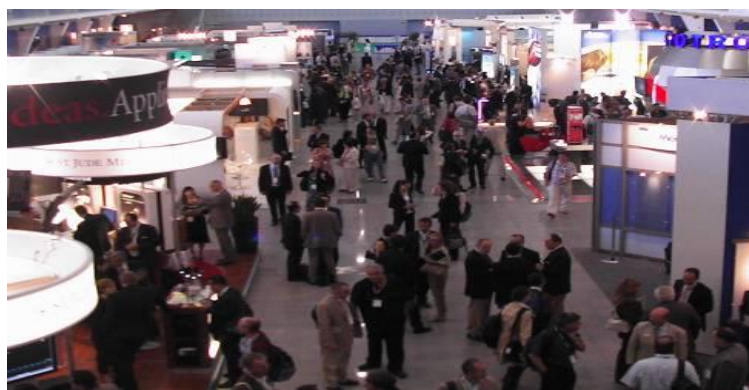
Price: **€ 1 500 excl. VAT**

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



*Photo not contractual*

✓ **Floor Space Only:**



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

**Price for space only:** €200 per m<sup>2</sup>

**Price for Publishers:** €150 per m<sup>2</sup>

Minimum Stand Space: 9m<sup>2</sup>

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	
Friday 4 April 2014	12:30 – 13:30
Saturday 5 April 2014	13:00 – 14:00

### 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 m<sup>2</sup> 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**

## Sponsorship, Promotion and Advertising Opportunities

### 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](mailto:industry_services@escardio.org).

### KEY DATES

Abstract Submission deadline	1 November 2013
Early Registration Deadline	17 February 2014
Late Registration Deadline	17 March 2014
EuroHeartCare 2014	04 & 05 April 2014

More information can be found on:  
[www.escardio.org/congresses/euroheartcare-2014](http://www.escardio.org/congresses/euroheartcare-2014)