INDUSTRY PROSPECTUS

EuroHeartCare
ANNUAL CONGRESS OF THE COUNCIL ON CARDIOVASCULAR NURSING AND ALLIED PROFESSIONS

Jönköping, Sweden
18-20 May 2017

“Team Work for Excellence In Cardiovascular Care”

KEY FIGURES:
40 countries represented, 16 sessions,
50 international faculty members,
200 abstracts, 500 delegates, 1 congress!

KEY DEADLINES:
Abstract Submission - 31 October 2016
Early Registration fee - 9 March 2017
Late Registration fee - 20 April 2017

www.escardio.org/EuroHeartCare
#euroheartcare
EuroHeartCare 2017 Organisation

<table>
<thead>
<tr>
<th>Organising Committee</th>
<th>Programme Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maria Back</td>
<td>Maria Back</td>
</tr>
<tr>
<td>Tina Hansen</td>
<td>Josiane Boyne</td>
</tr>
<tr>
<td>Tiny Jaarsma</td>
<td>Erika Froelicher</td>
</tr>
<tr>
<td>Catriona Jennings</td>
<td>Robyn Gallagher</td>
</tr>
<tr>
<td>Mary Kerins</td>
<td>Loreena Hill</td>
</tr>
<tr>
<td>Barbro Kjellstrom</td>
<td>Simone Inkrot</td>
</tr>
<tr>
<td>Ekaterini Lambrinou</td>
<td>Ana Ljubas</td>
</tr>
<tr>
<td>Geraldine Lee</td>
<td>Jan Martensson</td>
</tr>
<tr>
<td>Michael Macintosh</td>
<td>Gabrielle McKee</td>
</tr>
<tr>
<td>Jan Martensson</td>
<td>Lis Neubeck</td>
</tr>
<tr>
<td>Gabrielle McKee</td>
<td>Trine Rasmussen</td>
</tr>
<tr>
<td>Izabella Uchmanowicz</td>
<td>Signe Risom</td>
</tr>
</tbody>
</table>

Congress Venue
Jonkoping, Sweden
Spira Cultural Centre
Kulturgatan 3, 553 24 Jonkoping, Sweden

For Information please contact:

**EuroHeartCare Secretariat**
Tel: +33 (0) 4 92 94 76 00
Email: ehcare@escardio.org
Web Site: [www.escardio.org/Congresses-Events/EuroHeartCare](http://www.escardio.org/Congresses-Events/EuroHeartCare)

**Industry Services**
Tel.: +33 (0)4 92 94 76 00
Fax: +33 (0)4 92 94 76 26
Email: ehcareservices@escardio.org

**Registration**
Tel: +33 (0)4 92 94 86 63
Fax: +33 (0)4 92 94 76 10
E-mail: 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

Language
The official language is English. All lectures and presentations will be held in English.
EuroHeartCare Facts & Figures

- 500+ participants
- Participants from 40+ countries
- Over 250 submitted abstracts and clinical cases
- 20+ Sessions and workshops
- Renowned International Faculty

✓ Total Attendance by Year

<table>
<thead>
<tr>
<th></th>
<th>2014 Stavanger</th>
<th>2015 Dubrovnik</th>
<th>2016 Athens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actives Delegates (incl Press)</td>
<td>450</td>
<td>580</td>
<td>448</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>45</td>
<td>20</td>
<td>16</td>
</tr>
</tbody>
</table>

✓ Registrations by region

 Registrations by region in 2015

- Africa: 3, 0%
- Asia-Pacific: 18, 3%
- ESC: 550, 95%
- North America: 6, 1%
- South America: 3, 1%

 Registrations by region in 2016

- Africa: 7, 1%
- Asia-Pacific: 0, 0%
- ESC: 425, 95%
- North America: 0, 0%
- South America: 3, 0%
**General Meeting Information**

**About EuroHeartCare**

- Two-day conference
- Over 200 abstracts submitted
- Dynamic scientific programme

The Council on Cardiovascular Nursing and Allied Professionals of the ESC brings together global nursing and allied professionals through science. To facilitate scientific exchange, the council holds an annual meeting which this year is being held jointly with the Hellenic Society of Cardiovascular Nursing.

**Exhibition dates and opening hours**

<table>
<thead>
<tr>
<th></th>
<th>Thursday 18 May</th>
<th>Friday 19 May</th>
<th>Saturday 20 May</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Registration</strong></td>
<td>15:30 - 19:30</td>
<td>07:30 - 18:30</td>
<td>08:00 - 17:30</td>
</tr>
<tr>
<td><strong>Speaker Service Centre</strong></td>
<td>15:30 - 19:30</td>
<td>07:30 - 18:30</td>
<td>08:00 - 16:30</td>
</tr>
<tr>
<td><strong>Scientific Programme</strong></td>
<td>Inaugural session and Workshops only</td>
<td>08:30 - 18:30</td>
<td>08:30 - 17:00</td>
</tr>
<tr>
<td></td>
<td>16:00 - 20:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Exhibition</strong></td>
<td>Build-up</td>
<td>08:00 - 18:30</td>
<td>08:00 - 16:30</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
- Abstracts of Original Contributions
Industry Partners Participation

The following is a list of industry partners who have participated in the previous EuroHeartCare meetings:

A. Menarini Pharmaceuticals Ireland Limited
AstraZeneca
Axellus
Bayer
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
Ferrer
Hospital Services Ltd
Irish Heart Foundation
Irish Nurses Cardiovascular Association
Johnson & Johnson AG Cordis
Laerdal
MSD
Nordinfu Care AB
Novartis Ireland
Orion Pharma
Pfizer Healthcare
Physio-Control
Preventive Cardiovascular Nurses Association
Recordati Ireland
Resmed
Roche Diagnostics Ltd.
Sanofi
Scan Medical
Schering-Plough Pharmaceuticals (Ireland) Limited
ScPharmaceuticals
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 2017

Your company and your products and services will be associated with and will contribute to the high quality content of EuroHeartCare 2017.

Your company can participate at EuroHeartCare 2017 in a variety of different ways:

Exhibition: Present your products and services to delegates by showcasing your company in the exhibition.

Industry Sponsored Sessions: Present your latest scientific data and ensure your contribution to the scientific programme by organising a Satellite Symposium open to all delegates.

Sponsorship: Present your company as an official sponsor of EuroHeartCare 2017 for distinguished association with the congress and its scientific programme.

Important:
All requests for exhibition space, satellite symposia, or sponsorship opportunities will be allocated on a first come, first served basis. All prices listed within this document are exclusive of VAT unless otherwise indicated; payment is in Euro (€) only.
Exhibition
“A platform for discussion and exchange”
The Exhibition will be an ideal opportunity to interact with the cardiovascular nursing profession 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 three ways of exhibiting at EuroHeartCare 2017 with the below options:

✓ Exhibition Stand Package:

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

Price: €1,500 for 9m² with specially negotiated floor space (excl VAT)

Included in the package:
- Walls with small lockable counter
- Fascia board with company name
- 9m² floor space as per order
- Carpeting (light grey)
- 1 spotlight, 1 twin socket
- 1 table, 2 chairs
- 1 A4 brochure rack
- 1 Wastepaper basket
- Daily cleaning

✓ Exhibition Table Package:

Alternatively, you have the option to simply purchase a table and chair package as follows:

Price: €900 (excl VAT)

Included in the package:
- 5m² floor space
- Carpeting (light grey)
- 1 twin socket for electricity
- 1 table
- 2 chairs
- 1 Wastepaper basket
- Daily cleaning

✓ Exhibitors Badges

Exhibitors are entitled to 3 free general exhibitor badges and 2 free scientific badges. Price for additional general exhibitor badges: €50 excl. VAT

How to book an exhibition stand or package?

Please complete and submit your Stand Application form available online on our website. An updated version of the Exhibition floor plan will also be available here on: www.escexhibition.org

Deadline for application: 24 February 2017
Stands will be assigned on a first-come, first-served basis
Industry Sponsored Sessions

Satellite Symposia
Participating companies may organise scientific sessions at dedicated time slots, known as Satellite Symposia. 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>
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<tbody>
<tr>
<td>Friday 19 May 2017</td>
<td>13:15 – 14:15</td>
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<tr>
<td>Saturday 20 May 2017</td>
<td>13:15 – 14:15</td>
</tr>
</tbody>
</table>

Satellite Symposium Price

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Prices</td>
<td>€ 5 000 (excl VAT)</td>
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<tr>
<td>Non-Exhibitor Prices</td>
<td>€ 6 500 (excl VAT)</td>
</tr>
</tbody>
</table>

The following items are included in the price of a Satellite Symposium:
- Room rental
- 1 Invite included in the Congress Bag (produced by the Convention Bureau)
- 1 Web Link
- 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.

How to book a Satellite Symposium?
Please complete and submit your Satellite Symposium Application form available online on our ESC industry website: www.escexhibition.org

Deadline for application: 24 February 2017
Time slots are assigned on a first-come, first-served basis
## Sponsorship

**Reminder:** The use of product names identifying product logos, misleading names that could be perceived as product names, registered trademarks are strictly limited and are only permitted for products and services where product promotion is clearly stated.

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Description</th>
<th>Deadline for application</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Delegate Bag Inserts</strong></td>
<td>Product advertising permitted for exhibition only</td>
<td>17 February 2017</td>
<td>€1 000</td>
</tr>
<tr>
<td></td>
<td>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.</td>
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<tr>
<td></td>
<td><strong>Deadline for application:</strong> 17 February 2017</td>
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<td></td>
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<tr>
<td></td>
<td><strong>Price:</strong> €1 000</td>
<td></td>
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<tr>
<td><strong>Delegate Badge Laces</strong></td>
<td>No product advertising – Exclusive sponsorship</td>
<td>10 November 2016</td>
<td>€5 000</td>
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<td></td>
<td>Print your logo on this highly visible badge holder. Worn by all delegates throughout the event, this product offers extensive exposure.</td>
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<td></td>
<td><strong>Lifespan:</strong> congress</td>
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<td></td>
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<tr>
<td></td>
<td><strong>Deadline for application:</strong> 10 November 2016</td>
<td></td>
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<tr>
<td></td>
<td><strong>Price:</strong> €5 000</td>
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<tr>
<td><strong>Final Programme</strong></td>
<td>Product advertising permitted</td>
<td>17 February 2017</td>
<td>€7 500</td>
</tr>
<tr>
<td></td>
<td>The Final Programme contains general information on the congress and the organising association, the detailed scientific programme including industry Sponsored Sessions. Hard copies are placed in the congress bag which is distributed to each congress delegate. A back page advertisement ensures maximum exposure and recognition to the sponsor.</td>
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<tr>
<td></td>
<td><strong>Lifespan:</strong> congress permanent archive/reference material</td>
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<tr>
<td></td>
<td><strong>Deadline for application:</strong> 17 February 2017</td>
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<tr>
<td></td>
<td><strong>Price:</strong> €7 500</td>
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<tr>
<td><strong>Mobile App</strong></td>
<td>Product advertising permitted in sponsor button only – Exclusive sponsorship</td>
<td>17 February 2017</td>
<td>€10 000</td>
</tr>
<tr>
<td></td>
<td>The official congress Mobile App will be the detailed reference this year. The App offers the exclusive sponsor a dedicated sponsor button where they can promote their own congress activities. This environmentally-friendly initiative is for smart phone &amp; tablets.</td>
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<td></td>
<td><strong>Lifespan:</strong> pre-congress, congress</td>
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<tr>
<td></td>
<td><strong>Price:</strong> €10 000</td>
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### Catering – Lunch and/or Coffee Breaks

Delegates are encouraged to stay within the congress centre between coffee and lunch breaks to facilitate networking and ongoing scientific discussions around research, posters, etc. The committee gratefully requests support for our partners in facilitating lunch and coffee breaks to delegates. Support is acknowledged in the Final Programme and on the catering points.

**Price:** €10 000 all lunches for the duration of the congress (2 lunches)  
**Price:** €8 000 all coffee breaks for the duration of the congress (3 coffee breaks)
EuroHeartCare Guidelines, Terms & Conditions

Forthcoming EuroHeartCare Guidelines for Industry Participation

The EuroHeartCare 2017 Guidelines for Industry Participation will be available in January 2017. 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

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 2016
- 50% from 01 December 2016 to 31 January 2017
- 100% from 01 February 2017

Applications forms for Exhibition Stand Space, Industry Sponsored Sessions, 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 2017 Guidelines for Industry Participation.

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

KEY DATES

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstract submission deadline</td>
<td>31 October 2016</td>
</tr>
<tr>
<td>Early fee registration deadline</td>
<td>9 March 2017</td>
</tr>
<tr>
<td>Late fee registration deadline</td>
<td>20 April 2017</td>
</tr>
<tr>
<td>EuroHeartCare 2017, Jönköping, Sweden</td>
<td>18 &amp; 20 May 2017</td>
</tr>
</tbody>
</table>

More information can be found on: www.escardio.org/Congresses-&-Events/EuroHeartCare