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

Trinity College Dublin, Ireland
7-9 JUNE 2018

“Tackling the Complexity of Cardiovascular Care”

KEY FIGURES
3 Days, 20+ Sessions, 40+ Countries represented,
63 international faculty members, 250+ abstracts,
500+ participants, One Congress!

KEY DEADLINES
Abstract Submission - 20 January
Early Registration Fee - 26 March
Late Registration Fee - 3 May

www.escardio.org/EuroHeartCare
#euroheartcare

INDUSTRY PROSPECTUS
## EuroHeartCare 2018 Organisation

<table>
<thead>
<tr>
<th>Organising Committee</th>
<th>Programme Committee</th>
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</thead>
<tbody>
<tr>
<td>Donna Fitzsimons</td>
<td>Josiane Boyne</td>
</tr>
<tr>
<td>Bernie Hannon</td>
<td>Erika Froelicher</td>
</tr>
<tr>
<td>Tina Hansen</td>
<td>Robyn Gallagher</td>
</tr>
<tr>
<td>Maria Hayes</td>
<td>Loreena Hill</td>
</tr>
<tr>
<td>Tiny Jaarsma</td>
<td>Simone Inkrot</td>
</tr>
<tr>
<td>Catriona Jennings</td>
<td>Ana Ljubas</td>
</tr>
<tr>
<td>Mary Kerins</td>
<td>Avril Lowry</td>
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<tr>
<td>Barbro Kjellstrom</td>
<td>Gabrielle McKee</td>
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<tr>
<td>Ekaterini Lambrinou</td>
<td>Lis Neubeck</td>
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<tr>
<td>Geraldine Lee</td>
<td>Trine Bernholdt Rasmussen</td>
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<tr>
<td>Emer Lodge</td>
<td>Signe Risom</td>
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<tr>
<td>Avril Lowry</td>
<td>Iza Uchmanowicz</td>
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<tr>
<td>Michael Macintosh</td>
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<tr>
<td>Gabrielle McKee</td>
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<tr>
<td>Lis Neubeck</td>
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<tr>
<td>Ciara Rice</td>
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<td>Mary Shine</td>
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<td>Izabella Uchmanowicz</td>
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<tr>
<td>Sinead Teehan</td>
<td></td>
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<tr>
<td>Edel Cronin</td>
<td></td>
</tr>
<tr>
<td>Norma Caples</td>
<td></td>
</tr>
<tr>
<td>Shirley Ingram</td>
<td></td>
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</tbody>
</table>

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### EuroHeartCare Congress contact

**EuroHeartCare Secretariat**  
Tel: +33 (0) 4 92 94 76 00  
Email: [ehcare@escardio.org](mailto: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  
Email: [ehcareservices@escardio.org](mailto:ehcareservices@escardio.org)

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

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

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

### European Society of Cardiology  
ESC - European Heart House  
Les Templiers, 2035, route des Colles  
CS80179 BIO, 06903 Sophia Antipolis cedex, FRANCE  
[www.escardio.org](http://www.escardio.org)

### Venue  
Trinity College Dublin, the University of Dublin  
College Green  
Dublin 2, Ireland
KEY FACTS & FIGURES

- 500+ participants from more than 40 countries
- 63 international expert faculty
- Over 250 submitted abstracts
- Exhibition area
- 19 sessions
- 8 abstract based sessions

EuroHeartCare Past Attendance

**Delegate origin - Top 10 countries 2015-2017**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>2015 Dubrovnik</th>
<th>2016 Athens</th>
<th>2017 Jonkoping</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sweden</td>
<td>25</td>
<td>44</td>
<td>132</td>
</tr>
<tr>
<td>2</td>
<td>United Kingdom</td>
<td>27</td>
<td>42</td>
<td>29</td>
</tr>
<tr>
<td>3</td>
<td>Norway</td>
<td>10</td>
<td>0</td>
<td>27</td>
</tr>
<tr>
<td>4</td>
<td>Denmark</td>
<td>20</td>
<td>28</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>Netherlands</td>
<td>10</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td>6</td>
<td>United States of America</td>
<td>0</td>
<td>0</td>
<td>13</td>
</tr>
<tr>
<td>7</td>
<td>Croatia</td>
<td>15</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td>8</td>
<td>Ireland</td>
<td>12</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>9</td>
<td>Spain</td>
<td>0</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>10</td>
<td>Finland</td>
<td>10</td>
<td>0</td>
<td>7</td>
</tr>
</tbody>
</table>

**Attendance breakdown by Region 2015-2017**

<table>
<thead>
<tr>
<th>Region</th>
<th>2015 Dubrovnik</th>
<th>2016 Athens</th>
<th>2017 Jonkoping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>3</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>18</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>ESC countries</td>
<td>550</td>
<td>425</td>
<td>305</td>
</tr>
<tr>
<td>North America</td>
<td>6</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>South &amp; Central America</td>
<td>3</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>580</strong></td>
<td><strong>448</strong></td>
<td><strong>332</strong></td>
</tr>
</tbody>
</table>

**Attendance breakdown by Region 2015-2017**

- **92%** in Jonkoping
- **95%** in Athens
- **95%** in Dubrovnik
About ESC Council on Cardiovascular Nursing and Allied Professions (CCNAP)

The Council’s main objective is to support nurses and allied health professionals to deliver the best possible care to patients with cardiovascular disease and their families and it does this through the creation and delivery of a diverse programme of activities, including education, research and mentorship.

CCNAP believes that nurses and allied health professionals play a pivotal role in cardiac care. Interventions developed, tested and implemented by nurses and allied health professionals can assist patients to prevent, adjust to and recover from cardiac illness.

The Council’s journal is the European Journal of Cardiovascular Nursing (EJCN). All EuroHeartCare delegates receive online subscription to the EJCN.

CCNAP members enjoy numerous benefits including access to educational resources, mentoring and career advancement opportunities. Membership is free.

About our Congress

EuroHeartCare is the annual congress of the ESC Council on Cardiovascular Nursing and Allied Professions, (CCNAP) and the 2018 congress will be held in collaboration with the Irish Nurses Cardiovascular Association (INCA).

Key networking & educational opportunities

- Nurses and Allied Health Professionals in practice, research and education are present offering opportunities for dialogue with senior health professionals as well as the future stars of the field.
- The opportunity to present your latest developments to an enthusiastic audience all the while educating them!

Key topics

- Chronic Heart failure treatment and prevention
- Acute Heart failure
- Cardiovascular Disease In Special Populations
- Atrial Fibrillation
- Acute Coronary Syndromes
- Acute Coronary Syndrome pharmacology
- Congenital Heart Disease
- Psycho-Social and Cultural Aspects of Heart Disease
- Cardiovascular risk factors and prevention
- Cardiovascular Nursing
- Arrythmias
- Prevention

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

Amgen AB  
A. Menarini Pharmaceuticals Ireland Limited  
AstraZeneca AB  
Axellus  
Bayer  
Biosensors International  
BIOTRONIK  
Boehringer Ingelheim  
Boston Scientific  
Bristol-Myers Squibb  
British Journal of Cardiac Nursing  
CareLigo AB  
Daichi-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 AG  
Orion Pharma  
Pfizer Healthcare  
Physio-Control  
Preventive Cardiovascular Nurses Association  
Recordati Ireland  
Resmed  
Roche Diagnostics Ltd.  
SAGE Publications 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

**Exhibition - Showcase your products, services and activities**
The exhibition will be an integral part of the congress and delegates will be invited to discover the latest products and technologies on the many educational stands throughout the event.

**Industry Sponsored Sessions - Be part of the discussion**
Companies are cordially invited to organise Industry Sponsored Sessions to be included in the scientific programme. These sessions are the perfect forum for delegates to learn and exchange on the latest scientific information and developments from the industry. Satellite Symposia lecture rooms range in capacity (190-800 seats). Symposia timeslots are limited.

**Sponsorship, Advertising & Promotional Opportunities**
A wide range of services are available for sponsorship providing essential support for the congress and opportunity for novel communication to congress delegates.
The exhibition will be an integral part of the congress in Dublin and delegates will be invited to discover the latest products and technologies on the educational stands throughout the event. Showcase your products, services and activities to leaders in the field.

**Exhibition Timetable**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday 8 June 2018</td>
<td>08:00 – 18:00</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td>Saturday 9 June 2018</td>
<td>08:00 – 16:30</td>
<td>Exhibition OPEN</td>
</tr>
</tbody>
</table>

**Exhibition Space**

Provide delegates with a unique opportunity to catch a glimpse of the continuous technological developments by showcasing your products in the exhibition.

**Exhibition Welcome Package:**

**Price €2 500**

Your meeting point to interact with delegates. Simply purchase this all inclusive welcome package, hold face to face meetings and swap business cards.

The 4m² Welcome Package includes:

- 4m² floor space
- Carpeting
- Back wall with signage and company name
- 1 electrical socket + electricity connection and consumption
- 1 counter with printed logo
- 2 high stools
- Daily Cleaning

**Floor Space Only**

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

- **Cost: €300 per m²** (excluding VAT)
- **Publisher cost: €150 per m²** (excluding VAT)

Other stand package sizes are available via the congress centre; please contact us for estimation.

**Exhibitor Badges**

Exhibitors are entitled to 3 free general exhibitor badges and 2 free scientific badges.

Exhibitor badges will not allow access to the scientific sessions of the congress except for those sessions sponsored by the exhibitor.

Price for additional general exhibitor badges: **€50 excl. VAT**

Please complete and submit your Stand Application form available online on our website. The full list of services will be communicated upon stand assignment. :  [www.escexhibition.org](http://www.escexhibition.org)

**Stands will be assigned on a first come, first served basis**

**Application deadline: 28 February 2018**
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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Timeslot</th>
<th>Exhibitor Price</th>
<th>Non-Exhibitor Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday 8 June 2018</td>
<td>12:45 - 13:45</td>
<td>€5 000</td>
<td>€6 500</td>
</tr>
<tr>
<td>Saturday 9 June 2018</td>
<td>12:45 - 13:45</td>
<td>€5 000</td>
<td>€6 500</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
- 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.

NEW THIS YEAR!

Practical Tutorials

Practical Tutorials offer companies a mean of associating with the educational requirements of delegates in an intimate environment. These tutorials provide participants with an opportunity for hands-on and/or one-on-one learning from clinical and/or technical experts on specific areas of expertise.

Practical Tutorials are organised in rooms of 20-30 pax. One room is allocated per company for the duration of the congress. Sessions can be organised during Exhibition opening hours on Friday 8 and Saturday 9 June 2018. Tutorial organisers are responsible for room set-up, additional furniture, AV equipment and catering arrangements.

Benefits include:
- Standard room (customisation needs to ordered through our suppliers at extra cost)
- Dedicated listing on the EuroHeartCare Scientific Programme & Planner, in the EuroHeartCare Final Programme and Mobile App
- 1 Advert

Companies organising a non-exhibitor Practical Tutorials will be provided with an allocation of 5 Scientific Badges and 5 General Badges.

**Exhibitor Price:** €6 000  
**Non-Exhibitor Price:** €7 500

Time slots or rooms will be assigned on a first come, first served basis

**Application deadline:** 28 February 2018
## SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price (excl. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Delegate Badge Laces</strong></td>
<td>No product advertising permitted – Exclusive sponsorship</td>
<td>€5 000</td>
</tr>
<tr>
<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>
<td></td>
</tr>
<tr>
<td></td>
<td>Lifespan: congress</td>
<td></td>
</tr>
<tr>
<td><strong>Delegate Bag Inserts</strong></td>
<td>Product advertising permitted for exhibition only</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>
<td></td>
</tr>
<tr>
<td></td>
<td>Lifespan: congress</td>
<td></td>
</tr>
<tr>
<td><strong>eBlast - Pre-congress</strong></td>
<td>ESC permits product advertising for Exhibition adverts only</td>
<td>€4 500</td>
</tr>
<tr>
<td></td>
<td>Promote your exhibition space or sponsored sessions to all EuroHeartCare 2018 pre-registered delegates a few days prior to the congress. A customised mailing will be sent out a few days prior to the congress (exact date to be confirmed) to increase delegate awareness surrounding your activities.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reach &amp; audience: all pre-registered delegates</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lifespan: a few days prior to the congress</td>
<td></td>
</tr>
<tr>
<td><strong>eBlast - Post-congress</strong></td>
<td>ESC permits product advertising for Exhibition adverts only</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Prolong your congress activity (sessions, products...) after the event by reaching out to registered delegates along with those from our database who were not able to attend your Satellite Symposium (or even the congress itself). Our post-congress eBlast is the ideal way to remain in the spotlight once the event is over by promoting your activities and association with the Congress to a broad audience, most notably with the inclusion of the Screencast of your Sponsored Session. A customised mailing will be sent to healthcare professionals post-congress (exact date to be confirmed).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reach &amp; audience: all registered delegates (about 400 pax) and targeted members from our database (healthcare professionals)</td>
<td></td>
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<tr>
<td></td>
<td>Lifespan: post-congress</td>
<td></td>
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<tr>
<td>Final Programme</td>
<td>€7 500</td>
<td></td>
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<tr>
<td>-------------------------------------</td>
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<td></td>
</tr>
<tr>
<td>ESC permits product advertising</td>
<td></td>
<td></td>
</tr>
<tr>
<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>
<td></td>
<td></td>
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<tr>
<td>Lifespan: congress permanent archive/reference material</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mobile App</th>
<th>€10 000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product advertising permitted in sponsor button only – Exclusive sponsorship</td>
<td></td>
</tr>
<tr>
<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 smartphone &amp; tablets.</td>
<td></td>
</tr>
<tr>
<td>Lifespan: pre-congress, congress</td>
<td></td>
</tr>
</tbody>
</table>

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

For a given product where it is mentioned “ESC permits product advertising”, local regulatory approval is incumbent on the company selecting the product and is not a valid clause for refund of services.

**Items will be assigned on a first come, first served basis**

**Application deadline: 28 February 2018**
**Function Spaces**

The ESC allows companies to host a limited number of guests and organise small and informal meetings (approx. 20 pax) in a range of fully furnished rooms available within the congress centre. No training or showcasing of products/therapies may take place in the Function Spaces.

Companies are responsible for AV equipment and catering arrangements.

Price available on request.

**Closed Industry Meetings**

During available time slots, fully furnished and AV equipped lecture rooms can be used to organise closed industry meetings which are on invitation only. The following rules apply to this meeting category:

- Meeting is "closed" and on invitation only.
- Maximum attendance is 150 guests.
- Meeting is not promoted in the congress centre or in any EuroHeartCare 2018 publications.

**Closed Industry Meetings – Price**

- 60-minute meeting: **€1 000**
- Additional cost per increment of 30mins: **€500**

**Permitted meeting types:**

Company staff meeting, congress briefing, investigators meeting, clinical trial updates.

Strictly forbidden: meeting with any formal presentations for delegates.

**Time slots or rooms will be assigned on a first come, first served basis**

**Application deadline:** 28 February 2018
APPLICATION & GUIDELINES FOR INDUSTRY PARTICIPATION

@ EUROHEARTCARE 2018

Forthcoming EuroHeartCare Guidelines for Industry Participation
The EuroHeartCare 2018 Guidelines for Industry Participation will be available in March 2018. 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 2017
✓ 50% from 01 December 2017 to 31 January 2018
✓ 100% from 01 February 2018

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 2018 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>20 January 2018</td>
</tr>
<tr>
<td>Early fee registration deadline</td>
<td>26 March 2018</td>
</tr>
<tr>
<td>Late fee registration deadline</td>
<td>03 May 2018</td>
</tr>
<tr>
<td>EuroHeartCare 2018, Dublin, Ireland</td>
<td>7-9 June 2018</td>
</tr>
</tbody>
</table>
