

EuroPrevent 2010

The European Meeting Place for Science in Preventive Cardiology

INDUSTRY PROSPECTUS

HEART
LIFE PREVENTION
ADULT ORGANIC
EUROPEAN LIFETIME
NO STRESS
GLUCOSE
HEALTHY EATING HABITS
PROTECT
PHYSICAL ACTIVITY
NO USE OF TOBACCO
LOW BLOOD PRESSURE
MEETING SCIENCE
ELDERLY
METABOLISM
NOT OVERWEIGHT
CARDIOLOGY
BABIES
NORMAL
CHOLESTEROL
PRAGUE
CZECH REPUBLIC

Cardiovascular Prevention: a Lifelong Challenge

Prague - Czech Republic - 5-7 May 2010

www.escardio.org/EuroPrevent

▪ No use of tobacco ▪ Adequate physical activity ▪ Healthy eating habits ▪ Not overweight ▪ Low Blood pressure ▪ Low Blood cholesterol ▪ Normal glucose metabolism ▪ Avoidance of excessive stress



European Association for Cardiovascular Prevention and Rehabilitation

A registered branch of the European Society of Cardiology



Dear Industry Partner,

Welcome to EuroPREvent 2010, the foremost European meeting place for science in preventive cardiology, organised by the European Association for Cardiovascular Prevention and Rehabilitation. This fifth EACPR congress will be held 5-8th May in Prague under the motto "Cardiovascular prevention, a lifelong challenge".

For three and a half days, EuroPREvent 2010 will provide an inspiring meeting for all who are engaged in prevention: from the basic scientist to the clinical cardiologist, the family doctor, nurses and other health workers.

In Prague participants may attend a regional pre-congress (Wednesday 5th May) meeting aiming to strengthen the building of national alliances for CVD prevention. Thursday will be dedicated to the main theme of the congress with symposia around the lifelong challenge of prevention: in children and adolescents, in adults and in the elderly and with shared sessions with other professional European Societies.

On Friday and Saturday in-depth scientific sessions in different formats will be organised: clinical seminars, symposia, workshops, debates and how-to sessions. As usual high priority and visibility will be given to new research in the abstract-based part of the programme. The congress includes a Young Investigator Award Session, "Meet the Expert" early morning discussions, Satellite Symposia from our Industry Partners and an exhibition. On the final day experts from the six sections of the EACPR will inform about ongoing science in their field and share the congress highlights with the audience at the final session of the congress.

Prague has been carefully chosen as the venue of the congress: not only as the prevalence of cardiovascular disease remains high in this part of Europe, but evidently also as this great historic city has so much beauty and hospitality to offer to the visitor!

David Wood
EACPR President

Joep Perk
CPC Chairperson

Renata Civkova
Local Organising Chairperson

EuroPrevent 2010 Committee

Congress Programme Committee

Joep Perk, Chairperson

EACPR Scientific Committee

Andrzej Rynkiewicz, Co-Chair
Nikos Geladas, Exercise Physiology
Sanjay Sharma, Sports Cardiology
Eva Prescott, Epidemiology & Public Health
Torben Jorgensen, Prevention & Health Policy
Julian Halcox, Basic Science
Josef Niebauer, Cardiac Rehabilitation

EACPR Board

Stephan Gielen, Treasurer

EuroPrevent 2010 Scientific Programme

The Programme Committee are creating a dynamic programme with the following new 'four track' design:

1. **Science Track** includes basic and translational science, exercise physiology and the basic science elements of prevention
2. **Population Track** concentrates on new epidemiological findings.
3. **Clinical Track I** has been designed for the clinical cardiologist who is engaged in the management of prevention and rehabilitation.
4. **Clinical Track II** has been especially designed for allied health personnel such as nurses, physiotherapists, dietician, psychologists and other members of multidisciplinary prevention and rehabilitation teams.

The Programme will be designed to allow maximum interaction between participants and faculty. The following formats should stimulate discussion with the audience and further improve the communication between scientists and clinicians.

The programme will also include:

- State of the art reviews by the world's leading experts.
- Discussion of recent developments in the various fields of basic science, epidemiology and prevention cardiology
- Sessions geared towards practical management of cardiovascular diseases in daily situations by experts in their field: Meet the Experts
- Young Investigators' Session
- Abstracts of Original Scientific Contribution
- Workshop Sessions by our Industry Partners

Abstract Submission

The Online Services for abstract submission will be open from **July 2009**. In order to maintain the high standards of extreme quality and to reinforce the message that EuroPrevent is the international scientific event in prevention, we ask that you consider submitting an abstract for the congress. The deadline is 19 November 2009, avoid the rush and submit now: www.escardio.org/EuroPrevent

Young Investigators' Award session

The best abstracts from junior investigators will be selected for presentation in Prague, as part of the Young Investigators' session. All candidates are less than 35 years of age at the time of the congress and are willing to present their original work at EuroPrevent 2010. The selected presenters will receive a certificate and complimentary registration. A panel of experts will judge the competition and select the YIA winner onsite. The winner will receive a € 500 prize and the option to publish in the associations' journal: the European Journal of Cardiovascular Prevention and Rehabilitation.

EuroPREvent 2010 Moderated Poster Sessions

The best moderated posters per EACPR section - Prevention & Health Policy, Epidemiology & Public Health, Cardiac Rehabilitation, Sports Cardiology, Exercise Physiology and Basic Science - selected onsite during the Moderated poster sessions will be displayed on Saturday 8 May 2010 in the exhibition area.

CME Accreditation

EuroPREvent 2010 will be reviewed for accreditation by the European Board for Accreditation in Cardiology (EBAC) for external credits. The accreditation results will be announced via the EuroPREvent website and also in the final programme.

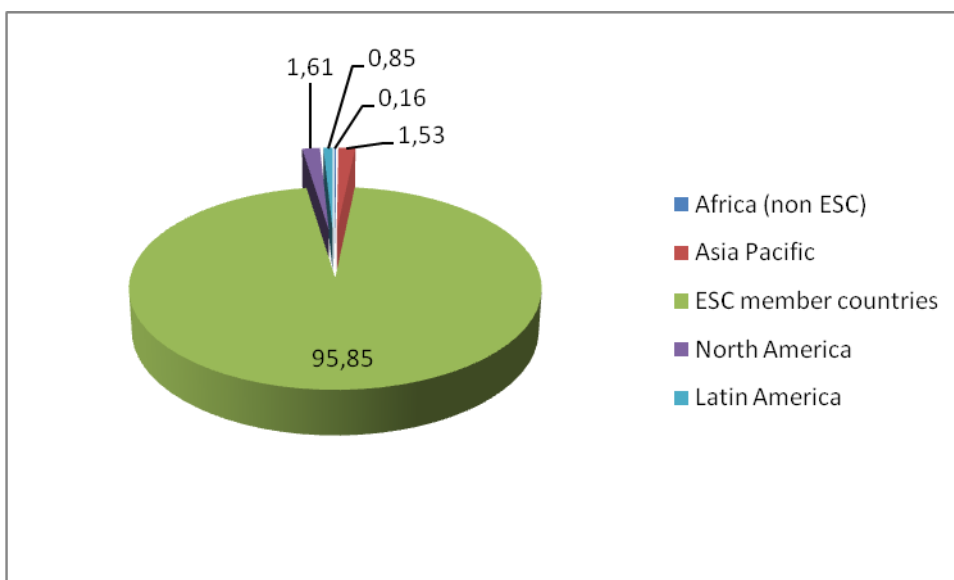
EuroPrevent 2009 abstracts submissions

	EuroPrevent 2009	EuroPrevent 2008
Submitted abstracts	719	773
Accepted abstracts	452	542
Oral Presentations	42	36
Posters	350	476
Moderated Posters	60	30
Acceptance Rate	63%	70.1%

EuroPrevent 2009 attendance

	EuroPrevent 2009	EuroPrevent 2008
Delegates	1182	1209
Accompanying persons	31	46
Exhibitors	93	0
Total	1306	1255

Breakdown by geographical area



EuroPrevent 2008 – 2009 Sponsors and Exhibitors

APOTEKET AB

ASTRAZENECA S.A.

ATCORMEDICAL

INFORMA HEALTHCARE

MEDEXPERT LTD

MSD SWEDEN

MERCK SCHERING PLOUGH

NOVARTIS

PFIZER

PHYSIOFLOW

SANOFI-AVENTIS

SERVIER

THE SWEDISH HEART LUNG FOUNDATION

SIEMENS AG, HEALTHCARE SECTOR

UNILEVER

WOLTERS KLUWER HEALTH /LIPPINCOTT WILLIAMS & WILLIAMS

EuroPRevent Sponsorship Opportunities

The following overview provides a list of Promotional and Sponsorship opportunities including prices and corresponding descriptions.

Please contact:

Ms. Aoife Delmas, Industry Relations, for further consultation on management of your corporate investment and strategy sponsorship@escardio.org

In addition to the manner of recognition shown below, sponsors will also be acknowledged in all EuroPRevent printed material and on the EuroPRevent Web Site.

All sponsorship requests will be processed on a first-come, first-served basis.

All prices listed within this document are exclusive of VAT, payment in € (Euro).

Exhibition Space

The exhibition will be held in Hall C; all participants will walk through this area to go to the lecture rooms.

Price for space only **€ 400 per m²**

Price for Publishers **€ 250 per m²**

The minimum exhibition space is 9 m² (6m² for publishers and booksellers).

The stands will be assigned on a first come, first served basis.

Guidelines for Exhibitors, giving full details, will be sent upon request and an Exhibitors Manual with order forms will follow in due course.

Satellite Symposia

A limited number of time slots have been made available for Satellite Symposia.

Time slots are assigned on a first-come, first-served basis. Other services include access to and use of the audiovisual equipment in the room as well as the Speakers' Service Centre services. The list of equipment will be communicated upon room assignment. Programmes will be published in EuroPRevent 2010 Final Programme and on the EuroPRevent 2010 Web Site.

Cost of additional equipment, food and beverage will be at the expense of the sponsor. The available options are as follows:

Satellite Symposia for room size of between 200 and 1000 people:

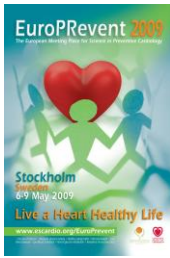
Available timeslots:

Thursday 6 May 2009 12:45 – 13:45 /

Friday 7 May 2009 12:45 – 13:45

Satellite package: Satellite + Weblink + Delegate Bag Insert **€15,000**

Advertisements



Final Programme

Please book before 06 February 2009.

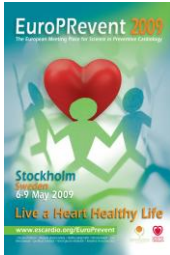
Containing complete programme information, distributed to all registrants.

Distribution: Onsite in Stockholm

Back cover - **€8 000**

Inside back cover - **€5 000**

Abstract Book



The **Abstract Book supplement to the EUROPREVENT Journal** is distributed to all participants and will also reach all the subscribers to the Journal.

Back cover - **€8 000**

Conference Bags



The sponsor's name and logo will be printed on the bags, distributed to all participants.

Exclusive sponsor package *incl. production* - **€15 000**

Exclusive sponsor package *excl. production* - **€10 000**

Badge laces

The sponsor's name and logo will be printed on the badge laces, distributed to all participants.

Exclusive sponsor package *incl. production* - **€8 000**

Exclusive sponsor package *excl. production* - **€6 000**

Web space

The sponsor's logo will be printed on the page dedicated to the Internet Corner printed in the Final Programme. The corporate name and logo of the sponsor will also be on the screensavers of the Internet Corner monitors.

Exclusive sponsor **€10 000**

Notepads and Pens

Exclusive sponsorship of pads and pens to be distributed in the conference bags is available. Sponsor logo and EuroPREvent logo will be printed on the pads and on the pens.

€10 000

Delegate Bag Inserts

Use this opportunity to place your Exhibition or Satellite Symposium invitation directly into the Congress Bags distributed to each delegate attending the meeting. All content must obtain prior ESC approval and adhere to the guidelines to be provided in due course.

€5 000

Web Link

A Web Link is a web invitation created to promote your onsite activity to delegates prior to and during the congress. It is hosted via the EuroPREvent Web Site immediately before and after the congress. (Satellite, User Group, Exhibition etc.)

Available on EUROPREVENT Web Site. - **€2 000**

On-site Advertising

1. Hanging Banner - outside main entrance
2. Poster Panels available in three great locations:
 - Main entrance from train station
 - Main entrance from taxi drop-off
 - Corridor connecting Registration to Lectures

Price available upon request

Healthy Breaks

During the Congress, coffee will be available to registrants twice daily in the Poster Area. Signs with the Company sponsoring the coffee break will be placed on the serving station. The sponsor may provide napkins with the company logo, if desired.

One Healthy Break - **€5 000**

All Healthy Breaks - **€20 000**

Unrestricted Educational Grant – support for Scientific Sessions

Companies are permitted to 'associate' with the Scientific Programme of EuroPREvent 2009.

An Unrestricted Educational Grant will imply an association, by Industry, with an aspect of the Scientific Programme, not influenced by the supporting company by means of speaker suggestion, topic proposal or other such involvement. The support of a scientific session in the form of an Unrestricted Educational Grant implies the acceptance of the EuroPREvent 2009 Committee to permit our industry partners to associate in name only with a session already defined, in full, as part of the EuroPREvent 2009 scientific programme.

In supporting the session, in the form of an Unrestricted Educational Grant, the company will be recognised by the following phrase wherever the session is detailed on any EuroPREvent 2009 programme: "Supported by 'Company X' in the form of an Unrestricted Educational Grant".

Acknowledgement of Unrestricted Educational Grant will be noted as follows:

Under the relevant session listed in EuroPREvent 2009 Final Programme Printed Version.

Under the Industry Partner heading in the EuroPREvent 2009 Final Programme, both Printed version and Online (Page entitled Exhibition, Satellite & Sponsors)

€10 000

Fun Run

The Fun Run will be held on Friday, 7 May 2009. The run will commence at 07:00 sharp from the Congress Centre and proceed along a 5km circuit. During the congress, a registration table will be set up from Wednesday, May 5 so that delegates can register. The corporate name and logo will be noted on the registration table and acknowledged via the EuroPREvent 2009 Final Programme and website.

Fun Run Exclusive Sponsor **€ 5 000**

Contacts

EuroPREvent 2010 Secretariat

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The European Heart House
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FR 06903 Sophia Antipolis
France

Tel: +33 (0)4 92 94 86 36 - Fax: +33 (0)4 92 94 86 81

E-mail: europrevent@escardio.org - Web Site: www.escardio.org/EuroPREvent

Industry Opportunities

The ESC is dedicated to working with our industry partners on optimising the value of your participation in line with your individual corporate objectives, please contact Aoife Delmas sponsorship@escardio.org (Tel: +33 (0)4 92 94 86 78) to discuss your company requirements at EuroPREvent 2010.

Registration

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

E-mail: europrecentregistration@escardio.org

Housing

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

E-mail: europreventhoteles@escardio.org

Venue

Hilton Prague Hotel
Probrezni 1
186 00 Prague 8
Czech Republic