

# EuroPREvent

The European Meeting Place for Science in Preventive Cardiology

# 2012

## INDUSTRY PROSPECTUS



**Dublin**  
Ireland  
**3-5 May 2012**

**FROM RESEARCH TO IMPLEMENTATION**

[www.escardio.org/EuroPREvent](http://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

**CONTENTS**

Welcome Address .....	3
EuroPREvent 2012 General Congress Information .....	4
EuroPREvent Committee & Scientific Programme .....	5
EuroPREvent 2011 Industry Partners .....	6
Industry activities at EuroPREvent 2012.....	6
1. Exhibition .....	7
2. Satellite Symposia .....	8
3. Sponsorship.....	9, 10, 11
4. Hospitality Suite.....	11
EuroPREvent 2012 Guidelines, Terms & Conditions.....	12
Contacts .....	13

## **Welcome Address from the President**

Dear Industry Partner,

Welcome to EuroPREvent 2012, the premiere international forum for Preventive Cardiology! The congress will be hosted in Europe's newest Convention Centre, beside the river in central Dublin.

Diseases of the heart and circulation are the biggest global causes of death and disability- even though they are preventable. Building on the success of the 2011 meeting in Geneva, EuroPREvent 2012 promises to make the newest advances in preventive cardiology accessible to all.

Next year's meeting will be unique. For the first time, the new 2012 European Guidelines on the Prevention of Cardiovascular Disease in Clinical practice will be launched at EuroPREvent, together with dedicated educational and implementation programmes. This will widen the relevance of the meeting to include cardiologists, family doctors, nurses, allied health professionals and voluntary bodies such as Heart Foundations, as well as health planners, local and international politicians, Departments of Health and Health executives.

The theme follows the cycle of the scientific evidence base that increases knowledge and informs guidelines through the Guidelines themselves to implementation strategies and audit. The meeting will encompass basic science, research methods, epidemiology (how studies of groups and populations can inform preventive strategies), rehabilitation, lifestyle, sports medicine, health policy, education and implementation strategies at individual, local, national and international level.

EuroPREvent 2012 will bring the finest international health experts together to present their research and translate it into usable knowledge for health care workers, researchers, planners and policy makers.

Join us in Dublin! Oh, and don't forget that the Convention centre is within walking distance of Trinity College, Dublin Castle, museums, art galleries, pubs and clubs with the mountains and sea close by.

### **Pantaleo Giannuzzi**

President of the European Association for  
Cardiovascular Prevention and Rehabilitation  
(EACPR)

### **Volker Adams**

Chairperson, EuroPREvent  
Congress Programme Committee

**Ian Graham,**  
Co-Chairperson,  
Local Host

### EuroPREvent Fast Facts

- ✓ **More than 1500** active **delegates** are expected in the same location
- ✓ **Main theme** at EuroPREvent 2012: **From Research to Implementation: launch of European Guidelines on the Prevention of Cardiovascular Disease in Clinical Practice**
- ✓ **4 lecture rooms** running in parallel
- ✓ A variety of novel **industry educational sessions**
- ✓ A selection of relevant **sponsorship & advertising opportunities**

### Venue

#### **The Convention Centre Dublin**

Spencer Dock, North Wall Quay

Dublin 1

[www.theccd.ie](http://www.theccd.ie)

### Key Dates

Online Services Open	<b>01 August 2011</b>
Abstract Submission deadline	<b>04 November 2011</b>
Abstract Results Online	<b>Early December 2011</b>
Early Fee Registration Deadline	<b>06 February 2012</b>
Pre-registration Deadline	<b>02 April 2012</b>
EuroPREvent 2012	<b>03 – 05 May 2012</b>

### **Language**

The official language during the Congress is English. No translation is available.

**More information can be found on:**  
[www.escardio.org/EuroPREvent](http://www.escardio.org/EuroPREvent)

## EuroPrevent 2012 Committee

### Congress Programme Committee

Volker Adams, Chairperson

Ian Graham, Co-Chairperson and Local Host

### EACPR Scientific Committee

Cardiac Rehabilitation: Birna Bjarnason-Wehrens

Exercise, Basic & Translational Research: Julian Halcox, Nikos Geladas

Prevention, Epidemiology & Population Science: Eva Prescott, Pedros Marques-Vidal

Sports Cardiology: Sanjay Sharma

## EuroPrevent 2012 Scientific Programme - From Knowledge to Practice

EuroPrevent is the main scientific meeting place in Europe for all who are engaged in the prevention of cardiovascular diseases such as heart attacks and stroke.

During the two and half day meeting, experts will discuss and present fascinating achievements in cardiovascular prevention obtained either in basic and translational science or in the implementation or recommendation of therapeutic strategies.

The programme will include:

- State of the art reviews by world's leading experts.
- Discussion of recent developments in the various fields of basic science, epidemiology prevention rehabilitation and sports 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
- Industry Educational Sessions



## **EuroPrevent 2011 – Industry Partners**

Over the last two decades, EuroPrevent has evolved into the preeminent meeting place for European opinion leaders and physicians in the field of cardiovascular prevention, cardiac rehabilitation and sports medicine.

Cardiovascular diseases are still the major cause of morbidity and mortality in Europe.

In times of shrinking healthcare budgets, prevention of cardiovascular diseases has therefore become a top priority of the European Union as indicated by the signing of the European Heart Health Charter in 2007.

The Committee Members express their sincere appreciation to all exhibitors, industry partners and sponsors mentioned below, who contributed to the success of EuroPrevent 2011 in a variety of ways and initiatives.

AstraZeneca  
AtCor Medical  
CORTEX Biophysik GmbH  
Cosmed  
Customed GmbH  
Diadexus  
Heart Test Laboratories, Inc.  
Institute for Mobility Research  
Itamar  
Medtronic  
Nestlé  
Pan Gas  
Panasonic  
Roche  
Servier  
Storz  
Swiss Heart Foundation  
Unilever

## **Industry activities at EuroPrevent 2012**

Your company and your products and services will be associated with, and will contribute to the high quality content of the EuroPrevent 2012 Congress.

**Your company can participate at EuroPrevent 2012 in a variety of different ways:**

- Exhibition & TechnoPark
- 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.

**All requests will be allocated  
on a first-come, first-served basis.**

## 1- Exhibition Space

Showcase your products, services and activities to more than 1500 delegates from more than 73 different countries

The exhibition will be an integral part of the congress and delegates will be invited to discover the latest products and techniques on the many educational stands throughout the event.

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



Technological innovations will have a special focus at EuroPREvent 2012 with all companies working as innovators in the field invited to participate in a TechnoPark initiative. The TechnoPark is an integrated part of the exhibition and sponsors will be distinguished by the logo on their stand.



**Price for space only: €400 per m<sup>2</sup>**  
**Price for Publishers €250 per m<sup>2</sup>**  
**The minimum exhibition space is 9 m<sup>2</sup>**  
**(6 m<sup>2</sup> for publishers and booksellers)**

### Exhibitors Badges

Exhibitors are entitled to a certain number of free badges. The number of free badges for each Exhibitor will be determined according to the floor space allocated as shown below.

Stand size between:	Number of Free Badges:
9 and 49m <sup>2</sup>	8
50 and 99m <sup>2</sup>	16
100m <sup>2</sup> +	24



## 2 – Satellite Symposia

### Ensure your contribution to the outstanding EuroPREvent scientific programme

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 and developments.

### Price of a Satellite Symposium 60 minute session: €15,000 per session excl. VAT

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

SATELLITE SYMPOSIA TIMESLOT		
<b>Thursday</b>	3 May 2012	<b>12:30 – 13:30</b>
<b>Friday</b>	4 May 2012	<b>12:45 – 13:45</b>



The following items are included in the price of a Satellite Symposium:

- Room rental
- 1 Delegate Bag Insert
- 1 Weblink
- 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 Symposia. Lunch boxes may also be distributed before or after the symposia.

**In order to hold a Satellite Symposium, an Exhibition Stand of 9 m<sup>2</sup> minimum (or grant equivalent) is required.**

Satellite Symposia Programmes will be published in the EuroPREvent 2012 Final Programme and on the EuroPREvent 2012 Web Site. All Satellite Symposia programmes are subject to CPC approval.

**Deadline for application: 4 November 2011**

**Time slots are assigned on a first-come, first-served basis**



### 3 - Sponsorship Opportunities

Highlight your company profile online, offline and throughout the congress centre

#### **Unrestricted Educational Grants**

Associate your company with a particular session from the official scientific programme of EuroPrevent 2012 via an unrestricted educational grant. This grant implies the acceptance by the EuroPrevent Committee and allows our industry partners to associate in *name only* with an official programme session.

**Cost per Grant per session: € 10,000**

#### **On-site Promotion/Advertisements**

Various opportunities for on-site promotion / advertisements in the form of panels, banners, towers or other may be available. Please contact us for further details at [sponsorship@escardio.org](mailto:sponsorship@escardio.org).



#### **Abstracts CD-ROM Exclusive Sponsorship**

The Official EuroPrevent 2012 Congress Abstract CD-Rom contains all accepted Abstracts at EuroPrevent 2012 and will be available on site during the congress. This highly popular item is available for exclusive sponsorship offering sponsor association with the scientific content and excellent exposure as redemption vouchers within the official congress bag will guide delegates to the sponsor's booth as the sole collection point.

**Life-span: Congress permanent archive/reference material.**

**Price includes production of the CD-ROM and production of the voucher: €10,000 excl. VAT**



#### **Web Space Exclusive Sponsorship**

The business style Internet Corner offers delegates internet access along with the scientific programme online, PC workstations and printers throughout the congress. The corporate name and logo of the sponsor displayed on all the screensavers of the Internet Corner offers excellent exposure. The sponsor can brand the area designated for the Web Space with corporate branding (no product names or references).

Acknowledgement will be provided on congress web pages and in the Final Programme.

**Life-span: Congress**

**Price: €10,000 excl. VAT (includes 4 computer terminals and 2 printers) Additional structure, furniture and branding is at the sponsor's expense**



#### **Congress Bags**

Exclusive sponsorship of the official EuroPrevent 2012 delegate bags. The sponsor's name and logo will be embossed on the bags, distributed to all participants. The delegate bag is one of the most popular items. The EuroPrevent delegate bag will be produced exclusively using recycled materials.

- Distribution of 1 400 delegate bags

**Life-span: Congress permanent archive/reference material.**

**Price including production: €10,000 excl. VAT**



### **Delegate Badge Laces Exclusive Sponsorship**

The popular and highly visible official EuroPREvent 2012 badge laces are available for exclusive sponsorship. The sponsor's name and logo will be printed on the badge laces, distributed to all participants.

**Distribution of 1 500 badge laces**  
**Life-span: Congress**  
**Price including production: €8,000 excl. VAT**



### **Note pads & Pens Exclusive Sponsorship**

The official EuroPREvent 2012 note pads and pens will be inserted in all the official congress bags and are available to our industry partners as an exclusive sponsorship opportunity. The sponsor's logo and the EuroPREvent logo will be printed on the pads and on the pens. Alternatively, the sponsor may also provide its own note pads (with corporate adverts on the cover page & pens (price upon request).

**Life-span: Congress & permanent archive**  
**Price including production: €5,000 excl. VAT**



### **Final Programme Advertisements**

The Final Programme hard copy contains the full scientific programme details, exhibition and satellite information and congress references outlines. Hard copies will be placed in the official congress bag and distributed to each delegate, offering maximum exposure and recognition to the sponsor.

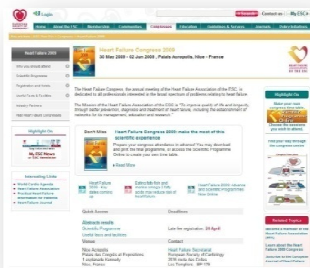
**Life-span: Congress permanent archive/reference material.**  
**Back Cover Advertisement: €8,000 excl. VAT**  
**Inside Back Cover Advertisement: €6,000 excl. VAT**



### **Delegate Bags Insert**

The Delegate Bag Insert allows you to design an invitation in the form of a customised advertisement of 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.

**Lifespan: Congress**  
**Price of 1 insert excluding production: €5,000 excl. VAT**



### **Web Link**

Invite delegates to your congress activities (exhibition or satellite) by designing a promotional page which we will post on the EuroPREvent 2012 Congress Web Pages. One Web Link promotes one activity.

**Lifespan: Pre-Congress & Congress**  
**Price for 1 Web Link: €2,000 excl. VAT**



### **Healthy Breaks**

During the Congress, coffee will be offered to delegates twice daily. 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**



### **Pedal for your Heart**

A bike station will be organised outside the Congress Centre for our delegates from 3 – 5 May 2012. One of EuroPrevent 2012's objectives is to take one more step toward an even healthier event. This exclusive opportunity to brand the bike initiative (back panel with corporate logo) will attach the sponsor with a major health-orientated campaign during EuroPrevent 2012.

Pedal for your Heart Exclusive Sponsor - **€ 10 000**

## **4 – Hospitality Suites**

---

A number of Hospitality Suites have been made available for companies wishing to meet their guests during the meeting. No training or showcasing of products/therapies may take place in the Hospitality Suites. Planned activities must be submitted to the organisers for approval. Companies are responsible for equipment and catering arrangements.

**Prices available upon request contact [Satellite@escardio.org](mailto:Satellite@escardio.org)**



### ➤ **Forthcoming EuroPREvent Guidelines for Industry Participation**

The EuroPREvent 2012 Guidelines for Industry Participation will be released to Industry in January 2012. 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

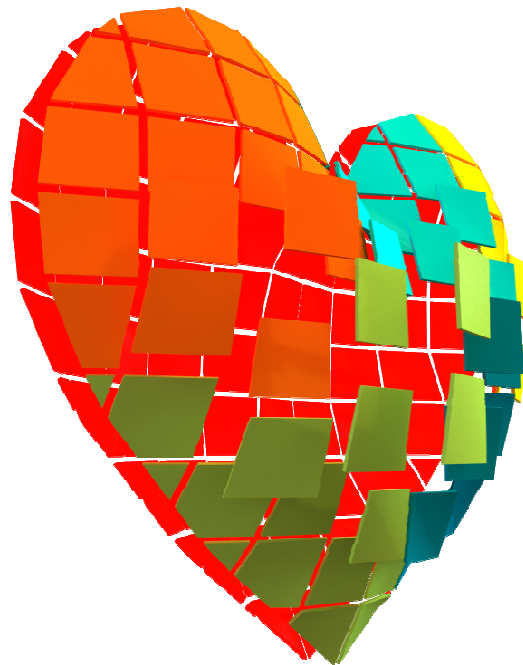
### ➤ **Industry Terms & Conditions**

All Terms and Conditions will be detailed in the forthcoming Guidelines for Industry Participation for EuroPREvent 2012.

### ➤ **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 EuroPREvent 2012 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).**



## Contacts

The **ESC Industry Services Team** is dedicated to working with our industry partners on optimising the value of your participation in line with your individual corporate objectives, please contact [industry\\_services@escardio.org](mailto:industry_services@escardio.org) to discuss your company requirements at EuroPREvent 2012.

### **EuroPREvent 2012 Secretariat**

Mrs. Chelsea Thomas – Project Manager

The European Heart House

2035, route des Colles - Les Templiers - BP 179

FR 06903 Sophia Antipolis

France

Tel: +33 (0)4 92 94 86 36 - Fax: +33 (0)4 92 94 86 29

E-mail: [europrevent@escardio.org](mailto:europrevent@escardio.org) - Web Site: [www.escardio.org/EuroPREvent](http://www.escardio.org/EuroPREvent)

### **Registration**

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

E-mail: [europrecentregistration@escardio.org](mailto: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](mailto:europreventhoteles@escardio.org)

### **Exhibition**

Tel.: +33 (0)4 92 94 76 17

Fax: +33 (0)4 92 94 76 26

Email: [EPexhibition@escardio.org](mailto:EPexhibition@escardio.org)

### **Satellite Symposia**

Tel: +33 (0)4 89 87 20 03

Fax: +33 (0)4 92 94 76 26

Email: [satellite@escardio.org](mailto:satellite@escardio.org)

### **Sponsorship**

Tel: +33 (0)4 89 87 20 09

Fax: +33 (0)4 92 94 76 26

Email : [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

### **Venue**

The Convention Centre Dublin

Spencer Dock, North Wall Quay

Dublin 1

[www.theccd.ie](http://www.theccd.ie)