

# EuroPrevent

THE EACPR ANNUAL MEETING **2013**

**ROME ITALY 18-20 APRIL**



**Universal approach to Preventive Cardiology**

**INDUSTRY PROSPECTUS**

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





**European Association for Cardiovascular  
Prevention and Rehabilitation**  
A registered branch of the European Society of Cardiology

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## **Welcome Address from the President**

Dear Colleagues and Friends,

We would like to invite you to EuroPrevent 2013, the premiere international forum for Preventive Cardiology!

The congress, organised by the European Association for Cardiovascular Prevention and Rehabilitation (EACPR), will take place in Rome from 18 to 20 April 2013. The theme of the congress will be the Universal Approach to Cardiovascular Prevention and Implementation and that is exactly what the congress is about: how we can universally work together in the prevention of cardiovascular disease!

Building on Italy's emphasis on sports medicine, the congress will open with a Master Class Course on Sports Cardiology, highlighting its importance in prevention and rehabilitation. As this year's meeting will emphasise the global approaches to prevention, joint sessions with local, European and International Associations will take place on Thursday afternoon, focusing on the various existing prevention and implementation methods and programmes.

On Friday and Saturday, the programme will be dedicated to epidemiological case presentations organised jointly with the ESC National Cardiac Societies to showcase different prevention programmes. There will also be more 'Focus On' sessions highlighting the different nutrition and lifestyles across the globe and a key note address from an esteemed member of the Prevention Community.

EuroPrevent 2013 will bring the finest international health experts together to present their research and translate it into usable knowledge for practitioners, health care workers, researchers, and policy makers. The message of prevention starts with all of you and all our combined efforts.

We look forward to welcoming you in Rome, a city full of history, beauty, architecture, hospitality and the Mediterranean Diet!

### **Stephan Gielen**

EACPR 2012-2014 President

### **Volker Adams**

Chairperson, EuroPrevent  
Congress Programme Committee

### **Pantaleo Giannuzzi**

Co-Chair of the Congress Programme Committee  
EuroPrevent 2013 Local Organiser  
EACPR Past-President 2010-2012

### Key Figures

- ✓ **3** days of scientific sessions
- ✓ **950 abstracts submitted, 500 abstracts accepted**
- ✓ **1800+** healthcare professionals from 83 countries
- ✓ 4000m<sup>2</sup> exhibition
- ✓ 4 satellite symposia
- ✓ 55 pre-arranged sessions, 4 poster sessions

### Venue

**Palazzo dei Congressi**  
Piazzale J.F. Kennedy, 1  
00144 Roma  
www.eurcongressiroma.it

### Key Dates

Online Services – Abstract Submission	<b>September 2012</b>
Abstract Submission Deadline	<b>26 October 2012</b>
Early Registration Deadline	<b>14 January 2013</b>
Advance Registration Deadline	<b>08 March 2013</b>
Pre-Registration Deadline	<b>10 April 2013</b>
EuroPrevent 2013	<b>18 – 20 April 2013</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 2013 Scientific Programme

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.

### Congress Themes will be:

- Main theme: Universal approach to Preventive Cardiology
- Advanced models of secondary prevention in various clinical settings
- Sports and physical activity for prevention
- Nutrition and weight control

During the three 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 has been devised in collaboration with ESC Working Groups on Atherosclerosis and Vascular Biology, Hypertension, Peripheral Circulation and Thrombosis.

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 Sponsored Sessions



## **EuroPrevent 2012 – Industry Partners**

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 2012 in a variety of ways and initiatives.

A. Menarini Pharmaceuticals Ireland Ltd.  
Abbott Pharmaceuticals  
AstraZeneca Pharmaceuticals (Ireland) Limited  
AtCor Medical  
cardiowise seleon gmbh  
COSMED Srl  
diaDexus  
ergoline GmbH  
Esaote  
FUKUDA DENSHI CO LTD  
Hitachi Medical Systems Europe Holding AG  
MSD  
Panasonic Marketing Europe GmbH  
Mc Neil Nutritionals (BENECOL)  
SAGE  
Servier  
Takeda  
Wisepress Medical Bookshop

## **Industry activities at EuroPrevent 2013**

Your company and your products and services will be associated with, and will contribute to the high quality content of the EuroPrevent 2013 Congress.

**Your company can participate at EuroPrevent 2013 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 1700 delegates from more than 50 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 2013 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)**

**Deadline for stand application form 5 November 2012**

### 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 for Exhibitors and €18,600 for non-exhibitors**

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

SATELLITE SYMPOSIA TIMESLOT		
<b>Thursday</b>	18 April 2013	<b>12:30 – 13:30</b>
<b>Friday</b>	19 April 2013	<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 2013 Final Programme and on the EuroPREvent 2013 Web Site. All Satellite Symposia programmes are subject to CPC approval.

**Deadline for application: 5 November 2012**

**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 2013 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**

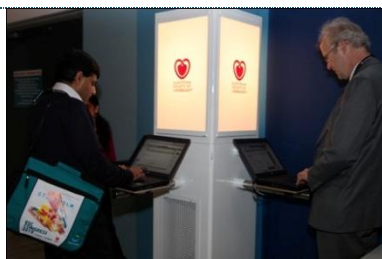


#### Abstracts CD-ROM

The Official EuroPrevent 2013 Congress Abstract CD-Rom contains all accepted Abstracts at EuroPrevent 2013 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**



#### WebSpace

The business style WebSpace 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 WebSpace offers excellent exposure. The sponsor can brand the area designated for the WebSpace 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)**



#### Congress Bags

Exclusive sponsorship of the official EuroPrevent 2013 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 2 000 delegate bags

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

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



#### Mobile Application

An innovative way for a sponsor to reach delegates by offering a mobile version of the Finale Programme to enhance their onsite experience. This environmentally-friendly initiative is for a smart phones & iPads. Excellent visibility for the sponsor with a dedicated desk to assist delegates in downloading the application. Includes a specific sponsor advert.

**Price: €12,000 excl. VAT**



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

The popular and highly visible official EuroPrevent 2013 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 2 000 badge laces**  
**Life-span: Congress**  
**Price including production: €8,000 excl. VAT**



### **Notepads & Pens Exclusive Sponsorship**

The official EuroPrevent 2013 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**



### **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**



### **Onsite Advertising**

A wide range of advertising opportunities are available in the congress centre to raise awareness among the delegates of your therapies, equipment in the field of prevention. Please contact [sponsorship@escardio.org](mailto:sponsorship@escardio.org) for further details.

**For further information, please contact [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)**

➤ **Forthcoming EuroPREvent Guidelines for Industry Participation**

The EuroPREvent 2013 Guidelines for Industry Participation will be released to Industry in January 2013. 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 2013.

➤ **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 2013 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) .**

**EuroPREvent**  
*See You in Rome!* **2013**



## 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 2013.

### **EuroPREvent 2013 Secretariat**

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**

**Palazzo dei Congressi**  
Piazzale J.F. Kennedy, 1  
00144 Roma  
[www.eurcongressiroma.it](http://www.eurcongressiroma.it)