The European Association for Cardiovascular Prevention and Rehabilitation (EACPR) presents

EuroPrevent

2015

THE EACPR ANNUAL MEETING

14-16 MAY - LISBON

Addressing Inequalities in Cardiovascular Health

Industry Prospectus

www.escardio.org/EuroPrevent
Essential Information

**EuroPRevent Secretariat**
ESC - European Heart House  
2035, route des Colles - Les Templiers – CS 80179 Biot  
06903 Sophia Antipolis, FRANCE  
Tel.: +33 (0)4 92 94 76 00  
Fax: +33 (0)4 92 94 76 01  
Email: europrevent@escardio.org  
Website: www.escardio.org/congresses/europrevent-2015

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**EuroPRevent Congress Team**

**Industry Relations**  
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**Industry Services**  
Mr Fabrice Calabrese  
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**Sponsorship**  
Ms Samantha Bickham  
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**Congress Management**  
Email: europrevent@escardio.org

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**Venue**
Centro de Congressos de Lisboa  
Praça das Industrias  
1300-307 Lisboa  
PORTUGAL  
Tel.: +31 (0) 20 549 12 12
Welcome Address from our Leadership

Dear Industry Partners

It is our great pleasure to formally announce EuroPRevent 2015, the European Association for Cardiovascular Prevention and Rehabilitation’s (EACPR) showcase congress which will be held in Lisbon, Portugal from 14 – 16 May 2015.

EuroPRevent has been a key international scientific event for cardiovascular disease prevention and awareness for almost 10 years. It provides the opportunity for clinicians and scientists from all over the world to gather to learn about new advances and to exchange scientific ideas and experiences in a distinctive environment. As always, our congress will provide a unique opportunity by which our Industry Partners may network and learn with the most influential specialists from across the world.

Next year’s congress will allow participants to share new findings, to exchange and to open new educational channels. The congress will welcome between 1 500 to 2 000 delegates from all cardiovascular realms with the specific aim in attracting cardiologists, young researchers, general practitioners, policy makers, nurses and allied professionals. As a sponsor, you too will be an active contributor to the scientific content by exhibiting, organising symposia and presenting the latest updates on your products.

Our main area of scientific concentration will be bridging the gap between cardiology and prevention as it is crucial and requires a perspective on primary and secondary prevention, what’s the science behind it and how we can present these educational resources. We also cannot simply discuss cardiovascular disease prevention because the real goal to attain is a focus on cardiovascular health with a quality of life emphasis. It's not simply disease prevention, it's full health maintenance from birth to golden years and can be broken down in so many diverse aspects such as: diet, nutrition, exercise, genetics, risk factors including lipids and hypertension, socio-economic factors, diagnostics, clinical advances and more.

By supporting the congress, you help in educating and networking with an entire community. This is one of the best moments to meet renowned experts and our young cardiologists who are soon to be the future of the field.

We hope that you will consider supporting EuroPRevent 2015.

Antonio Pelliccia
EACPR President 2014 - 2016

Johan De Sutter
Congress Programme Chairperson 2014 - 2015

Miguel Mendes
Local Host, Co-Chairperson 2015
EuroPRevent is the annual congress of the European Association for Cardiovascular Prevention and Rehabilitation (EACPR), a registered branch of the European Society of Cardiology, representing over 4,500 health professionals. Our mission is to promote excellence in research, practice, education and policy in cardiovascular prevention and rehabilitation in Europe.

Key Figures

- **3 days of scientific sessions**
- **955 abstracts submitted**
- **550 abstracts accepted**
- **1,800+ healthcare professionals from 83 countries**
- **400m² exhibition**

Past attendance

<table>
<thead>
<tr>
<th>Location</th>
<th>Attendance</th>
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</thead>
<tbody>
<tr>
<td>Geneva 2011</td>
<td>1,354</td>
</tr>
<tr>
<td>Dublin 2012</td>
<td>1,752</td>
</tr>
<tr>
<td>Rome 2013</td>
<td>1,790</td>
</tr>
<tr>
<td>Amsterdam 2014</td>
<td>1,266</td>
</tr>
</tbody>
</table>

Participants by region – EuroPRevent 2014

Amsterdam 2014 by region

- Africa: 2%
- Asia Pacific: 1%
- ESC Countries: 4%
- North America: 91%
# Preliminary Schedule – EuroPRevent 2015

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<tbody>
<tr>
<td>7:30</td>
<td>Registration</td>
<td>Speaker Service Centre</td>
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<tr>
<td>8:00</td>
<td>Exhibition Build Up</td>
<td>Scientific Sessions</td>
<td>Scientific Sessions</td>
<td>Speaker Service Centre</td>
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<tr>
<td>8:30</td>
<td></td>
<td>Break</td>
<td>Scientific Sessions</td>
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<tr>
<td>9:00</td>
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<td>Break</td>
<td>Sessions</td>
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<td>9:30</td>
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<td>20:00</td>
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</table>
EuroPRevent 2015 - Main Theme
Addressing inequalities in Cardiovascular Health
Key Features

• Latest updates and innovative science covering diverse topics
• EACPR Focus on bridging the gap between cardiology and prevention which requires a perspective on primary and secondary prevention
• Educational EACPR Masterclass Courses with specific focus on nutrition and spiroergometry
• Spotlight on dyslipidaemia, statin intolerance and familial hypercholesterolemia
• Joint sessions with our partners in preventive cardiology, highlighting areas such as the difficult hypertension patient
• Extensive abstract based sessions with special attention to our Young Researchers and the inclusion of their scientific work in the pre-arranged content
• Dedicated local sessions

Key Topics

• Social inequalities in cardiovascular health
• Epidemiology
• Public health / health policy
• Smoking
• Nutrition
• Physical activity
• Genetics
• Hypertension
• Obesity
• Diabetes
• Lipids
• Psychosocial risk factors
• Risk scoring
• Risk factors
• Cardiac rehabilitation
• Exercise testing
• Exercise training
• Sports cardiology
• Telemedicine
• Health economics

Key networking and educational opportunities

EuroPRevent 2015 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.

• Medical specialties sharing common or related issues are represented with the sister societies.
• Joint sessions with international associations offering even more possibilities for an international audience.

How you Assist

Help in educating, sharing and networking with an entire community. This one of the best moments to meet renowned experts and our young cardiologists who are soon to be the future of the field.
Past EuroPRevent industry partner participation

The following is the list of Industry Partners who have participated in previous editions of the EuroPRevent Congress:

A. Menarini Pharmaceuticals Ireland Ltd.
Abbott Pharmaceuticals
Ai Mediq S.A.
Ani Biotech Oy/Labsystems Diagnostics
AstraZeneca
AtCor Medical
Bayer B.V.
cardiowise : seleon gmbh
COSMED
diaDexus, Inc.
Diagnostix Technologies B.V.
Ercules Comunicazioni
ergoline GmbH
Esaote
Ergosana GmbH
Fukuda Denshi UK
Heart Test Laboratories, Inc
Hitachi Medical Systems Europe Holding AG / Hitachi Aloka
HUR Health & Fitness equipment
Mc Neil Nutritional (BENECEL)
Panasonic Healthcare
Rottapharm Madaus
SAGE
SERVIER
ST Jude Medical
Takeda
TILMAN sa
Toshiba
Wisepress Medical Bookshop
Industry Activities at EuroPRevent 2015

EuroPRevent 2015 offers 3 days of unprecedented scientific, promotional and networking opportunities for companies active in the field of prevention. Ensure your company is considered as a key player in the field by your presence in the following areas:

**Exhibition:**
Present your product, services and delegates to over 1,800 delegates by showcasing your company in the exhibition hall.

**Satellite Symposia:**
Present your latest scientific data and ensure your contribution to the scientific programme by organising satellite symposia open to all delegates.

**Official Sponsorship:**
Present your company as an official sponsor of EuroPRevent 2015 for distinguished association with the congress and its scientific programme.

**Partners Services:**
Organise private meetings at EuroPRevent 2015.

**IMPORTANT:**
All requests for exhibition space, satellite symposia, sponsorship opportunities or partner services 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
Exhibition Space
At the heart of the congress centre, the exhibition will give you the opportunity to exchange with key industry experts on critical areas of development and research in cardiovascular products and therapies. The exhibition will be a central hub for scientific exchange during the congress.

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

**Price for space only:** €400 per m² excl. VAT  
**Price for Publishers:** €250 per m² excl. VAT

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

Exhibitor 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.

<table>
<thead>
<tr>
<th>Stand size between</th>
<th>General Exhibitor Badges</th>
<th>Scientific Exhibitor Badges</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 and 49m²</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>50 and 99m²</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>100+ m²</td>
<td>12</td>
<td>12</td>
</tr>
</tbody>
</table>

**Price for additional badges:** €100 incl. VAT

Exhibitor badges are reserved for staff working directly in the organisation and management of exhibits, satellite symposia and sponsored activities.  
Scientific badges give access to the EuroPRevent 2015 Scientific Sessions, there is no access to Scientific Sessions for Exhibitor Badges.

Exhibition Opening Hours

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Thursday, 14 May 2015</td>
<td>09:00 – 20:00</td>
</tr>
<tr>
<td>Friday, 15 May 2015</td>
<td>09:00 – 18:00</td>
</tr>
<tr>
<td>Saturday, 16 May 2015</td>
<td>09:00 – 12:00</td>
</tr>
</tbody>
</table>

**Application Deadline:** 5 November 2014
Satellite Symposia

Il danno d’organo subclinico: stadio intermedio tra fattori di rischio ed eventi cardiovasculari maggiori

Ipertensione
Dialipidemia
Diabete
Fumo
Iperuricemia

IVS<
Aterosclerosi carotidea (IMT)
Lievissimo aumento creatininemia
Microalbuminuria

IMA
Ictus
Morte improvvisa

FATTORI DI RISCHIO
DANNO D’ORGANO SUBCLINICO
EVENTI

Med. di Denver e Allenman, Circulation 1983 82 1444-1450
Ensure your contribution to the outstanding EuroPRevent 2015 scientific programme

Companies are cordially invited to organise a satellite symposia to be included in the EuroPRevent 2015 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 will be held within the congress centre in lecture rooms ranging in capacity from 150 to 800 seats.

Satellite Symposia organisers may organise receptions or distribute lunch boxes before or after the session. Satellite Symposia will be assigned on a first come, first served basis.

Satellite Symposia scientific programmes are subject to Congress Programme Committee (CPC) approval.

**Price of a Satellite Symposium:**

<table>
<thead>
<tr>
<th>Exhibitors</th>
<th>Non Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 minute session: €15 000</td>
<td>60 minute session: €18 600</td>
</tr>
</tbody>
</table>

**Satellite Symposia timeslots:**

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME-SLOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, 14 May 2015</td>
<td>12:45 – 13:45</td>
</tr>
<tr>
<td>Friday, 15 May 2015</td>
<td>12:45 – 13:45</td>
</tr>
</tbody>
</table>

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

- Room rental
- 1 Delegate Bag Insert
- 1 Weblink
- 1 hostess dedicated to the lecture room
- Access and use of audiovisual equipment in lecture room
- Dedicated listing in the Scientific Programme & Planner, Final Programme, Mobile App.

**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.

**Application Deadline:** 5 November 2014
Sponsorship, Promotion and Advertising Opportunities
### Congress Bags

Exclusive sponsorship of the official EuroPRevent 2015 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

<table>
<thead>
<tr>
<th>Price (excl. VAT)</th>
<th>Price including production</th>
</tr>
</thead>
<tbody>
<tr>
<td>€10,000</td>
<td></td>
</tr>
</tbody>
</table>

### Delegate Badge Laces Exclusive Sponsorship

The popular and highly visible official EuroPRevent 2015 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

<table>
<thead>
<tr>
<th>Price (excl. VAT)</th>
<th>Price including production</th>
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</thead>
<tbody>
<tr>
<td>€8,000</td>
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</table>

### Mobile Application

An innovative way for a sponsor to reach delegates by offering a mobile version of the Final Programme to enhance their onsite experience. This environmentally-friendly initiative is for smart phones & tablets. Excellent visibility for the sponsor on-site with stand insight panel to promote the downloading of the application. Including a specific sponsor acknowledgement.

<table>
<thead>
<tr>
<th>Price (excl. VAT)</th>
<th>Price including production</th>
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</thead>
<tbody>
<tr>
<td>€12,500</td>
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</table>

### Final Programme Advertisements

The final programme hard copy contains 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 a maximum exposure and recognition to the sponsor.

Advert may carry product advertising.

<table>
<thead>
<tr>
<th>Price (excl. VAT)</th>
<th>Price (including production)</th>
</tr>
</thead>
<tbody>
<tr>
<td>€8,000</td>
<td>Back Cover Advertisement</td>
</tr>
<tr>
<td>€6,000</td>
<td>Inside Back Cover Advertisement</td>
</tr>
</tbody>
</table>
## Product Description

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price (excl. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delegate Bag Insert</td>
<td>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 bag, this opportunity allows you to reach every delegate at the congress. One Delegate Bag Insert promotes one activity.</td>
<td>€5 000</td>
</tr>
</tbody>
</table>

### Notepads & Pens Exclusive Sponsorship

The official EuroPRevent 2015 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 pens. Alternatively, the sponsor may also provide its own note pads (with corporate adverts on the cover page & pens (price upon request).

*Advert may carry product advertising.*

<table>
<thead>
<tr>
<th>Price of 1 insert excluding production</th>
<th>€5 000</th>
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### 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.

<table>
<thead>
<tr>
<th>One Healthy Break</th>
<th>€5 000</th>
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<tbody>
<tr>
<td>All Healthy Breaks</td>
<td>€20 000</td>
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</tbody>
</table>

### Delegate Bag 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 bag, this opportunity allows you to reach every delegate at the congress. One Delegate Bag Insert promotes one activity.

<table>
<thead>
<tr>
<th>Price of 1 insert excluding production</th>
<th>€5 000</th>
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</table>

### NEW THIS YEAR! Eblast

*Product Advertising permitted for exhibition only*

eBlast emailing will promote your congress message to all pre-registered delegates of EuroPRevent 2015. This corresponds to approx 1 000 delegates.

The delegate will be able to open a pdf enlarged version of each sponsor advert by clicking on the advert visual or the session title.

A carousel at the top of the mailing will show each sponsor’s advert and corporate logo, session title, time and lecture room.

*Emailing date: 11/05/2015*
<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price (excl. VAT)</th>
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</thead>
<tbody>
<tr>
<td>Onsite Advertising</td>
<td>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 <a href="mailto:industry@escardio.org">industry@escardio.org</a> for further details.</td>
<td></td>
</tr>
</tbody>
</table>

Reminder:

None of the sponsorship and advertising opportunities listed in this chapter are open to product promotion unless clearly indicated; corporate names and logos are allowed but product names, product logos, trademarks or misleading references will be refused by the ESC.
Organise private meetings at EuroPRevent 2015

**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 rooms available within the congress centre.

Companies are responsible for equipment and catering arrangements.

**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 EuroPRevent 2015 publications.

**Permitted meeting types:**
Company staff meeting, congress briefing, investigators meeting, clinical trial updates.

**Strictly forbidden:** meetings with any formal presentations for delegates.

<table>
<thead>
<tr>
<th>Price</th>
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<tbody>
<tr>
<td>60 minute meeting</td>
<td>€3,000</td>
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<tr>
<td>Additional cost per increment of 30 minutes</td>
<td>€1,500</td>
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</table>
### Key Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tr>
<td>Online Services open</td>
<td>15 September 2014</td>
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<tr>
<td>Abstract Submission deadline</td>
<td>21 November 2014</td>
</tr>
<tr>
<td>Early Registration</td>
<td>11 March 2015</td>
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<tr>
<td>Late Registration</td>
<td>15 April 2015</td>
</tr>
<tr>
<td>Last minute online registration</td>
<td>6 May 2015</td>
</tr>
<tr>
<td>EuroPRevent 2015</td>
<td>14 – 16 May 2015</td>
</tr>
</tbody>
</table>

### Application & Guidelines for Industry Participation at EuroPRevent 2015

All Exhibition, Satellite, Sponsorship and partner services forms should be completed, signed and returned as soon as possible, items will be assigned based on a first come, first served.

Returning a signed Order Form implies a tacit agreement of the EuroPRevent 2015 Guidelines for Industry Participation.

The EuroPRevent 2015 Guidelines for Industry Participation will be communicated to the participating companies in due course to help with the organisation of the event.

All Terms and Conditions regarding your participation will be detailed in these Guidelines for Industry Participation.

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