

The European Association of Preventive Cardiology (EAPC) presents

# 2018 EuroPrevent

European Congress on Preventive Cardiology

**LJUBLJANA**  
SLOVENIA

**19-21  
APRIL**



**Evidence based cardiovascular prevention  
A lifelong endeavour**

**INDUSTRY PROSPECTUS**



**EAPC**  
European Association  
of Preventive Cardiology

#europrevent  
[www.escardio.org/europrevent](http://www.escardio.org/europrevent)



**ESC**  
European Society  
of Cardiology

# Essential Information

## EuroPrevent Secretariat

ESC - European Society of Cardiology  
2035 Route des Colles, Les Templiers  
CS 80179 Biot  
06903 Sophia Antipolis Cedex  
FRANCE

Tel.: +33 (0)4 92 94 76 00

Fax.: +33 (0)4 92 94 76 01

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

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



## EuroPrevent Congress Team

### Industry Relations

Mr Malek Lebsir

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

### Industry Services

Mr. Fabrice Calabrese

Email: [industry\\_services@escardio.org](mailto:industry_services@escardio.org)

### Exhibition, Industry Sponsored Sessions, Sponsorship & Partner Services

Mr Axel Browne

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

### Congress Management

Mr Damian Basto

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

## Venue

Cankarjev dom  
Cultural and Congress Centre,  
Presernova cesta 10  
1000 Ljubljana, Slovenia  
Website: [www.cd-cc.si/en](http://www.cd-cc.si/en)

# Welcome Address from our Leadership



## Dear Industry Partners

It is our great pleasure to formally announce EuroPrevent 2018, the European Association of Preventive Cardiology's showcase Congress which will be held in Ljubljana, Slovenia from 19 to 21 April 2018.

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

EuroPrevent 2018 will allow participants to share new findings, to exchange and to open new educational channels. We will welcome between 1 000 and 1 500 delegates from all cardiovascular realms with the specific aim of engaging cardiologists, young researchers, general practitioners, policy makers, nurses and allied professionals. As a sponsor and privileged partner, 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 focus is on moving prevention further to the center of cardiology, providing key perspectives on primary and secondary prevention, the science behind it and tools for delivery. One particular way in which we will demonstrate the need for better cardiovascular disease prevention awareness will be with our theme 'Evidence based cardiovascular prevention. A lifelong endeavour'. This calls for full health maintenance from before birth to golden years and can be broken down in many diverse aspects such as: genetics, nutrition, exercise, risk factors including lipids and hypertension, socio-economic factors, diagnostics, pharmacological treatment, clinical advances and more.

We look forward to discussing how we can work together in the very near future. 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 2018.



**Diederick E. Grobbee**  
MD, PhD, FESC, EAPC  
*President*



**Jean-Paul Schmid**  
MD, PhD, FESC  
*Congress Programme  
Committee Chairperson*

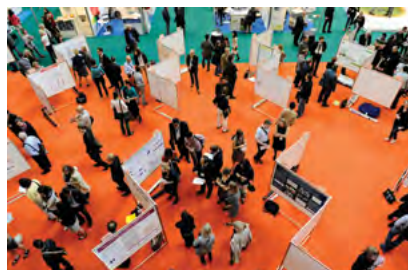
## European Association of Preventive Cardiology (EAPC)



Our mission is 'to promote excellence in research, practice, education and policy in cardiovascular health, primary and secondary prevention'. Our aim is to prevent the incidence of cardiovascular (CV) disease, by implementing strategies to reduce the burden of CV risk factors and incidence of CV disease, and develop appropriate models for healthy CV lifestyle. The EAPC plays a pivotal role in all aspects of the primary and secondary prevention of cardiovascular disease and cardiovascular health, according to the policy of the

European Society of Cardiology (ESC) and has a member base of over 6 000 health professionals representing 133 countries (55 % European and 45 % from countries outside Europe).

The subspecialties of the Association are prevention, epidemiology & population science, exercise, basic & translational research, cardiac rehabilitation and sports cardiology.



### CONGRESS

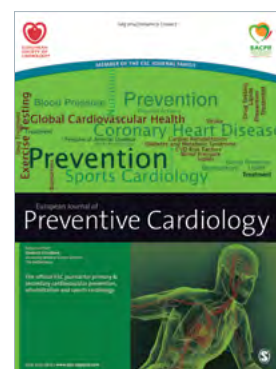
#### EuroPrevent

EuroPrevent is the premiere international forum where leading experts from all the scientific fields in cardiology get together to discuss strategies for a universal approach towards the prevention of cardiovascular disease.

### PUBLICATIONS

#### European Journal of Preventive Cardiology

The *European Journal of Preventive Cardiology* is the world's leading preventive cardiology journal, playing a pivotal role in reducing the global burden of cardiovascular disease. The Journal embraces all the scientific, clinical and public health disciplines that address the causes and prevention of cardiovascular disease, as well as cardiovascular rehabilitation and exercise physiology. Editor-in-Chief is Prof. Massimo Piepoli FESC and its Impact Factor is 3.606 (2016).



#### The ESC Textbook & Handbook of Preventive Cardiology

The official **textbook** of the EAPC on clinical practice is the state-of-the-art resource for both the primary and secondary prevention of atherosclerotic cardiovascular disease. It is comprehensive, practical and extensively linked to practice guidelines & recommendations from the Association. The Textbook is edited by Stephan Gielen FESC, Guy De Backer FESC, Massimo Piepoli FESC and David Wood FESC.

The **handbook** is putting prevention into practice. A 'how-to' manual for busy healthcare professionals based on the Oxford Care Manual of Preventive Cardiology that complements the Joint European Guidelines on cardiovascular disease prevention and is in line with recommendations from the Association. The Handbook is edited by Catriona Jennings FESC, Ian Graham FESC and Stephan Gielen FESC.





## EDUCATIONAL ACTIVITIES & INITIATIVES

### ESC Prevention of CVD Programme

Reducing morbidity and mortality among post-myocardial infarction and other patients at high risk of subsequent event require the implementation of effective prevention measures. Ischemic cardiovascular disease is a common condition. Large numbers of subjects around the globe are at an increased risk of a clinical manifestation of the disease. Without effective treatment of risk and risk factors, the immediate mortality after an acute event increases with a further rise in patients dying in the subsequent year. In those who survive an initial post-MI period, an increased risk of death from cardiovascular causes persists indefinitely. The ESC Prevention of Cardiovascular Disease Programme aims to promote effective prevention both among those with risk factors as well as those who survived a clinical event.

Clinical practice guidelines have provided indications on a range of prevention interventions among patient populations diagnosed with acute coronary syndromes and other clinical manifestations of ischemic cardiovascular disease, proven to improve long term outcomes such as revascularisation where indicated, optimisation of drug treatment (e.g. lipid lowering, blood pressure control, antithrombotics, antidiabetics) and lifestyle changes (e.g. regular physical activity, smoking cessation, healthy diet, weight loss where necessary).

Structured secondary prevention programmes are the best means to deliver such interventions and are highly recommended by current guidelines for all post-MI patients and patients with clinical indications of a similarly elevated risk. The clinical presentation drives the implementation modalities, strategy and setting according to the risk profiles, severity and stability. However, implementation of such programmes is inconsistent due to poor prescription, poor availability and poor adherence. There is a clear unmet medical need.

The ESC with the constituent bodies EAPC as the leader and ACCA and CCNAP as contributors are engaged in a cardiovascular prevention programme which will raise awareness and provide guidance to reduce residual risk and improve preventive interventions. The programme is being rolled out in three phases, and the current component (Phase 2: focus on secondary prevention) places special emphasis on risk modification by drug treatment: addressing lipid lowering and achievement of target levels for LDL-C in high risk patient populations, optimal use of antithrombotics in relevant populations,



improved blood pressure reduction and use of antihypertensives. Phase 3 (2018-onwards) will focus on implementation, evaluation and follow-up, by promoting continued awareness among health professionals and patients, and setting feasible standards and priorities for implementation according to the 2016 prevention guidelines (implementation tools, audit and accreditation models).

The EAPC aims to offer comprehensive programmes for disease prevention and build strong scientific and professional foundations by promoting all aspects of cardiovascular health. It has the responsibility to guide the application of cardiovascular prevention into clinical daily practice.

### eLearning - ESCeL

With 27 courses and 11 practical cases the EAPC e-learning programme will complement the Preventive Cardiology textbook by providing access to case-based learning, recorded educational materials, and MCQs for self-assessment.

### Educational Courses

The EAPC organises yearly educational courses on:

- Research methods in preventive cardiology
- Cardiopulmonary exercise testing in cardiology
- How to set up / improve cardiac rehabilitation programmes
- Sports cardiology

### EAPC Webinars

EAPC Webinars are live, interactive, 60-minute online courses, presented and moderated by EAPC experts and designed to provide attendees with practical training via relevant clinical cases and live assessment.

### CVD Prevention Tools

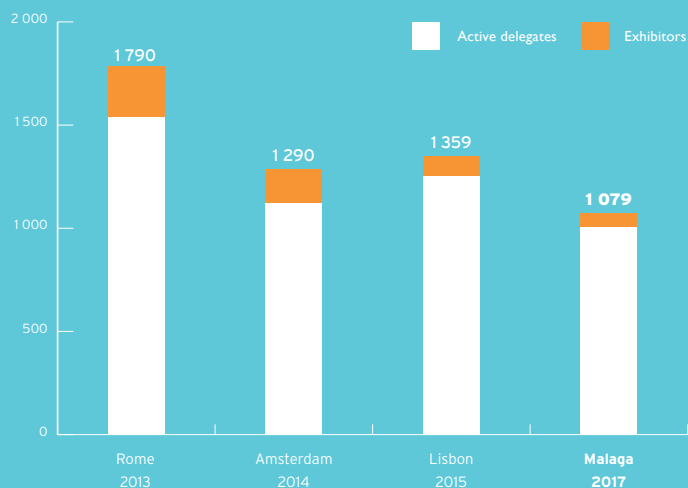
Practical decision-making tools designed to support health professionals and policy makers in their daily practice: HeartScore, SCORE charts, HeartQoL and more!

# EuroPrevent Facts & Figures

## Key Figures

-  **3** days of science
-  **59** scientific sessions
-  **146** faculty members
-  **681** abstracts submitted
-  **1 011** healthcare professionals from **61** countries
-  **209m<sup>2</sup>** exhibition

## Past attendance



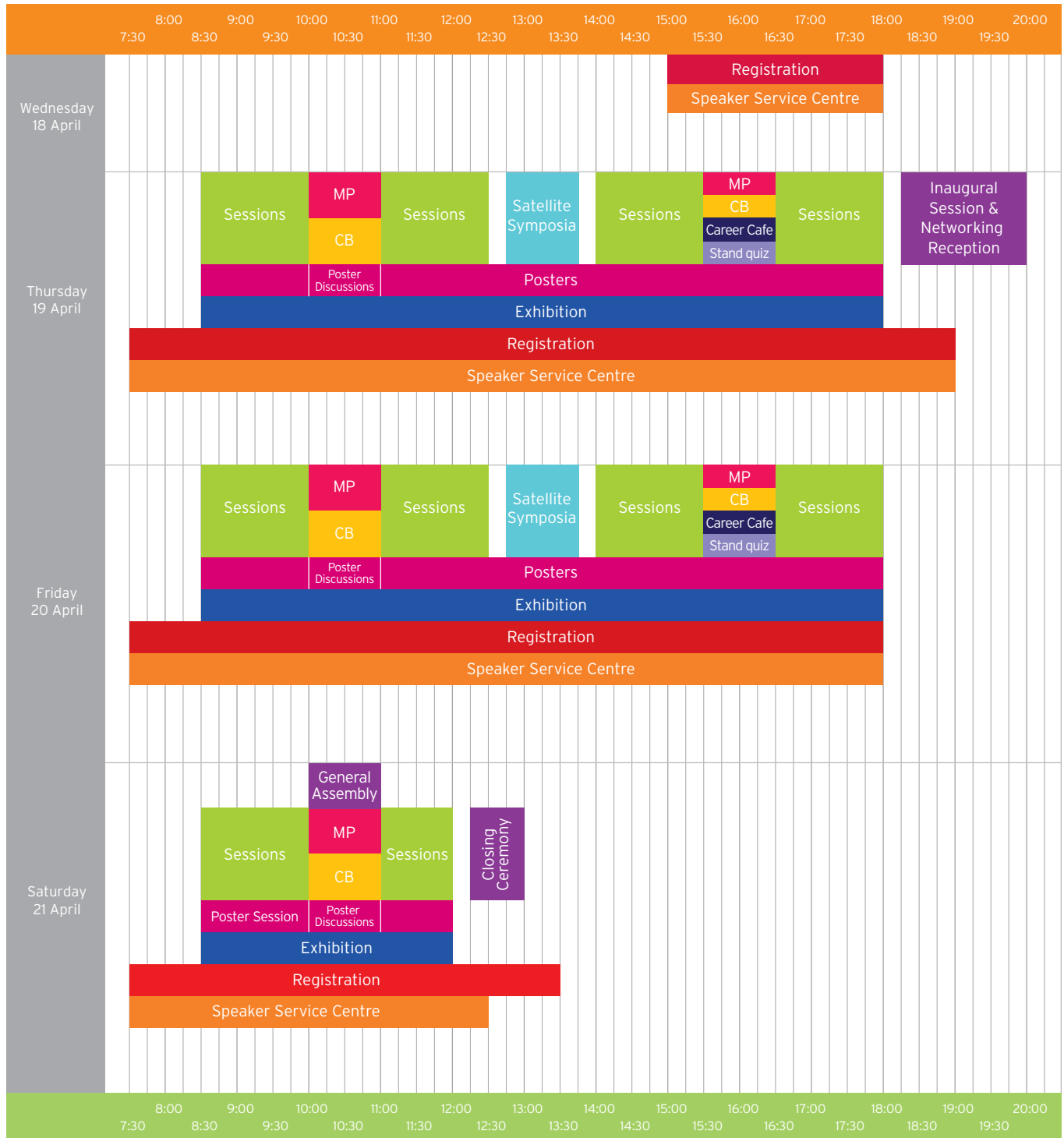
## Delegate origin - Top 10 countries

Rome 2013		Amsterdam 2014		Lisbon 2015		Malaga 2017	
Italy	163	Netherlands	119	Italy	122	Spain	164
Greece	132	Italy	111	Portugal	95	Italy	171
Romania	82	Greece	89	Spain	73	Bulgaria	108
Serbia	69	Germany	68	Greece	72	Netherlands	79
Spain	68	Russian Fed.	68	Russian Fed.	60	Greece	124
Russian Fed.	62	Belgium	56	Germany	56	Romania	94
Norway	57	UK	50	UK	56	Belgium	86
Netherlands	56	Spain	46	Poland	52	United Kingdom	73
Germany	54	Croatia	39	Bulgaria	51	Germany	88
Belgium	49	Switzerland	35	Belgium	48	Norway	66

## Attendance Breakdown by Region

	Rome 2013	Amsterdam 2014	Lisbon 2015	Malaga 2017
Africa	3	5	8	3
Asia-Pacific	121	42	99	87
ESC	1352	1039	1097	875
North America	53	22	26	32
South & Central America	16	15	32	14

# Preliminary Schedule - EuroPrevent 2018



MP Moderated Posters    CB Coffee Break



# Past EuroPrevent Industry Partners Participation

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

Amgen (Europe) GmbH  
Aspetar  
AtCor Medical  
Axelife SAS  
Bittium Corporation  
Bold Technologies Leading Espana SL  
CamNTech Limited  
Carocelle Cambridge Micelle Technology  
Cosmed Srl  
DSM Nutritional Products AG  
Imedos Systems UG Am Nasstal 4  
Institute for Scientific Information on Coffee  
Novartis Pharma AG  
Oxford University Press  
Pfizer Ltd  
Sanofi-Aventis Groupe  
Servier  
Shire International GmbH  
Toshiba Medical Systems Europe BV  
Wisepress Online Bookshop Ltd



## Exhibition

The exhibition is an integral part of the Congress. The exhibition provides delegates with 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 discussion and exchange during the Congress.



## Exhibition Timetable

<b>Wednesday 18 April 2018</b>	09:00 - 18:00	Custom stands build-up
	12:00 - 18:00	Stand Packages delivered, ready for decoration
<b>Thursday 19 April 2018</b>	08:00 - 08:30	Exhibit decoration only - ESC inspection and staff briefings can be held on the stands
	08:30 - 18:00	Exhibition OPEN
	18:15 - 20:00	Inaugural Session and Networking Reception
<b>Friday 20 April 2018</b>	08:30 - 18:00	Exhibition OPEN
<b>Saturday 21 April 2018</b>	08:30 - 12:00	Exhibition OPEN
	13:00 - 20:00	Exhibition Dismantling

## Exhibition Space

Provide delegates with a unique opportunity to gather, share new findings, exchange and to showcase your products in the exhibition.

	Industry	Publishers, Booksellers
Price excluding VAT	€400/m <sup>2</sup>	€250/m <sup>2</sup>
Minimum exhibition space	9m <sup>2</sup>	6m <sup>2</sup>

## 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.

Stand size	General Exhibitor Badges	Scientific Exhibitor Badges
9 - 49m <sup>2</sup>	4	4
50 - 99m <sup>2</sup>	8	8
100+ m <sup>2</sup>	12	12

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

Scientific exhibitor badges will allow access to the scientific sessions of the Congress.

Neither badge entitles the holder to get a Congress bag, a certificate of attendance and do not include a journal subscription.

Price for additional General Exhibitor badges: €100 / badge

### NOTE

- Stands will be assigned on a first come, first served basis.
- **Application deadline: 16 November 2017**

## Industry Sponsored Sessions

Industry Sponsored Sessions allow for the review and discussion of recent trials and ongoing studies with the objective of providing the latest information on new therapies and techniques in cardiovascular medicine.



### cardiopulmonary

1. Determine reason(s) for CPET
2. Review pertinent clinical and laboratory information (clinical status)
3. Note overall quality of test, assessment of subject effort, and reasons for exercise cessation
4. Identify key variables: initially  $\dot{V}O_2$ , and then HR, VE,  $SaO_2$ , and other measurements subsequently
5. Use tabular and graphic presentation of the data
6. Pay attention to trending phenomena: submaximal through maximal responses
7. Compare exercise responses with appropriate reference values
8. Evaluate exercise limitation: physiologic versus nonphysiologic
9. Establish patterns of exercise responses
10. Consider what conditions/clinical entities may be associated with these patterns
11. Correlate CPET results with clinical status
12. Generate CPET report



### Satellite Symposia

Companies are cordially invited to organise a series of Satellite Symposia included in the EuroPrevent 2018 Scientific Programme. These sessions will offer pertinent data 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 100 to 400 seats. A limited number of timeslots have been made available for Satellite Symposia. 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.

Date	Timeslot	Duration	Exhibitor Price	Non-Exhibitor Price
Thursday 19 April 2018	12:45 - 13:45	60 mins	€15 000	€18 600
Friday 20 April 2018	12:45 - 13:45	60 mins	€15 000	€18 600

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
- Companies organising a non-exhibitor Symposia will be provided with an allocation of 4 scientific badges and 4 general badges.

#### 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.

- Industry Sponsored Sessions will be assigned on a first come, first served basis.
- Industry Sponsored Sessions Programmes will be published in the EuroPrevent 2018 Scientific Programme & Planner (SPP) and on the Mobile App.
- All Industry Sponsored Sessions Programmes are subject to EuroPrevent 2018 Programme Committee approval.
- **Application deadline: 16 November 2017**

# Sponsorship, Promotion and Advertising Opportunities

A wide range of services for Congress attendees are available for sponsorship by our Industry Partners providing essential support for the Congress and opportunity for novel communication to the healthcare profession.

This table summarises the type of exposure offered by some of our products:

## VIRTUAL

### Congress News

Over 6 500 recipients in 2017

### eBlast

E-mailing sent to all registered delegates  
 eBlast pre-congress  
 Promote your Congress activities  
 eBlast post-congress  
 Stay in the Congress spotlight

### Industry Sponsored Session-related

Screencast (voice and slides)  
 Can be promoted with an eBlast  
 Webcast (video and slides)  
 Accessible all year long via ESC Congress resources platform

### Mobile App

The programme and your activities at the tip of the finger

### Weblink

PDF invitation to discover your Congress activities posted on the ESC online platform

## TANGIBLE

### Badge Lead Management System

To create your own database

### Congress Bags

1 300 produced in 2017  
 Included in every bag are:  
 - a Delegate Bag Insert  
 A flyer to promote your activities  
 - a Final Programme to be advertised  
 Every delegate's reference






### Delegate Badge Laces

1 500 produced in 2017

### Onsite Advertisement

Follow the traffic's flow

B  
R  
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N  
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E  
X  
P  
O  
S  
U  
R  
E

Product	Description	Price (excluding VAT)
	<p><b>Badge Lead Management System</b></p> <p>Enrich your database by scanning the badge of delegates who visit your booth or attend your Sponsored Session and increase opportunities to reach out to them in the future.</p> <p><b>Reach &amp; audience:</b> all delegates who visit your booth and attend your Sponsored Session(s).</p>	<p>€3 500</p> <p><a href="#">BACK TO TOP</a></p>
	<p><b>Congress Bags</b></p> <p><b>No product advertising permitted - Exclusive sponsorship</b></p> <p>Secure high corporate visibility and display your association with the Congress by branding our official EuroPrevent 2018 Congress bags with your company logo. Distribution is planned to more than 1300 delegates upon their arrival.</p> <p><b>Reach &amp; audience:</b> all Congress delegates, about 1 300 pax <b>Lifespan:</b> Congress and beyond *Applications for Congress bags must be submitted before 15 January 2018</p>	<p>€10 000</p> <p>Price including production</p> <p><a href="#">BACK TO TOP</a></p>
	<p><b>Congress News</b></p> <p><b>No product advertising permitted</b></p> <p>The digital edition of the EuroPrevent 2018 Congress News will be emailed to registered delegates and members of EAPC daily with scientific interviews of Congress highlights, as well as news from the European Association of Preventive Cardiology. This online paper is a must-have and is very much consulted by a large number of delegates over their morning cup of tea, so do take the opportunity to extend your visibility to delegates with an advert on that page.</p> <p><b>Reach &amp; audience:</b> all Congress delegates (about 1300) and members of EAPC (over 6 000) <b>Lifespan:</b> daily emailing during the Congress</p>	<p>€15 000</p> <p><a href="#">BACK TO TOP</a></p>
	<p><b>Delegate Badge Laces</b></p> <p><b>No product advertising permitted - Exclusive sponsorship</b></p> <p>The official EuroPrevent 2018 badge laces are available for exclusive sponsorship. Display your corporate name and logo on this highly visible marketing tool, which will be worn by all delegates.</p> <p><b>Reach &amp; audience:</b> all Congress delegates, about 1 300 pax <b>Lifespan:</b> Congress</p>	<p>€8 000</p> <p>Price including production</p> <p><a href="#">BACK TO TOP</a></p>
	<p><b>Delegate Bag Insert</b></p> <p><b>ESC permits product advertising for Exhibition adverts only</b></p> <p>This customised invitation to discover your activities, visit your booth or attend your Satellite Symposia, will be included in the Congress bag distributed to every delegate upon arrival, thus allowing you to reach our entire Congress audience. The delegate bag insert is included for Industry Sponsored Session organisers for their Satellite Symposia.</p> <p><b>Reach &amp; audience:</b> all Congress delegates, about 1 300 pax <b>Lifespan:</b> Congress</p>	<p>€5 000</p> <p>Price included with a Satellite Symposium</p> <p><a href="#">BACK TO TOP</a></p>

Product	Description	Price (excluding VAT)
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### eBlast - Pre-congress

#### ESC permits product advertising for Exhibition adverts only

Promote your exhibition space or Sponsored Sessions to all EuroPrevent 2018 pre-registered delegates a few days prior to the Congress.

A customised mailing will be sent out on 16 April 2018 to increase delegate awareness surrounding your activities. eBlast opportunities are limited, so be sure to apply early.

**EuroPrevent 2017 reach:** over 400 pre-registered delegates, roughly 2/3 of all delegates registered at that time.

**Reach & audience:** all pre-registered delegates

**Lifespan:** a few days prior to the Congress

€4 500

Per advert

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### eBlast - Post-congress

#### ESC permits product advertising for Exhibition adverts only

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 over 7 000 healthcare professionals on 9 May 2018.

Post-congress eBlast opportunities are limited, so be sure to apply early.

**Reach & audience:** all registered delegates (about 1 300 pax) and targeted members from our database (about 6 000 healthcare professionals)

**Lifespan:** post-congress

€4 500

Per advert

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### Final Programme Advertisements

#### ESC permits product advertising

Promote your activities or products in our essential guide to EuroPrevent 2018.

The Final Programme is the reference document for all delegates to consult, as it contains everything they need to know about the Congress:

- Full scientific programme details
- Exhibition and Satellite Symposia information
- Full list of poster authors and their locations

Hard copies will be distributed to each delegate, offering you a great opportunity for maximum exposure and recognition by associating your name with this ever-requested guide, with many delegates taking it home for future reference.

**Reach & audience:** all Congress delegates, about 1 300 pax

**Lifespan:** Congress and beyond

€8 000

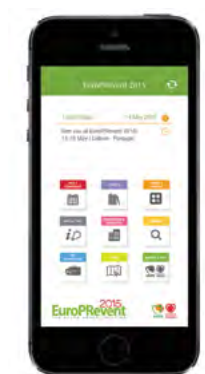
Back cover advert

€6 000

Inside back cover advert

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Product	Description	Price (excluding VAT)
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### Mobile Application

#### ESC permits product advertising in sponsor button only - Exclusive sponsorship

Provide delegates with this indispensable tool and showcase your company's involvement in our dedicated sponsor section which includes:

- Your advertisement in the form of sliding banners (up to 4 banners - product advertisement permitted)
- Details of your Sponsored Sessions (which are also highlighted in the daily schedule section)
- Stand positioning
- Your activities on site
- Contact details

This environmentally-friendly initiative is rapidly becoming the platform of reference for delegates who wish to have the Congress at their fingertips. With this mobile device tool, delegates are able to:

- Consult the daily updated Final Programme
- Build their schedule with their sessions of interest
- Navigate through the venue thanks to the intuitive floorplan

Provide delegates with this indispensable tool and showcase your company's involvement in our highly visible dedicated sponsor section which details your Sponsored Sessions as well as your exhibition positioning.

**Reach & audience:** Congress delegates and non-attendees who have downloaded the app (580 in 2017, about half the total attendance)

**Lifespan:** pre-congress/Congress/post-congress

€12 500

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### Onsite Advertising

#### No product advertising permitted

Blend your company name with the venue and communicate on your therapeutic areas of research & innovation, promote your Industry Sponsored Sessions or encourage delegates to visit your stand by branding various highly visited locations available throughout the Congress centre.

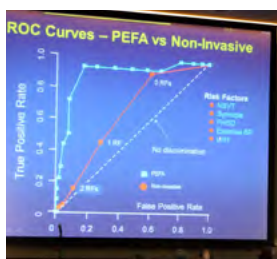
Please contact [industry@escardio.org](mailto:industry@escardio.org) to enquire about the different opportunities.

We kindly remind you that no product names, brand names, trademarks or misleading names which may be perceived as product or brand names, are allowed on the onsite advertising.

**Reach & audience:** all Congress delegates, about 1 300 pax

**Lifespan:** Congress

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### Screencast - Voice and slides

#### No product advertising permitted

Purchase recordings from your Satellite Symposium for your own promotional purposes. Use the database you have assembled onsite (by scanning badges with the Badge Lead Management System) and over the years to extend the reach of your congress activities. The Screencast will capture the speaker's voice and slides (no video).

Screencast files will be sent to sponsors after the Congress. Onsite educational content does not stop in Ljubljana, as eBlasts can promote Screencasts and ensure the spotlight is kept on your activities even after the Congress has passed.


**Reach & audience:** your own database

**Lifespan:** post-congress

€2 500

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Product	Description	Price (excluding VAT)
	<p><b>Webcast - Video and slides</b>  <b>No product advertising permitted</b></p> <p>Extend the reach of your Satellite Symposium to all those who were not able to attend your Satellite Symposium (or even the Congress itself) by posting the webcast of your session on the Scientific Programme &amp; Planner (SP&amp;P).</p> <p>This platform offers year-round access to resources from the Congress (abstracts, slides, webcasts, e-Posters) to more than 6 000 members. The use of the speaker service centre is mandatory. Exceptions are subject to ESC approval with an increase in the price offer.</p> <p>Webcasts are uploaded within 24 hours of the session maximum. The ESC will provide webcast sponsors with the video files after the Congress.</p> <p><b>Reach &amp; audience:</b> Congress delegates and non-attendees, via the ESC scientific resources platform SP&amp;P</p> <p><b>Lifespan:</b> post-congress</p>	<p>€10 000</p> <p><a href="#">BACK TO TOP</a></p>



### Weblink - Included in the Satellite Symposium

#### No product advertising permitted

Create an invitation in pdf format to invite delegates to your Industry Sponsored Sessions from the EuroPrevent 2018 Scientific Programme & Planner (SP&P). This invitation will communicate your Congress message to delegates online.

**Reach & audience:** Congress delegates and non-attendees, via the ESC scientific resources platform SP&P

**Lifespan:** pre-congress

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### 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.
- Sponsorship items will be assigned on a first come, first served basis.
- **Application deadline: 16 November 2017**

## Partner Services

The ESC has created two product categories to allow companies to organise different meeting formats within the congress centre, during congress hours.





## ROOMS AT EUROPREVENT

### Function Spaces

The ESC allows companies to host a limited number of guests and organise small and informal meetings (approx. 26 pax) in a range of rooms available within the congress centre. No training or showcasing of products/therapies may take place in the Function Spaces.

The rooms include a standard set-up. Function Spaces organisers are responsible for additional furniture, AV equipment and catering arrangements.

Price and complementary information are available upon request.

### Closed Industry Meetings

During available timeslots, 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 2018 publications.

Closed Industry Meetings	Price excluding VAT
60-minute meeting	€3 000
Additional cost per increment of 30 minutes	€1 500

#### Permitted meeting types:

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

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

#### NOTE

- Rooms will be assigned on a first come, first served basis.
- **Application deadline: 16 November 2017**
- Industry meetings open to EuroPrevent 2018 delegates are strictly forbidden outside of the official EuroPrevent Congress offer (Industry Sponsored Sessions and Rooms at EuroPrevent). Companies are requested to respect this rule from 19 April through 21 April 2018, from 08:00 to 20:00.

## Key Dates

Exhibition, Industry Sponsored Sessions, Sponsorship and Partner Services deadline	<b>16 November 2017</b>
Abstract submission deadline	<b>9 November 2017</b>
Early registration deadline	<b>8 February 2018</b>
Late registration deadline	<b>15 March 2018</b>
EuroPrevent 2018, Ljubljana, Slovenia	<b>19 - 21 April 2018</b>

## Application & Guidelines for Industry Participation at EuroPrevent 2018

All exhibition, satellite, sponsorship and partner services forms should be completed, signed and returned as soon as possible, as items will be assigned on a first come, first served basis.

Returning a signed 'Order Form' implies a tacit agreement of the "EuroPrevent 2018 Guidelines for Industry Participation".

The "EuroPrevent 2018 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](mailto:industry@escardio.org).

For all other information please contact:

ESC - European Society of Cardiology  
2035 Route des Colles, Les Templiers  
CS 80179 BIOT  
06903 Sophia Antipolis Cedex  
FRANCE

Tel: +33 (0)4 92 94 76 00 - Fax: +33 (0)4 92 94 76 01  
Email: [industry@escardio.org](mailto:industry@escardio.org)  
[www.escardio.org](http://www.escardio.org)