



EAPC
European Association
of Preventive Cardiology

2019 EuroPrevent

European Congress on Preventive Cardiology



11-13 April
Lisbon, Portugal

Industry Prospectus

www.escardio.org/europrevent
[#europrevent](https://twitter.com/europrevent)



ESC
European Society
of Cardiology

Contacts

ORGANISER

Annual congress of the European Association of Preventive Cardiology (EAPC)

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EuroPrevent CONGRESS TEAM

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Exhibition, Industry Sponsored Sessions, Sponsorship & Partner Services

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Congress Management

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VENUE

Lisbon Congress Centre
Praça Indústrias 1
1300-307 Lisboa, Portugal
www.lisbonvenues.pt/en/lisbon-congress-center/



Welcome Address from our Leadership

Dear Industry Partners,

It is our great pleasure to formally announce EuroPrevent 2019, the European Association of Preventive Cardiology's showcase congress which will be held in Lisbon, Portugal from 11 to 13 April 2019.

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 2019 will allow participants to share new findings, to exchange and to open new educational channels. We will welcome between 1,200 and 1,700 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 satellite 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. This calls for full health maintenance from before birth to golden years and can be broken down in many diverse aspects such as: pharmacological treatment, clinical advances, diagnostics, genetics, nutrition, exercise, risk factors including lipids and hypertension, socio-economic factors 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 2019.



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



Paul Dendale
MD, PhD, FESC
EAPC President Elect



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





EAPC European Association of Preventive Cardiology

EAPC's mission is to promote excellence in research, practice, education and policy in cardiovascular health, primary and secondary prevention; and our aim is to prevent the incidence of cardiovascular (CV) disease and to 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, and has built a community of over 7,300 health professionals from all over the world.

The association provides state-of-the-art resources and contributes to defining standards in preventive cardiology. Its official journal, the *European Journal of Preventive Cardiology* increased its Impact Factor to 4.542 in 2017. The EAPC provides continuous education (online learning, live courses, Educational Programme on Diabetes & CVD) as well as practical tools (SCORE risk charts, HeartScore®) and promotes effective prevention strategies through the ESC Prevention of CVD Programme.

The association covers primary care and risk factor management, cardiac rehabilitation and secondary prevention, population science and public health, exercise and sports cardiology.

EuroPrevent congress

● Key reasons to sponsor

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. The congress provides a natural platform for professionals to learn, exchange and disseminate best practices for the benefit of the patient.

● Key reasons to attend

- Dynamic, scientific content over three days for all professions with an interest in preventive cardiology.
- Guaranteed interaction with esteemed key experts in the field
- Joint sessions with international associations

● Key networking and educational opportunities

- Meet a diverse and enthusiastic audience
- Reach both world-renowned experts and key opinion leaders in the field, all in one place.
- Get a certified programme by the European Accreditation Council for Continuing Medical Education (EACCME).

EuroPrevent Facts & Figures

Key Figures from EuroPrevent 2018



3 days of science



629 abstracts submitted



59 scientific sessions



1,394 healthcare professionals from
52 countries

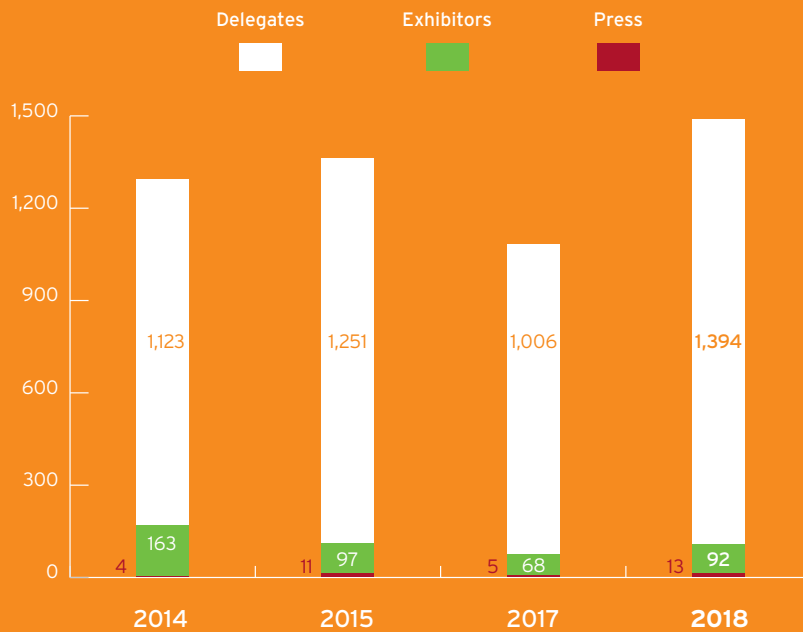


165 faculty members



153m² exhibition

Past Attendance



Delegate Origin - Top 10 countries 2014, 2015, 2017 and 2018

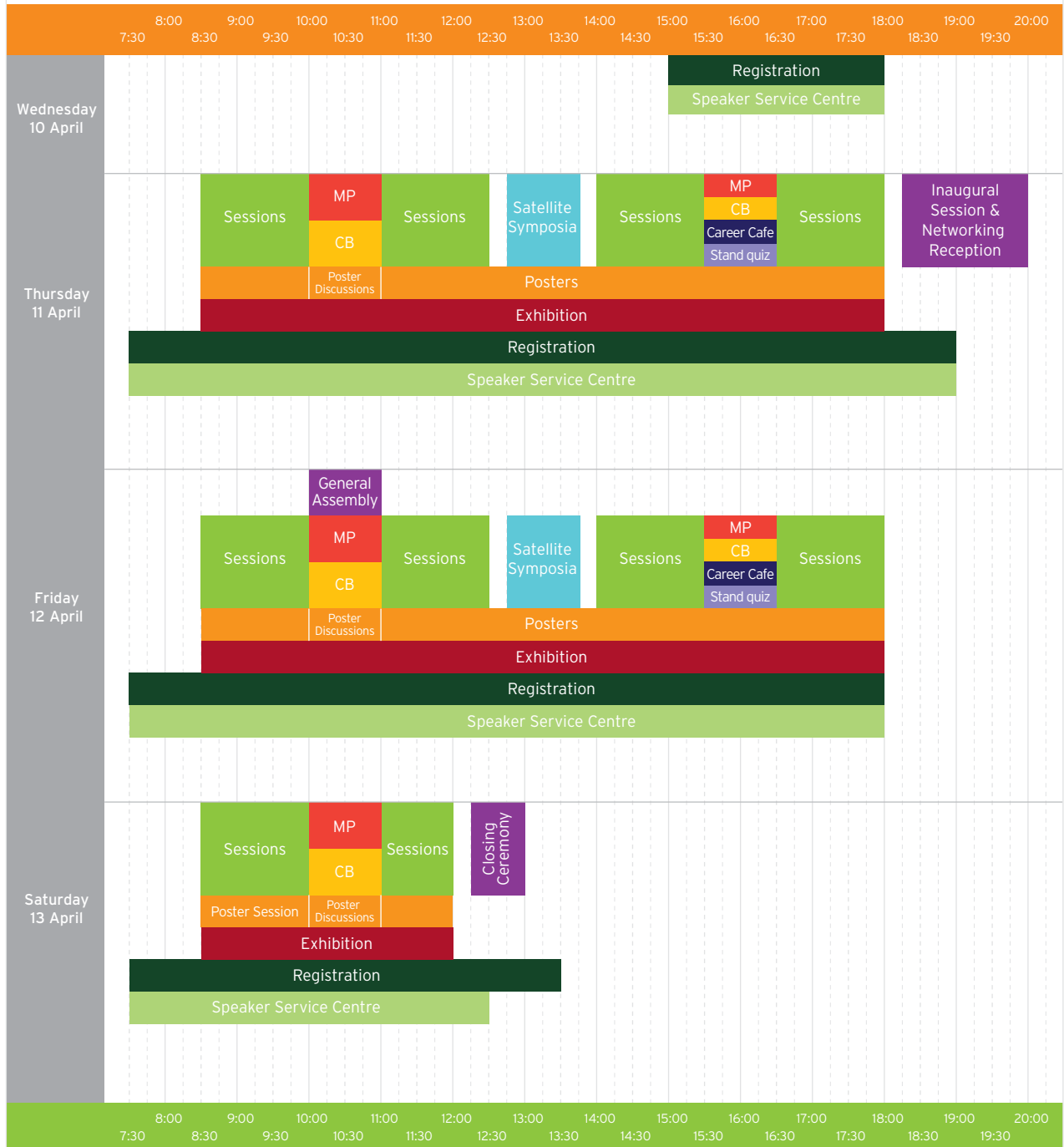
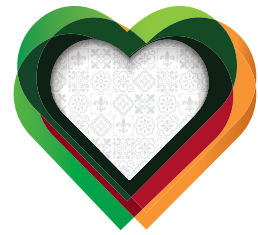
Amsterdam	2014	Lisbon	2015	Malaga	2017	Ljubljana	2018
Netherlands*	119	Italy	122	Spain*	105	Spain	158
Italy	111	Portugal*	95	Germany	60	Germany	109
Greece	89	Spain	73	Italy	58	Italy	94
Germany	68	Greece	72	Poland	58	Poland	77
Russian Fed.	68	Russian Fed.	60	Greece	55	Greece	76
Belgium	56	Germany	56	Romania	52	Slovenia*	57
United Kingdom	50	United Kingdom	56	Netherlands	46	Romania	54
Spain	46	Poland	52	Slovenia	45	Netherlands	50
Croatia	39	Bulgaria	51	Bulgaria	43	Bulgaria	44
Switzerland	35	Belgium	48	United Kingdom	38	United Kingdom	44

* Host Country

Attendance Breakdown by Region

	Amsterdam 2014	Lisbon 2015	Malaga 2017	Ljubljana 2018
Africa	5	8	3	3
Asia-Pacific	42	99	87	67
ESC countries	1,039	1,097	870	1,283
North America	22	26	33	30
South & Central America	15	32	14	11

EuroPrevent 2019 Preliminary Schedule



MP Moderated Posters CB Coffee Break

Industry @ EuroPrevent

The following is the list of Industry partners who have participated in previous editions of the EuroPrevent congress:

AMEDTEC Medizintechnik Aue GmbH
Amgen
Aspetar
AtCor Medical
Axelife SAS
Bittium Corporation
Bold Technologies Leading Espana SL
BTL zdravotnicka technika a.s.
CamNTech Limited
Carocelle Cambridge Micelle Technology
Cosmed Srl
DSM Nutritional Products AG
Imedos Systems UG Am Nasstal 4
Institute for Scientific Information on Coffee
Krka DD Novo Mesto
Novartis Pharma AG
Oxford University Press
Physicians Academy for Cardiovascular Education
Pfizer Ltd
Renew health Ltd
Sage Publication Ltd



Exhibition

The exhibition is an integral part of the congress. It 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

(may be subject to change)

Wednesday 10 April 2019	09:00 - 18:00 12:00 - 18:00	Custom stands build-up Stand Packages delivered, ready for decoration
Thursday 11 April 2019	08:00 - 08:30 08:30 - 18:00 18:15 - 20:00	Exhibit decoration only - ESC inspection and staff briefings can be held on the stands Exhibition OPEN Inaugural Session and Networking Reception
Friday 12 April 2019	08:30 - 18:00	Exhibition OPEN
Saturday 13 April 2019	08:30 - 12:00 13:00 - 20:00	Exhibition OPEN Exhibition Dismantling

Exhibition Space

Provide delegates with a unique opportunity to catch a glimpse of the continuous therapeutic and technological developments in preventive cardiology by showcasing your products in the exhibition.

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

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 ²	4	4
50 - 99m ²	8	8
100+ m ²	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 or a certificate of attendance nor do they 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 2018



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.

Satellite Symposia

Companies are cordially invited to organise a series of Satellite Symposia included in the EuroPrevent 2019 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 150 to 300 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 11 April 2019	12:45 - 13:45	60 mins	€15,000	€18,600
Friday 12 April 2019	12:45 - 13:45	60 mins	€15,000	€18,600

All prices are excluding VAT

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 Satellite Symposium will be provided with an allocation of 4 scientific badges and 4 general badges.



NOTE





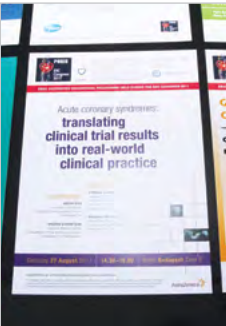
The full list of equipment will be communicated upon room assignment. Cost of additional equipment, furniture, food and beverage will be at the expense of the sponsor.

- Industry Sponsored Sessions will be assigned on a first come, first served basis.
- Industry Sponsored Sessions Programmes will be published in the EuroPrevent 2019 Scientific Programme & Planner (SPP) and on the Mobile App.
- All Industry Sponsored Sessions Programmes are subject to EuroPrevent 2019 Congress Programme Committee (CPC) approval.
- Application deadline: 16 November 2018





Sponsorship

2019
Prevent
Congress on Preventive Cardiology



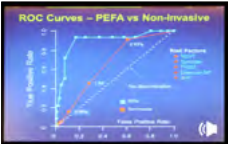
A wide range of services for congress attendees are available for sponsorship by our Industry Partners providing essential support for the congress and opportunity for novel communication to the healthcare profession.

Product	Description	Focus	Price
	<p>Badge Lead Management System</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>Reach & audience: All delegates who visit your booth</p>	<p>€3,500</p>
	<p>Congress Bags No product advertising permitted - Exclusive sponsorship</p> <p>Secure high corporate visibility and display your association with the congress by branding our official EuroPrevent 2019 congress bags with your company logo. Distribution is planned to more than 1,300 delegates upon their arrival.</p> <p><i>*Applications for Congress bags must be submitted before 11 January 2019</i></p>	<p>Reach & audience: All congress delegates, about 1,300 pax</p> <p>Lifespan: Congress and beyond</p>	<p>€10,000</p> <p>Price including production</p>
	<p>eCongress News No product advertising permitted</p> <p>The digital edition of the EuroPrevent 2019 Congress News will be emailed to registered delegates and EAPC members daily with scientific interviews of congress highlights, as well as news from the European Association of Preventive Cardiology (EAPC). 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>Reach & audience: All congress delegates and EAPC members, about 2,500 per day</p> <p>Lifespan: Daily emailing during the congress</p>	<p>€15,000</p>
	<p>Delegate Badge Holder No product advertising permitted - Exclusive sponsorship</p> <p>The official EuroPrevent 2019 badge holders are available for exclusive sponsorship. Display your corporate name and logo on this highly visible marketing tool, which will be worn by all delegates and will contain the Programme At A Glance.</p>	<p>Reach & audience: All congress delegates, about 1,300 pax</p> <p>Lifespan: Congress</p>	<p>€8,000</p> <p>Price including production</p>
	<p>Delegate Bag Insert Product advertising permitted for exhibition adverts only</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>Reach & audience: All congress delegates, about 1,300 pax</p> <p>Lifespan: Congress</p>	<p>€5,000</p> <p>Price included with a Satellite Symposium</p>



All prices are excluding VAT

Product	Description	Focus	Price
	<p>eBlast - Pre-congress Product advertising permitted for exhibition adverts only</p> <p>Promote your exhibition space or Sponsored Sessions to all EuroPrevent 2019 pre-registered delegates a few days prior to the congress. A customised mailing will be sent out on 8 April 2019 to increase delegate awareness surrounding your activities. eBlast opportunities are limited, so be sure to apply early.</p>	<p>Reach & audience: Over 400* pre-registered delegates in 2018, roughly 2/3 of all delegates registered at that time.</p> <p>Lifespan: A few days prior to the congress</p> <p>*The figures are based on the number of registered delegates who have accepted to receive ESC emailings at the time of the eBlast.</p>	<p>€4,500 Per advert</p>
	<p>eBlast - Post-congress Product advertising permitted for exhibition adverts only</p> <p>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 2,500 healthcare professionals on 3 May 2019. Post-congress eBlast opportunities are limited, so be sure to apply early.</p>	<p>Reach & audience: Over 2,500* comprising registered delegates and targeted members from our database</p> <p>Lifespan: post-congress</p> <p>*The figures are based on the number of registered delegates who have accepted to receive ESC emailings at the time of the eBlast.</p>	<p>€4,500 Per advert</p>
 	<p>Mobile Application Product advertising permitted only for sponsor buttons Exclusive sponsorship</p> <p>Provide delegates with this indispensable tool and showcase your company's involvement in our dedicated sponsor section which includes:</p> <ul style="list-style-type: none"> 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 <p>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:</p> <ul style="list-style-type: none"> Consult the daily updated <i>Final Programme</i> Build their schedule with their sessions of interest Navigate through the venue thanks to the intuitive floorplan 	<p>Reach & audience: Congress delegates and non-attendees who have downloaded the ESC Congresses Mobile App (521 in 2018, about 1/3 of the total attendance)</p> <p>Lifespan: Pre-congress/ Congress/Post-congress</p>	<p>€12,500</p>

All prices are excluding VAT

Product	Description	Focus	Price
	<p>Onsite Advertising No product advertising permitted</p> <p>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 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.</p>	<p>Reach & audience: All congress delegates, about 1,300 pax</p> <p>Lifespan: Congress</p>	
	<p>Programme At A Glance Product advertising permitted</p> <p>The EuroPrevent 2019 Programme at a Glance is a practical pocket guide providing delegates with a quick day-to-day view of the scientific programme. Place your message on the back cover or inside back cover of this popular quick guide. This document will be given to delegates along with their badges within the Delegate Badge Holder.</p>	<p>Lifespan: Congress</p> <p>Quantity: 1,300 (subject to change)</p>	<p>€15,000 Back cover Including production</p> <p>€10,000 Inside back cover Including production</p>
	<p>Screencast (voice and slides) No product advertising permitted</p> <p>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 Lisbon, as eBlasts can promote screencasts and ensure the spotlight is kept on your activities even after the congress has passed.</p>	<p>Lifespan: Permanent archive/ reference material</p>	<p>€2,500</p>

All prices are excluding VAT

Product	Description	Focus	Price
	<p>Webcast No product advertising permitted</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 new ESC 365 platform.</p> <p>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>Reach & audience: Congress delegates and non-attendees, via the NEW ESC 365 platform</p> <p>Lifespan: Post-congress</p> <p>NEW ESC 365 All congress resources in one online library</p>	<p>€10,000</p>
	<p>Weblink - Included in the Satellite Symposium No product advertising permitted</p> <p>Create an invitation in pdf format to invite delegates to your Industry Sponsored Sessions from the EuroPrevent 2019 Scientific Programme & Planner (SP&P). This invitation will communicate your congress message to delegates online.</p>	<p>Reach & audience: Congress delegates and non-attendees, via the ESC scientific resources platform SP&P</p> <p>Lifespan: Pre-congress</p>	

All prices are excluding VAT




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 'Product advertising permitted', 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 2018



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

Meeting Rooms

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. No training or showcasing of products/therapies may take place in the Meeting Rooms.

The rooms include a standard set-up. Meeting Room 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 2019 publications.

Closed Industry Meetings

60-minute meeting

Price excluding VAT

€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 2018
- Industry meetings open to EuroPrevent 2019 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 11 April through 13 April 2019, from 08:00 to 20:00.

