

Resistant Hypertension Course

Novel approaches for the management of a patient presenting with Resistant Hypertension

First joint meeting



Partnership file

15th-16th February, 2013 - Berlin, Germany

**Considering the emergence of new technologies (renal denervation and others),
an annual forum of multidisciplinary exchanges, widely open to the whole medical
community involved in hypertension and interventional medicine**



European Society of Hypertension



European Association of Percutaneous
Cardiovascular Interventions



General information

Editorial

We are pleased to invite you to join us in preparing the very first edition of the Resistant Hypertension Course ("RHC") to take place on 15th and 16th February 2013, in Berlin, Germany. Fully dedicated to the management of the hypertensive patient, resistant to drug therapies, two beliefs are central to the RHC philosophy, in alignment with those of the PCR Family courses:

- At the core of the course contents and learning objectives is improving individual patient care
- At the heart of education is sharing experience

This first RHC is a joint collaborative programme, endorsed by the European Society of Hypertension, the European Association of Percutaneous Cardiovascular Interventions and PCR.

In Berlin, Germany, the Ramada Hotel Alexanderplatz offers all necessary conference services, in addition to being centrally located in the lively capital. As an RHC partner, you have a unique opportunity to present your products to a targeted and engaged audience.

To facilitate this, many different sponsorship opportunities are available. Two lunch symposia and one unique evening symposium slots will be offered, along with space in the Training Village, on the same floor as the main area, to provide the participants with hands-on opportunities on your devices or simulators.

Join us in Berlin for what promises to be an exciting course, built by and for the hypertension team.

Europa Organisation



Europa Organisation is the Professional Congress Organiser of the Resistant Hypertension Course.

The organisational team is dedicated to ensuring RHC is a success for your company. They are available to work with you, providing further information and clarity where needed. Don't hesitate to discuss your thoughts, ideas and needs with the team at any time!

Information

Course Dates

Friday, 15th February 2013 (starts at 10:30)

Saturday, 16th February 2013 (ends at 16:00)

Course Venue

RAMADA Hotel Berlin-Alexanderplatz

Karl-Liebknecht-Straße 32

10178 Berlin, Germany

Phone: +49-30-30104110

Fax: +49-3030-10411550

Official Language

The official language of the Course is English.

Badges

All participants will be issued badges, which must be worn at all times. Lost badges will not be replaced, a new badge will have to be purchased. The misuse of badges will result in the expulsion of those concerned. Registration desk will be open on Friday, 15th September, from 09:00-14:00.

Contacts

RHC development

Isabelle Tran: itrans@europa-organisation.com

Exhibition & advertising

Christine Pereira: cpereira@europa-organisation.com

Registration

Hypertension team registration*

2 participants..... 1,000 €

3rd team member
(and each additional participant) 400 € each

**Same domain name in the email addresses is proof that participants are members of the same institute.*

Individual registration

All health care participants..... 600 €

All industry (non-exhibitor)..... 1,000 €

Additional exhibitor badge 400 €

On-site registration

All health care participants..... 700 €

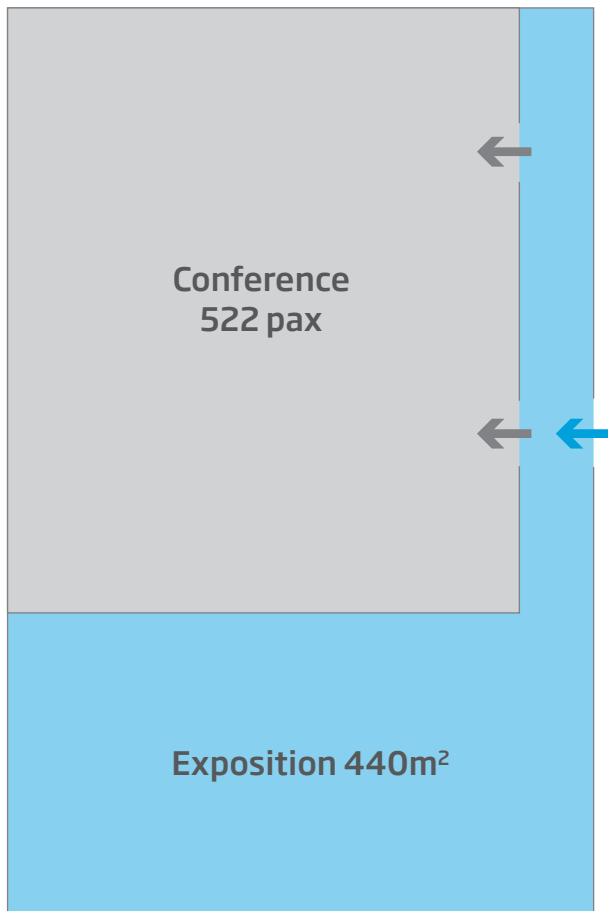
All industry (non-exhibitor)..... 1,100 €

Additional exhibitor badge 500 €

No possibility to register on-site as a hypertension team.
Individuals only.

General information

Provisional plan



Exhibitor forum

All in One Package..... 13,500 € VAT excl.*

- ▶ A 12 sqm area
Materialisation of space on the floor only (no walls provided)
- ▶ Electricity (1kw)
- ▶ 1 table + 3 chairs
- ▶ 1 complimentary bag insertion
- ▶ 6 complimentary exhibitor badges
- ▶ On-site support: the Exhibitor support centre is available for all your on-site needs
- ▶ Visibility within the community: presence in the Final Programme and associated online documents
- ▶ Cleaning: stands are vacuumed and wastebaskets are emptied every night
- ▶ Obligatory insurance: third part liability and multiple risk exhibition insurance up to 3,050 € of exhibited equipment.

Important note

It will not be possible to build a booth. Exhibitors may bring their own pop-up stand.

The set-up will take place on Thursday, 14th February, from 9:00-5:00pm

**Rates are exclusive of 20% VAT. Applicable to all companies.*

Don't forget!

General guidelines

The distribution of flyers outside your stand space is strictly forbidden.

Photographers and/or the use of any audiovisual equipment is strictly forbidden, unless written authorisation has been provided by Europa Organisation.

Market researches are not authorised outside of your stand space without prior written approval by Europa Organisation.

Industry supported sessions

For exhibitors only

General considerations

In order to support an educational scientific session, you must be an exhibitor. All requests must be approved by the RHC Steering Board, who reserve the right to refuse an application and/or modify the content and/or proposed speakers.

If you choose to support a scientific session, the following is included:

- › Room rental
- › Session and industry partner's name in printed and online programmes
- › On-site signage
- › Technical assistance in the room
- › Visibility in RHC communication material

Signed order forms constitute a contractual undertaking and will result in invoicing according to the conditions outlined. Full payment is required upon receipt of invoice.

In case of cancellation by the industry partner, there will be no refund. The rate of a scientific session corresponds to the format of the session and does not depend on the size of the room.

Industry partners who wish to support a scientific session are responsible for the payment of the registration fees and related transport and accommodation expenses of the associated faculty (see faculty management section).

Session content and proposed speakers and chairpersons are approved by the RHC Steering Board before being integrated into the scientific programme.

Room allocation is done by the RHC Steering Board, based on the coherence of the entire scientific programme, availability of the proposed chairperson and a match between room capacity and the content of your programme to guarantee the success of your session.

Europa Organisation reserves the right to modify the number of seats per room as well as the room set-up.

Sessions supported by industry partners are announced in the programme as "with an unrestricted educational grant from..."

Options for the management of sessions supported by the industry

Option 1 Organised by the industry partner		Option 2 - Co-organised by the industry partner and RHC	
<ul style="list-style-type: none">› Full ownership of scientific programme by industry partner› Selection & management of faculty by industry partner› Final approval of the session programme and proposed faculty by RHC Board		<ul style="list-style-type: none">› Topics & faculty proposed by industry partner› Final selection of topics & faculty by RHC Board› Management of faculty by Europa Organisation› Session overseen by RHC Board	
Responsibilities			
Industry partner <ul style="list-style-type: none">› Scientific programme content› Facilitation/coordination of programme build-up› Contractual relationship with faculty› Logistics for faculty handled either by the industry partner or by Europa Organisation	RHC <ul style="list-style-type: none">› RHC faculty position granted to speakers› Allocation of room and timeslot by the RHC Board	Industry partner <ul style="list-style-type: none">› Facilitation/coordination of programme build-up	RHC <ul style="list-style-type: none">› Scientific programme content built by the RHC Board› Contractual relationship with faculty (honorarium)› Allocation of room and timeslot by the RHC Board› Logistics for faculty
What's included in our offer			
<ul style="list-style-type: none">› Session fee› Faculty registration fees		<ul style="list-style-type: none">› Session fee› Faculty registration fees› Faculty honoraria› Faculty honoraria management handling fees (25%)	
<i>What you will need to pay as a supplement:</i> <ul style="list-style-type: none">› Faculty transport and accommodation expenses› Faculty honoraria, at your discretion		<i>What you will need to pay as a supplement:</i> <ul style="list-style-type: none">› Faculty transport and accommodation expenses, to be invoiced after the course	

Please note that once official invitations are sent by Europa Organisation to chairpersons and speakers, option changes (option 2 modified to option 1) are not possible.

Industry supported sessions

Lunch Symposium



- ▶ Offer reserved to exhibitor
- ▶ Complimentary insertion of flyer in delegates bag (flyer provided by sponsor)
- ▶ Rates are exclusive of VAT.

Chapters	Duration	Content	Session duration: 60 minutes
Introduction	5 minutes	▶ The chairperson presents the objectives and the outline of the session.	
Lectures	3 x 12 minutes	▶ 3 talks are presented by 3 different speakers.	
Discussion	15 minutes	▶ Pre-determined timeslot for interactivity and discussion. Must be well planned in order to add value to the session.	
Take-home message	5 minutes	▶ At the end of the session, the chairperson presents a prepared take-home message that covers the main points, and allows the participants to leave with a clear message.	
The session includes delegate lunch bags served at room entrance.			

Session fee

Option 1 - Organised by the industry partner		Option 2 - Co-organised by the industry partner and RHC	
Session fee	30,000 €	Session fee	30,000 €
		Speakers' honoraria* (3 x 1,200 €)	3,600 €
		Chairpersons' honoraria* (2 x 1,800 €)	3,600 €
		Honoraria administrative handling fees 25%	1,800 €
TOTAL	30,000 €	TOTAL	39,000 €

*Important note

Registration fees for the faculty involved in the symposium are included in the session fee, up to a maximum of 5 badges. The number of badges included in this offer cannot be modified.

The number of chairpersons and speakers cannot be modified. Should the industry partner choose to invite fewer speakers and chairpersons than indicated above, the total amount invoiced will not be modified.

Full payment upon receipt of invoice. These rates do not include trans-

port and accommodation expenses of the chairpersons and speakers to be paid by the industry partners. Invoices for these expenses will be sent post-RHC.

Evening Symposium



- Offer reserved to exhibitor
- Complimentary insertion of flyer in delegates bag (flyer provided by sponsor)
- Rates are exclusive of VAT.

Chapters	Duration	Content	Session duration: 60 minutes
Introduction	5 minutes	➤ The chairperson presents the objectives and the outline of the session.	
Lectures	3 x 12 minutes	➤ 3 talks are presented by 3 different speakers.	
Discussion	15 minutes	➤ Pre-determined timeslot for interactivity and discussion. Must be well planned in order to add value to the session.	
Take-home message	5 minutes	➤ At the end of the session, the chairperson presents a prepared take-home message that covers the main points, and allows the participants to leave with a clear message.	
The session will be followed by a cocktail outside the session room.			

Session fee

Option 1 - Organised by the industry partner		Option 2 - Co-organised by the industry partner and RHC	
Session fee	40,000 €	Session fee	40,000 €
		Speakers' honoraria* (3 x 1,200 €)	3,600 €
		Chairpersons' honoraria* (2 x 1,800 €)	3,600 €
		Honoraria administrative handling fees 25%	1,800 €
TOTAL	40,000 €	TOTAL	49,000 €

*Important note

Registration fees for the faculty involved in the symposium are included in the session fee, up to a maximum of 5 badges. The number of badges included in this offer cannot be modified.

The number of chairpersons and speakers cannot be modified.

Should the industry partner choose to invite fewer speakers and chairpersons than indicated above, the total amount invoiced will not be modified.

Full payment upon receipt of invoice. These rates do not include transport and accommodation expenses of the chairpersons and speakers to be paid by the industry partners. Invoices for these expenses will be sent post-RHC.

RHC faculty management

Industry partners who wish to support a scientific session are responsible for the payment of the registration fees and logistic expenses of the faculty.

All chairpersons, speakers, panellists involved in sessions supported by the industry become RHC faculty.

Industry partners have two alternatives (Option 1 or Option 2) regarding the management of their faculty.

Invitation

Invitation letters will be sent to faculty by Europa Organisation on behalf of the industry partner and the RHC Steering Board.

If a faculty declines an invitation to participate in a session, the industry partner will be asked to propose another faculty to replace him/her. All faculty will be asked to sign the Professional Healthcare Agreement outlining his/her key responsibilities and collaboration with RHC.

Registration

Registration fees are included in the session fee for a fixed number of badges depending on the type of session (See pages 3, 4 and 5 for more information).

Europa Organisation will register faculty involved in sessions supported by the industry at the early-bird rate. Faculty will be asked to collect their badge on-site. The industry partner cannot collect the badge on behalf of the faculty.

Logistics handled by Europa Organisation on behalf of the industry partner

Accommodation

Europa Organisation EBS will book a room in one of the faculty hotels on the following basis:

- ▶ a 4 star hotel or equivalent located within a short distance of meeting location or in hotel of meeting location
- ▶ for 1 night only (from Friday, 15th February to Saturday, 16th February, Saturday night is not included)
- ▶ single room basis
- ▶ bed & breakfast
- ▶ VAT and local taxes

Europa Organisation is responsible for choosing the hotel depending on room availability.

Hotels booked personally by the faculty will not be reimbursed by Europa Organisation.

In the case of a 'no-show' of a sponsored faculty, the industry partner will be charged for the costs.

Travel

Europa Organisation will apply the following travel guidelines for the faculty:

- ▶ flights of 6 hours or less in economy class
- ▶ flights exceeding 6 hours in business class
- ▶ train trips in first class

Logistics handled by the industry partner

When logistics for faculty are handled by the Industry Partner, we recommend you adhere to the RHC faculty travel & accommodation guidelines to ensure consistency for all faculty.

Faculty reimbursement policy

RHC transport and accommodation reimbursement guidelines are outlined in the Professional Healthcare Agreement that will be addressed by Europa Organisation to all faculty.

No reimbursement will be made directly to the Healthcare Professional (faculty).

The following expenses will not be reimbursed by Europa Organisation, faculty will be asked to contact the industry partner directly to request reimbursement. It is left to the full appreciation of the industry partner to decide what is directly reimbursed for their supported session faculty.

- ▶ Taxi to and from airport/hotel/convention centre
- ▶ Car costs, tolls, fuel and parking (including at the airport/train station)
- ▶ Extra expenses (extra nights, room service, mini-bar, restaurant, Internet, laundry, etc.)
- ▶ Accommodation and transport booked personally by the faculty

Meeting space rental



- ▶ Offer reserved to exhibitor
- ▶ Rates are exclusive of VAT.

Training village

If you choose to support a Training village session, the following is included:

- ▶ 2-day room rental
- ▶ Training sessions and industry partner's name in printed and online programmes
- ▶ On-site signage
- ▶ Electrical power: 3Kw

The timing and duration of each Training village session are to be determined by the industry partners.

Training village sessions cannot start before Friday, 15th February, at 11h00.

Hands-on sessions (models)

Industry run hands-on workshops providing interactive product demonstration and hands-on opportunities to a focused group of delegates.

Simulation / virtual reality sessions

Based on the use of simulators, these sessions allow attendees to combine virtual practice and diagnostic reasoning. Simulators to be provided by companies.

Option 1 - Organised by the industry partner

Room size	Price
125-145sqm	17,500 €
85-95sqm	13,500 €

Please note that Option No.2 is not available for Training village sessions.

Full payment upon receipt of invoice. This rate does not include the registration fees, travel and accommodation expenses of the trainers to be paid by the industry partner.

Advertising & promotional opportunities







► Rates are exclusive of VAT.

Final programme

Don't miss the opportunity to be part of it!

A combination of articles focusing on the latest devices and valve technology, the Final programme will provide attendees with an overview of what not to miss, a summary of sessions, keynote interviews as well as industry news.

An effective communication tool that will optimise your visibility and promote your devices. The perfect complement to the Course!

Back cover page	Full page		4-colour	7,050 €
Inner page	Full page		4-colour	5,350 €
Inner page	1/2 page		4-colour	3,100 €
Inner page	1/4 page		4-colour	1,500 €

Delegates bag

Put your logo on the delegates bag and reach out all the attendees. Exclusive sponsorship.

► Rate 12,000 €

Notebook and pen

Stationery provided by the sponsor will be inserted in the delegates bag. Exclusive sponsorship.

► Rate 3,000 €

Smartphone

The PCR Smartphone application is available for most Smartphone. It helps attendees navigate throughout the Course and provides information on the scientific programme.

► Rate "Push message" - only for supported sessions 900 €

► "Exhibitor" first full screen of section + top banner 2,000 €

Cyber space

Stand out from the crowd with this exclusive sponsorship: signage with logo of your company, product animation on screensaver, display boards for your brochures. The cyber space is frequented by attendees wishing to access Internet or simply consult their emails during the course. Exclusive sponsorship.

► Rate 3,000 €



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