



The 5<sup>th</sup> International Conference on  
**PreHypertension, Hypertension & Cardio  
Metabolic Syndrome**



# Industry Prospectus

22-25 February, 2018 | Venice, Italy



## TABLE OF CONTENTS

Welcome Letter .....	2
Focused Topics.....	1
Information for Sponsors .....	1
Sponsorship Packages.....	3
Information for Exhibitors .....	6
Sponsorship Form and Contract.....	8
Exhibition Form and Contract .....	10

(click on content to take you to the relevant page)

## **Welcome Letter**

**Dear Colleagues,**

It is our pleasure to invite you to participate in The 5th International Conference on Prehypertension, Hypertension and Cardio Metabolic Syndrome, which will take place in Venice, Italy from 22-25 February, 2018.

Prehypertension is a part of the continuum from normotension to hypertension it is a part of a dynamic process of stiffening and aging of the arteries and of the heart with its consequences. Patients in the prehypertensive range will become finally hypertensive. Diseased arteries will not only participate in propagation of end organ damage but will enhance the progression of additional damage in the arteries and the heart. Understanding the risk of borderline conditions in the metabolic syndrome will enable us to understand the nature of end organ damage and will create a possibility of better prevention of this continuous process.

Prehypertension is usually associated with other components of the metabolic syndrome i.e. obesity, diabetes, glucose intolerance and dyslipidemia. This association is due to common mechanistic pathways and has implications on cardiovascular complications. Diet and exercise with or without drug therapy benefit all components of the metabolic syndrome. Antihypertensive medications may lead to deterioration in glucose tolerance while glucose lowering agents may affect blood pressure. Thus, any discussion about the approach to prehypertension must be done in context to the whole cardio metabolic risk.

The association of multiple CV risk factors enhances rate of progression of end organ damage and affects morbidity and mortality. The presence of multiple risk factors changes the prognosis of the patients and should affect our therapeutic approach- an area with insufficient information and guidelines.

Systolic blood pressure (BP) of less than 140 mm Hg and diastolic BP of less than 90 mm Hg were for years considered as normal. Mounting evidence suggest that BP in the high reference range is associated with an increased risk of cardiovascular disease. The ESH report of 2006 defined it as "high normal" and the seventh report of the Joint National Committee on the Prevention, Detection, Evaluation and Treatment of High Blood Pressure defined a new BP category "Prehypertension" for systolic and diastolic BP: 120 to 139 mm Hg and 85 to 89 mm Hg, respectively. This new category is a continuum to hypertension and is a risk factor for cardiovascular disease.

In most developing countries and in the urban areas of many countries, one in five to one in three adults fall in the category of prehypertension. Recommendation and guidelines in the field have substantial public health importance and enormous economic consequences. The Conference will aim to deal with all aspects related to early diagnosis, including innovative technologies and treatments and will bring together professionals from the fields of Hypertension, Nephrology, Endocrinology, Internal Medicine, Cardiology and more.

We hope that you will join us for what promises to be a stimulating professional and educational event and look forward to welcoming you to Venice.

Yours sincerely,

Prof. Reuven Zimlichman  
Conference Chairperson

## ***Focused Topics***

- Prehypertension, Cause and Results
- Metabolic Syndrome and Borderline Metabolic Conditions
- Prehypertension- Mechanism, Diagnosis and Management
- Cumulative Effects of Multiple Borderline Cardiometabolic Risk Factors
- Prehypertension and Metabolic Syndrome in Different Populations – Epidemiology
- Prehypertension – Progression of Risk and Diagnosis of Disease
- Prevention and Regression of End Organ Damage in Prehypertension
- Natural History of Prehypertension, Hypertension and End Organ Damage
- The Heart, the Brain and the Kidney in Prehypertension and Cardiometabolic Syndrome
- Prediabetes – Mechanism, Diagnosis, and Management
- Humoral Factors in Prehypertension and Cardiometabolic Syndrome
- Benefits of Achieving Optimal Risk Factors Level – When, How and with What?
- Total Cardiovascular Risk Evaluation and Management
- Arterial Properties, Evaluation and Treatment in Borderline Conditions
- Biomarkers of Borderline Conditions and Preclinical Disease
- Borderline Cardiovascular Risk Factors - Morbidity and Mortality
- Approach to the Elderly with Borderline Metabolic Conditions
- Children and Adolescents and Cardiovascular Risk Factors- Diagnosis, Estimation of Risk and Treatment
- Assessment of Global Cardiovascular Risk Factors in Borderline Conditions
- Arterial Properties, Central Blood Pressure and Augmentation Index in the Continuum of Prehypertension and Hypertension
- Prehypertension, Prediabetes and Dyslipidemia – Estimation of Risk and Therapeutic Approach

## ***Information for Sponsors***

### **Application for Sponsorship**

Application for sponsorship can be made in writing with the enclosed booking form to:

### **Industry Liaison Manager**

Paragon Group  
Tuvia Shmuel  
18, Avenue Louis-Casai  
1209 Geneva, Switzerland  
Tel: +41 (0)22 533 0948  
Fax: +41 (0)22 580 2953  
Email: [Tshmuel@paragong.com](mailto:Tshmuel@paragong.com)

All company details, as filled in the form, will be used to advertise the institute/company in the exhibition's catalogue. The form must be completed and signed and returned to Paragon Group.

Once an application is made a contract will be sent to you for completion. This contract should be signed and returned with a 50% deposit payment to the above sponsorship/exhibition office address. Alternatively, an invoice for the deposit can be requested on the booking form. Once this has been received, a confirmation of sponsorship and an invoice will be sent to the sponsor.

### **Terms of Payment**

50% due with signed contract

50% due by 20 December, 2017

The total amount should be received before the opening date of the Conference.

### **Payment Methods**

*Option 1:* Payment by credit card

*Option 2:* Payment by Bank Transfer:

Details will be available in the Invoice

Bank charges are the responsibility of the payer.

### **Cancellation Policy**

Cancellations will be accepted in writing only. A cancellation notice received by 20 December, 2017, will entitle a reimbursement of 50% of the sponsorship payment, under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible after 20 December, 2017.

### **Terms and Conditions**

The terms and conditions of sponsorship and exhibiting are included in this prospectus. Please note that the signature of the sponsorship contract indicates acceptance of these terms and conditions.

## Sponsorship Packages

### Platinum Sponsorship Package

EUR 15,000

- ❖ **Full Satellite Symposium**
  - Organization of a Satellite Symposium for up to 60 minutes. The program is subject to the approval of the Conference Scientific Committee
  - Includes: hall rental, standard audio/visual equipment
  - Permission to use the phrase: "Official Satellite Symposium of PreHT, HT & CMS 2017"
  - Symposium program will be included in the Final Program (subject to receipt by publishing deadline)
  
- ❖ **Exhibition Space**
  - 6 sqm exhibition open space
  
- ❖ **Advertisement & Acknowledgement**
  - Inclusion of sponsor's symposium invitation in the participants' bags (insert to be provided by sponsor)
  - Inclusion of up to three pieces of promotional material distributed in the participants' Conference bags
  - Back-page or inside front page advertisement in the Final Program, allocated on a first come, first served basis
  - Sponsor's logo with hyperlink on Conference website
  - Inclusion of symposium program on the Conference website
  - Symposium invitation will be sent out to registered delegates by email 1 month before the Conference
  - Platinum Sponsors will be acknowledged as such on the sponsors' board on-site, in the program book and on the conference website
  
- ❖ **Registration**
  - 4 complimentary Conference registrations
  
- ❖ **Conference Logo**
  - The right to use the Conference logo (following supplied guidelines) on relevant Conference material, approved by Secretariat

- ❖ **Mini Satellite Symposium**
  - Organization of a Satellite Symposium for up to 30 minutes. The program is subject to the approval of the Conference Scientific Committee
  - Includes: hall rental, standard audio/visual equipment
  - Permission to use the phrase: “Official Satellite Symposium of PreHT, HT & CMS 2017”
  - Symposium program will be included in the Final Program (subject to receipt by publishing deadline)
- ❖ **Exhibition Space**
  - 6 sqm exhibition open space
- ❖ **Conference Bags**
  - Each participant will receive a bag
  - The bag will bear the sponsor’s and conference logos
- ❖ **Advertisement & Acknowledgement**
  - Inclusion of up to two pieces of promotional material distributed in the participants’ Conference bags
  - Sponsor’s logo with hyperlink on Conference website
  - Gold Sponsors will be acknowledged as such on the sponsors’ board on-site, in the program book and on the conference website
- ❖ **Registration**
  - 2 complimentary Conference registrations
- ❖ **Conference Logo**
  - The right to use the Conference logo (following supplied guidelines) on relevant Conference material, approved by Secretariat

- ❖ **Name tags**
  - The company’s logo will appear on the name tag
- ❖ **Exhibition Space**
  - 6 sqm exhibition open space
- ❖ **Advertisement & Acknowledgement**
  - Sponsor’s logo with hyperlink on Conference website
  - Silver Sponsors will be acknowledged as such on the sponsors’ board on-site, in the program book and on the conference website
- ❖ **Registration**
  - 1 complimentary Conference registrations
- ❖ **Conference Logo**
  - The right to use the Conference logo (following supplied guidelines) on relevant Conference material, approved by Secretariat



**Promotional Material****EUR 1,000 per insert**

Inclusion of promotional material, such as leaflets and brochures, in the participants' Conference bags.

Please note that the material should be provided by the sponsor and must be approved by the Secretariat (maximum size A4 and maximum 8 pages).

**Advertisements**

Full-page color advertisements are available in the following Conference publications:

Final Program/Abstract Book – Back Cover	<b>EUR 1,800</b>
Final Program/Abstract Book – Inside Front Cover	<b>EUR 1,500</b>
Final Program/Abstract Book – Inside Back Cover	<b>EUR 1,500</b>
Final Program/Abstract Book – Inside Page	<b>EUR 1,000</b>

Additional advertisements within the publication are available on application.

All sponsors will receive their logo with hyperlink on the Conference website and the sponsor's list on-site.

**Social Function Opportunities-** Please contact the Industry Liaison Manager

Sponsorship of a Welcome Reception

Sponsorship of the Coffee Breaks

Sponsorship of the Lunch Breaks

**Special Requests**

We are aware that sponsorship of any of the above items may not suit your current marketing aims. We are therefore willing to discuss a special offer to suit your objectives. Please feel free to contact our exhibition coordinator to discuss your needs.

**Acknowledgements**

Please note that all sponsorship opportunities include:

- Sponsor's logo with hyperlink on Conference website
- Acknowledgement on Sponsors' Boards on-site
- Acknowledgement in the Sponsors' List in the Final Program

Please forward your company logo (in eps 300dpi format) in both black and white and color versions to [Tshmuel@paragong.com](mailto:Tshmuel@paragong.com)

**Sponsor Profile**

A 100-word Sponsor Company/Product profile will be published in the list of sponsors and exhibitors in the official program and must be submitted electronically by e-mail to [Tshmuel@paragong.com](mailto:Tshmuel@paragong.com)



## ***Information for Exhibitors***

A commercial and professional exhibition will take place parallel to the conference hours. We wish to maximize the exhibitor's exposure to the delegates, for this reason all coffee breaks will be held in the exhibition area.

Please note that the final exhibition set up, opening and dismantling schedule will be updated in the technical manual.

**Open Space Rental** - The price for stand space is EUR 450 per square meter.

This includes:

- Exhibitors' Manual
- 100 Word Company/product profile in the Final Program
- Exhibitors' badges
- Welcome Reception for registered exhibitors
- Tea/coffee for registered exhibitors
- Cleaning of public areas and gangways

### **Booth Decorations**

Exhibitors are forbidden to extend their booths into the thoroughfare or other areas, which were not ordered and paid for by the exhibitor.

### **Allocation of Exhibition Space**

Space Allocation will be made on a "first come, first served basis". A completed application form accompanied by advance payment should be mailed/faxed to ensure reservation of a desired location.

Upon receipt of the application form with payment, space will be confirmed and an invoice for the balance due will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with payment are received.

### **Exhibitor Registration**

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Two exhibitor badges will be given for the first 6 sqm booked, and one badge for every 6 sqm thereafter. Any additional exhibitors will be charged an exhibitor registration fee.

### **Technical/Exhibitor Manual**

A technical manual outlining all technical aspects of exhibiting will be circulated 2 months before the Conference. It will include the following:

- Technical details about the Venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms

**Acknowledgements**

Please note that all sponsorship opportunities include:

- Exhibitors's logo with hyperlink on Conference website
- Acknowledgement on Sponsors / Exhibitors Boards on-site
- Acknowledgement in the Sponsors / Exhibitors List in the Final Program

Please forward your company logo (in eps 300dpi format) in both black and white and color versions to [Tshmuel@paragong.com](mailto:Tshmuel@paragong.com)

**Exhibitor Profile**

A 100-word Exhibitor Company/Product profile displayed at the Exhibition will be published in the list of sponsors and exhibitors in the official program and must be submitted electronically by e-mail to [Tshmuel@paragong.com](mailto:Tshmuel@paragong.com)

**Site Inspections**

Exhibitors and sponsors are free to visit the Conference venue at their convenience. Please contact the venue directly to arrange this.

**Payment Methods**

As detailed above in the Sponsorship section.

**Cancellation Policy**

Cancellations will be accepted in writing only. A cancellation notice received by 20 December, 2017, will entitle a reimbursement of 50% of the sponsorship payment, under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible after 20 December, 2017.

**Terms and Conditions**

The terms and conditions of sponsorship and exhibiting are included in this prospectus. Please note that the signature of the sponsorship contract indicates acceptance of these terms and conditions.

## Sponsorship Form and Contract

Please complete the following information and return to the Exhibition Manager:

Paragon Group  
 Tuvia Shmuel  
 18, Avenue Louis-Casai  
 1209 Geneva, Switzerland  
 Tel: +41 (0)22 533 0948  
 Fax: +41 (0)22 580 2953  
 Email: [Tshmuel@paragong.com](mailto:Tshmuel@paragong.com)

We, the undersigned, express our wish to Sponsor the items marked below in accordance with the terms described in the "Terms of Agreement" attached herewith.

* Company Name	
Contact Name	
Address	
Post/Zip Code	
Country	
Telephone	
Fax	
Email	
Web-Site	
Short company description (max of 100 words)	

\* Name of the company - as you wish it to appear on all acknowledgments.

I would like to book the following Sponsorship Items:

Item	Price	Total

**Name of Company:**

.....

**Method of Payment:**

**Credit Card**

Type of card:  
Credit card no:  
Expiry Date:  
Card Holder:

**Bank Transfer**

Details will be available in the invoice  
Bank charges are the responsibility of the payer.

**Cancellation Policy**

Cancellations will be accepted in writing only. A cancellation notice received by 20 December, 2017, will entitle a reimbursement of 50% of the sponsorship payment, under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible after 20 December, 2017.

**Terms and Conditions**

The terms and conditions of sponsorship and exhibiting are included in this prospectus. Please note that the signature of the sponsorship contract indicates acceptance of these terms and conditions.

Signature and company stamp.....

Date.....

## Exhibition Form and Contract

Please complete the following information and return to the Exhibition Manager:

Paragon Group  
 Tuvia Shmuel  
 18, Avenue Louis-Casai  
 1209 Geneva, Switzerland  
 Tel: +41 (0)22 533 0948  
 Fax: +41 (0)22 580 2953  
 Email: [Tshmuel@paragong.com](mailto:Tshmuel@paragong.com)

We, the undersigned, express our wish to book a booth as marked below in accordance with the terms described in the "Terms of Agreement" attached herewith.

* Company Name	
Contact Name	
Address	
Post/Zip Code	
Country	
Telephone	
Fax	
Email	
Web-Site	
Short company description (max of 100 words)	

\* Name of the company - as you wish it to appear on all acknowledgments.

Choice	Stand No	Open space	Total Price
1 <sup>st</sup> Choice			EUR
2 <sup>nd</sup> Choice			EUR
3 <sup>rd</sup> Choice			EUR

Name of Company:

.....  
**Method of Payment:**

**Credit card:**

Credit card no.:    Expiry Date:  
 Type of Card:  
 Card Holder:

**Bank Transfer:**

Details will be available in the invoice  
 Bank charges are the responsibility of the payer.

### Cancellation Policy

Cancellations will be accepted in writing only. A cancellation notice received by 20 December, 2017, will entitle a reimbursement of 50% of the sponsorship payment, under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible after 20 December, 2017.

### Terms and Conditions

The terms and conditions of sponsorship and exhibiting are included in this prospectus. Please note that the signature of the sponsorship contract indicates acceptance of these terms and conditions.

Signature and company stamp..... Date.....

