Education and marketing opportunities for industry
Satellite activities, exhibition and sponsorship
KEY CONTACTS

Sponsorship and scientific programme

World Heart Federation
32 rue de Malatrex
1201 Geneva, Switzerland
www.worldheart.org

Sponsorship, exhibition and satellite activities
wcc.reghot@mci-group.com

Scientific programme
science@worldheart.org

Abstract based programme
wcc2018abs@mci-group.com

General congress enquiries
congress@worldheart.org

Official congress website
www.world-heart-federation.org/wcc-2018

Registration and accommodation

MCI Suisse SA
9, Rue du Pré-Bouvier
1242 Satigny-Geneva, Switzerland
Fax: +41 22 33 99 631

Registration/Accommodation
Phone: +41 22 33 99 583
wcc.reghot@mci-group.com

Congress venue

Dubai International Convention & Exhibition Centre (DICEC)
Sheikh Zayed Road
Dubai, United Arab Emirates
www.dwtc.com
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The World Heart Federation’s World Congress of Cardiology & Cardiovascular Health 2018 (WCC 2018) is returning to Dubai to host an outstanding line up of world leaders in cardiology, cardiovascular medicine and health. The 2012 World Congress of Cardiology held in Dubai, saw health professionals participate in over 150 sessions and workshops. Since then Dubai has seen the growth and integration of global scientific and health leadership to meet the new health challenges in the region namely the continuing use of tobacco, the rise in obesity rates and the corresponding increase in the prevalence of diabetes all contributing to the emerging burden of circulatory diseases.

This is a critical moment in the history of this cardiovascular epidemic when the opportunities for a sustainable impact on CV health has never been greater. That is why WCC 2018 is centred around the World Health Organization (WHO) global goal of reducing premature mortality from cardiovascular disease by 25% by 2025 (25 by 25). The World Heart Federation is delighted and honoured to be returning to Dubai, working in partnership with the Emirates Cardiac Society and the Gulf Heart Association to showcase how the global CV health community is working together to achieve this goal by tackling the burden of cardiovascular disease, prioritising prevention and ensuring access to innovative treatment.

The shift in focus from high income countries to low and middle income countries is an acknowledgment by the CV community that a global response to the world’s number one killer is needed, to ensure no one is left behind. We welcome to WCC 2018 all those that have critical roles to play in promoting CV health, including cardiologists, general physicians, general practitioners, nurses, allied health professionals, medical students and other health professionals in training.

WCC 2018 organised in partnership with Emirates Cardiac Society and the Gulf Heart Association is the global platform to discuss the prevention and control of cardiovascular disease. Our scientific sessions attracts professional attendees from more than 110 countries. With a focus not only on ‘cardiology’ but also on ‘cardiovascular health’, colleagues from the fields of prevention, paediatrics, nursing, internal medicine, interventional medicine, nephrology, endocrinology and public health are encouraged to join these networking and learning forums.

We have made exciting changes to the programme with new topics added to increase the educational offerings available to delegates.

WCC 2018 will introduce exciting new ways for delegates to interact. We have outstanding speakers and opportunities to convene global emerging leaders, poised to shape the future of heart health. We will feature workshops, debates, meet the expert sessions as well as reintroduce our very well received World Heart Federation Arena which offers 15 minute presentations, moderated abstract and much more.

Join the World Heart Federation’s World Congress of Cardiology and Cardiovascular Health 2018 in Dubai from 5-8 December 2018.

Professor David Wood
WHF President
WCC 2018 President

Professor Abdulla Shehab
President Emirates Cardiac Society
WCC 2018 President
WCC 2018 COMMITTEES

CONGRESS MANAGEMENT COMMITTEE (CMC)

Co-Chairs
Dr Fahad Omar Baslaib, United Arab Emirates
Prof David Wood, United Kingdom

Members
Dr Alawi Alsheikh-Ali, United Arab Emirates
Dr Nooshin Bazargani, United Arab Emirates
Tony Duncan, New Zealand
Jean-Luc Eiselé, Switzerland
Andrew Forrester, United Kingdom
Staffan Johansson, Sweden
Prof Jagat Narula, USA
Dr Kadhim Sulaiman, Oman
Prof Mohammad Zubaid, Kuwait

CONGRESS PROGRAMME COMMITTEE (CPC)

Chair
Prof Jagat Narula, USA

Co-Chairs
Dr Wael Al Mahmeed, United Arab Emirates
Dr Jassim Al Suwaidi, Qatar
Dr Abdulmajeed Al Zubaidi, United Arab Emirates
Prof Karen Sliwa-Hahnle, South Africa
ABOUT THE WORLD HEART FEDERATION

The World Heart Federation is dedicated to leading the global fight against cardiovascular disease (CVD), including heart disease and stroke. With a focus on vulnerable populations, we are the only global advocacy and leadership organization bringing together the CVD community to help people lead heart-healthy lives.

As the CVD implementation arm of the World Health Organization (WHO), we align our efforts around the WHO goal to reduce premature deaths from non-communicable diseases (NCDs) by 25% by 2025 (25by25). We recognize that to achieve this target will require a primary focus on CVD - the world’s number one killer, which makes up 50% of all NCD deaths.

Striving for a world where there are at least 25% fewer deaths from cardiovascular disease by 2025

Together with our members - a community of more than 200 organizations dedicated to the treatment, prevention and control of CVD - we are working to end needless deaths from exposure to tobacco and other risk factors, lack of access to treatment, and neglected conditions like rheumatic heart disease which kills hundreds of thousands of children each year.

Across 100 countries, we are acting now to build global commitment to address cardiovascular health at the policy level, generate and exchange ideas, share best practice, advance scientific knowledge and promote knowledge transfer to tackle CVD. We are at the heart of driving the CVD agenda and advocating for better heart health – enabling people to live longer, better and more heart-healthy lives, whoever and wherever they are.

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**STRATEGIC**

**Global Advocacy and Leadership**
- Raising CVD awareness
- Defining benchmark CVD targets

**Risk Factors**
- Tobacco, blood pressure, unhealthy diet, physical inactivity

**Treatment & Care**
- Improved care of CVD including RHD and AF

---

**TACTICAL**

**Evidence**
- World Congress of Cardiology
- Science communications

**Capacity**
- World Congress of Cardiology
- WHF Member network training
- Programmes for members

**Support**
- Advocacy and campaign communications (e.g. WHD)
- Outreach to journalists

---

*RHD: rheumatic heart disease; AF: atrial fibrillation; WHF: World Heart Federation*

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For further information, please visit [www.worldheart.org](http://www.worldheart.org); [twitter.com/worldheartfed](http://twitter.com/worldheartfed); [www.facebook.com/worldheartfederation](http://www.facebook.com/worldheartfederation)
Emirates Cardiac Society (ECS) is a non-profit organization comprising of cardiologists within the UAE that work under the umbrella of the Emirates Medical Association. We aim to establish a strong network for the management, education and research so as to improve the quality of life and longevity, through better prevention, diagnosis and treatment of heart disease.

Our mission is to educate the public and healthcare professionals in reducing the burden of cardiovascular disease in the UAE. The Emirates Cardiac Society promotes health education within the community, raising awareness of health issues amongst the population and establishes strong partnerships with national and international health agencies and establishments.

8 working groups are working under the umbrella of the Emirates Cardiac Society to work on fulfilling our aims and they are leaded by eminent cardiologists in UAE: Intervention Working Group, Cardiac Surgery Working Group, Heart Failure, Prevention group, Pediatric and Congenital, EPS, Imaging, Acute cardiac care group.

For more information email adminoffice@ecsociety.com or visit www.ecsociety.com
The Gulf Heart Association (GHA) is a leading not-for-profit, non-governmental regional organization that was established in January 2002 to help combat heart disease in the region. There are 7 cardiac societies under the GHA umbrella, from Qatar, Kuwait, Kingdom of Saudi Arabia, United Arab Emirates, Oman, Yemen and Bahrain.

GHA has been very active in promoting and sponsoring research among its members. It has established and sponsored more than 7 regional registries studying issues like acute coronary syndromes, atrial fibrillation, quality of care, familial hypercholesterolemia and acute and chronic heart failure. In addition, GHA has developed strong ties with international cardiac societies including the European Society of Cardiology, the American College of Cardiology and the American Heart Association. These ties have translated into exchange of speakers and joint sessions during the societies’ conferences. GHA is very active in organizing scientific cardiology and cardiovascular surgery meetings, workshops and conferences to educate and spread scientific information amongst cardiologists, cardiovascular surgeons, and other cardiovascular specialties in the region.

The main aim and objective of GHA is to improve the quality of cardiac care in the GCC states through its various activities.

The major aims of the association are:
- Raising the standard of cardiac care in the GCC states
- Conduct scientific conferences and symposia
- Carry on scientific research on cardiovascular diseases
- Publish professional periodicals and information. The GHA has an official website and a journal, Heart Views.
- Create professional, educational, and social ties among members of GHA
- Create links and cooperation locally and with international medical institutions and professional societies
- The GHA hopes to establish criteria for GCC cardiovascular specialist to meet high standards of competence and expertise
- The GHA seeks to suggest laws to be adopted by GCC countries for the prevention of cardiac disease and advance the care of patients with heart disease

In addition there are various working groups which work in their respective fields for the advancement of the cardiology profession.

Currently there are 4 working groups:
- Fetal Heart Working Group
- Intervention Working Group
- Gulf Heart Rhythm Society
- Lipid Working Group

For more information on GHA please visit www.gulfheart.org
ABOUT THE WORLD CONGRESS OF CARDIOLOGY & CARDIOVASCULAR HEALTH

The World Congress of Cardiology & Cardiovascular Health (WCC), held biennially, is the official congress of the World Heart Federation. Through the WCC, the World Heart Federation offers an international stage for the latest developments in science and public policy in the field of cardiovascular health. Its strives to spread the message that through individual, community and patient care interventions, the growing epidemic of cardiovascular disease worldwide can be controlled and prevented.

A global interactive event to promote cardiovascular health
Uniting cardiovascular disease specialists with other disciplines to network share knowledge and build innovative solutions.

Join World Leaders in Heart Health
Over 100 sessions on cardiovascular health from the perspectives of cardiology and other health specialties, including public health, paediatrics, nursing, internal medicine, nephrology and endocrinology, interventional medicine.

Share best practice
With highlights on how international learning can be implemented across different resource settings.

Explore ground breaking research into cardiovascular health
New abstracts on prevention, diagnosis and treatment alongside public health approaches for cardiovascular and related diseases.

Spotlight in the Emirates and low and middle income countries
Exploring the spectrum of CVD in the UAE: CVD accounts for 30% of total mortality. The main cardiovascular risk factors are diabetes mellitus, hypertension, tobacco use, physical inactivity and unhealthy diet.

Support global efforts to reduce premature CVD deaths by 25% by 2025
Drive the agenda to meet the World Health Organization’s goals on heart health.

WCC locations from 1950 to 2018
The WCC has a long standing history with the first meeting having taken place in 1950 in Paris. From 1950 to 2006 the WCC has been in a 4-year cycle and since 2006 it has been held every two years. No other international cardiology and heart health congress offers such a global reach.
WHY PARTICIPATE IN THE WORLD CONGRESS OF CARDIOLOGY & CARDIOVASCULAR HEALTH IN DUBAI?

ACCESS

Participation in the World Congress of Cardiology & Cardiovascular Health (WCC) allows your company and/or organization the opportunity to showcase and demonstrate your products, services, and solutions within the global heart, health, and cardiovascular community. Because WCC takes place every two years and always in a different part of the globe, where emerging economies are one of the key factors in being present, delegates tend to prioritize WCC over other meetings that are often beyond their reach due to time, distance and budget. With its global and regional focus, you will have the opportunity to connect with quality delegates, all under one roof, at WCC.

CONGRESS FACTS & FIGURES

DUBAI 2012
- Total attendance of 10,748 participants from 133 countries
- 103 exhibitors including 16 national and international societies in 3,000 sq.m of commercial exhibition
- Over 550 faculty members spread over 178 scientific sessions in 22 parallel session rooms
- 1,177 accepted abstracts for oral or poster presentations.

MELBOURNE 2014
- Total attendance of 6,020 participants from 119 countries
- 103 exhibitors including 16 national and international societies in 3,000 sq.m of commercial exhibition
- Over 601 faculty members spread over 290 scientific sessions in 18 parallel session rooms
- 1,425 accepted abstracts for oral or poster presentations.

MEXICO 2016
- Total attendance of 4,877 participants from 110 countries
- 70 national and international sponsors and exhibitors within 2,000 sq.m of exhibition
- Over 380 faculty members spread over 120 scientific sessions in 10 parallel session rooms
- 1,039 accepted abstracts for oral or poster presentations.
# PRELIMINARY CONGRESS SCHEDULE

(AS OF MAY 2017)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Wednesday, 5 December 2018</th>
<th>Thursday, 6 December 2018</th>
<th>Friday, 7 December 2018</th>
<th>Saturday, 8 December 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration</td>
<td>08.00 – 18.00</td>
<td>07.00 – 18.00</td>
<td>08.00 – 18.00</td>
<td>08.00 – 18.00</td>
</tr>
<tr>
<td>Scientific sessions</td>
<td>08.30 – 12.00, 14.00 – 17.30</td>
<td>08.30 – 12.00, 14.00 – 17.30</td>
<td>08.30 – 12.00, 14.00 – 17.30</td>
<td>12.30 – 13.30</td>
</tr>
<tr>
<td>Scientific posters</td>
<td>10.00 – 18.00</td>
<td>10.00 – 18.00</td>
<td>10.00 – 17.00</td>
<td>10.00 – 17.00</td>
</tr>
<tr>
<td>Exhibition</td>
<td>16.00 – 20.00</td>
<td>10.00 – 18.00</td>
<td>10.00 – 18.00</td>
<td>10.00 – 17.00</td>
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</tbody>
</table>

For the latest updates, please go to [www.world-heart-federation.org/wcc-2018](http://www.world-heart-federation.org/wcc-2018)
SPONSORSHIP OPPORTUNITIES

There are a number of ways of getting your message to the right people:

1. Satellite activities and educational workshop categories
2. Exhibition
3. Marketing and promotional activities
4. Industry meeting rooms and hospitality suites
5. Delegate registration
6. Industry press activities

All prices shown in this brochure exclude any applicable taxes and are shown in Swiss Francs (CHF)

INDUSTRY SATELLITE SESSIONS

Companies are invited to organize satellite and/or sponsored CME educational activities as part of the WCC during prime time slots that will not conflict with the WCC scientific programme. These allow organizers to attract the maximum number of interested, qualified delegates and update them first-hand on the science that underpins your campaigns and products. It has repeatedly proven to be one of the most effective educational formats for open, frank and interactive learning and debate. Furthermore it allows you to structure the programme, delivery and objectives of your activity to the topics most relevant to your corporate goals. All industry satellites are promoted by the World Heart Federation through several WCC communication channels as well as the host organizer themselves – both in the run up to the congress as well as on site.

Increased Value for Investment

At WCC 2018, your investment now includes complimentary delegate registrations depending on your level of investment. Please see the table below for full details.

<table>
<thead>
<tr>
<th>Total Investment* (USD)</th>
<th># Free Full Delegate Registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000 CHF</td>
<td>1</td>
</tr>
<tr>
<td>20,000 CHF</td>
<td>2</td>
</tr>
<tr>
<td>30,000 CHF</td>
<td>3</td>
</tr>
<tr>
<td>40,000 CHF</td>
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<td>60,000 CHF</td>
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<td>70,000 CHF</td>
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<td>80,000 CHF</td>
<td>8</td>
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<tr>
<td>90,000 CHF</td>
<td>9</td>
</tr>
<tr>
<td>100,000 CHF</td>
<td>20</td>
</tr>
<tr>
<td>150,000 CHF</td>
<td>25</td>
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<tr>
<td>&gt;150,000 CHF</td>
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</table>

* Total investment is defined as the total amount spent in purchased exhibition space, sponsorship opportunities and/or satellite symposia.
Definition

**Industry satellite symposium**

Primarily of interest to the pharmaceutical industry. Specifically designed for any company active in the field of cardiovascular disease as an opportunity to showcase the latest developments and scientific information. Open to all delegates and room sizes from 170 sqm to 800 sqm (see accompanying table and/or order form). All content will be reviewed and must be approved by the Congress Programme Committee (CPC) within the timelines requested by organisers.

IT IS STRICTLY FORBIDDEN TO HOST ANY SATELLITE ACTIVITY OUTSIDE THE CONGRESS VENUE DURING THE WCC 2018 DATES OF 5-8 DECEMBER 2018 INCLUSIVE. ANY COMPANY FOUND IN BREACH OF THIS REGULATION WILL BE INVOICED FOR THE CORRESPONDING RATE.

For any queries, clarification or the latest information, please contact wcc2018@mci-group.com
## INDUSTRY SATELLITE ACTIVITY TIME SLOTS

<table>
<thead>
<tr>
<th>Wednesday 05 Dec</th>
<th>Thursday 06 Dec 2018</th>
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</thead>
<tbody>
<tr>
<td><strong>Pre Congress Session</strong></td>
<td><strong>Midday Sessions 60min</strong></td>
</tr>
<tr>
<td>Room Capacity</td>
<td>10:00-16:30</td>
</tr>
<tr>
<td>100-300 Seats</td>
<td>90min: 35,000 CHF</td>
</tr>
<tr>
<td>100-300 Seats</td>
<td>120min: 45,000 CHF</td>
</tr>
<tr>
<td>301-500 Seats</td>
<td>90min: 40,000 CHF</td>
</tr>
<tr>
<td>301-500 Seats</td>
<td>120min: 50,000 CHF</td>
</tr>
<tr>
<td>501-700 Seats</td>
<td>90min: 50,000 CHF</td>
</tr>
<tr>
<td>701-1000 Seats</td>
<td>120min: 55,000 CHF</td>
</tr>
</tbody>
</table>

LIMITED TO 6 CONCURRENT SESSIONS

<table>
<thead>
<tr>
<th>Friday 07 Dec 2018</th>
<th>Saturday 08 Dec</th>
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</thead>
<tbody>
<tr>
<td><strong>Midday Sessions 60min</strong></td>
<td><strong>Evening Sessions 90min</strong></td>
<td><strong>Midday Sessions 60min</strong></td>
</tr>
<tr>
<td>Room Capacity</td>
<td>12:30-13:30</td>
<td>18:00-19:30</td>
</tr>
<tr>
<td>100-300 Seats</td>
<td>50,000 CHF</td>
<td>40,000 CHF</td>
</tr>
<tr>
<td>100-300 Seats</td>
<td>50,000 CHF</td>
<td>40,000 CHF</td>
</tr>
<tr>
<td>301-500 Seats</td>
<td>60,000 CHF</td>
<td>45,000 CHF</td>
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<tr>
<td>301-500 Seats</td>
<td>60,000 CHF</td>
<td>45,000 CHF</td>
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<tr>
<td>501-700 Seats</td>
<td>65,000 CHF</td>
<td>50,000 CHF</td>
</tr>
<tr>
<td>701-1000 Seats</td>
<td>65,000 CHF</td>
<td>50,000 CHF</td>
</tr>
</tbody>
</table>

LIMITED TO 6 CONCURRENT SESSIONS

LIMITED TO 4 CONCURRENT SESSIONS

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To hold a satellite symposium, workshop or closed industry meeting

the following minimum requirements must be complied with a minimum exhibition space of 40 square metres or an equivalent financial investment is required.
Benefits include:

- Industry invitation link on WCC 2018 website
- Fully equipped session room (standard equipment includes computer, projector, screen, lectern, microphones, etc.)
- Access to speakers’ preview centre
- Free promotional satellite activity bag insert
- Dedicated listing and feature within the Congress Guide
- One-time email to all registered attendees that will include all the sponsored sessions
- Authorised promotion of the satellite or workshop activity at the congress venue
- Two promotional banners (to be produced and supplied by sponsoring company). One outside the session room 30min prior to session and second one in high traffic area within the congress centre (exact location to be determined)
- invitations distributed by hand at the entrance of the session room 30 minutes before the activity starts

No F&B is included in any session price are not included in the fee

Full details about the industry satellite activity logistics will be available Spring 2018 as part of the WCC 2018 services manual.

Your industry satellite activity can be maximised with:

- On-site promotional opportunities within the congress centre
- Catering available (additional cost)
- Additional inserts in the congress bag

**ENHANCE YOUR SATELLITE EXPOSURE !**

- The WCC congress sessions (audio and slides only) are captured and made available to full access registrations via WCC OnDemand Learning Portal. Now, WCC is now offering this as an add-on service to the satellite sponsors. Post event, sponsors would receive a link that contains their session audio and slides. From there, the sponsor can choose to include this in WCC OnDemand or keep it for internal use. This is a fantastic legacy tool for your symposium at the WCC Congress, increasing life-span of investment and impact to WCC delegates ........................................... 5,000 CHF per symposium session

**WCC 2018 WHF ARENA SESSIONS**

Complement your presence with an Arena Session.........................15,000 CHF per slot

**Description**

Within the exhibition, the World Heart Federation will create the "WHF Arena". This is a designated area within the exhibition where WHF promotes its activities, partner programmes and other Cardiovascular Health activities. Within this area is an actual session space where the Oral Presentations are given throughout the congress. This was a proven success in 2016 and will be re-created in 2018.

New to the 2018 Congress, WHF are offering time slots to the Industry within the session space for quick-fire sessions. There will be 3-4 industry slots available per day and sponsor companies can use the space to create interactive forums, meet the expert sessions or simply promotional sessions about their latest products, devices or research. A great way to reach delegates with a more informal approach.

Each slot includes:

- 30min time slot
- 50 – 75 person audience
- Standard AV included in arena
- Programmes will be listed in the Congress Guide and onsite with visible signage

MUST BE BOOKED BEFORE APRIL 1st 2018
EXHIBITION

Why exhibit at WCC 2018?

If you have products or services for the cardiovascular health community that fall within the following categories or similar, then we have the right platform to assist you with meeting your sales, marketing, communication and promotional goals:

WHF member organizations; associations; education; food service, nutrition and lifestyle; imaging; information technology; hospital/institution; medical devices and equipment; pharmaceuticals; publishing; research

Commercial exhibition costs (where the minimum exhibition space booked must be 9 sqm)

<table>
<thead>
<tr>
<th></th>
<th>Commercial / Industry</th>
<th>Publishers</th>
<th>WHF NON-Member NGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPACE ONLY</td>
<td>550 CHF / sqm</td>
<td>400 CHF / sqm</td>
<td>350 CHF / sqm</td>
</tr>
<tr>
<td>SHELL SCHEME</td>
<td>700 CHF / sqm</td>
<td>500 CHF / sqm</td>
<td>350 CHF / sqm</td>
</tr>
</tbody>
</table>

NEW TO 2018

Early Bird Exhibition Rates - Book Early and Save Nearly 25%

Exhibitors' benefits include:

- A complimentary listing in the printed WCC Congress Guide
- 60 word description of your products free of charge
- Exhibitor badges at no cost:
  - Two badges per 9 square metres giving free access to the exhibition area only. Excludes session rooms
  - Over 100 square metres booked in total: exhibitors are entitled to additional full access registrations, providing access to exhibition and scientific sessions. More details will be provided in Technical Manual (Q2 2018).
- Additional exhibitors' badges on demand at 77 USD per badge subject to satisfying exhibition criteria - contact registration

Exhibition opening hours: (subject to change)

- Wednesday, 5 December 2018: 16.00 – 20.00
- Thursday, 6 December 2018: 10.00 – 18.00
- Friday, 7 December 2018: 10.00 – 18.00
- Saturday, 8 December 2018: 10.00 – 17.00
BOOKING CONDITIONS AND NEXT STEPS

1) Application
Download the scientific satellite activities application form and exhibition application form from our website www.world-heart-federation.org/wcc-2018
Submit the completed and signed sadf application form in conjunction with your exhibition space application form (if applicable) to helene.barr@mci-group.com.

a) Payment:
- 50% on reservation for bookings received prior to 1 March 2018
- 100% on reservations received from 1 March 2018
- Only payments by bank transfer will be accepted. Payment details will be on the invoice

b) Cancellation fees:
- 50% reimbursed up to 1 March 2018
- 25% reimbursed up to 1 June 2018
- No reimbursement from 1 June 2018

2) Confirmation
All applications will be processed on a first come, first served basis subject to availability and confirmed by e-mail within 15 working days.
Only payments by bank transfer will be accepted. Payment details will be detailed on the invoice.
Your satellite activity will only be considered fully confirmed, once your payment has been received in full.

3) Submission

a) Satellite symposia
All symposia programme are to be approved by the Congress Programme Committee. Sponsoring companies will be provided with more information on how to submit their programmes in early 2018.

b) Exhibition floor space
All applications will be confirmed by e-mail clearly stating the allocated booth space location and type.
## Marketing, Promotional and Advertising Opportunities

### Overview

<table>
<thead>
<tr>
<th>Educational items</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstracts ONLINE (exclusive sponsorship)</td>
<td>CHF 100,000</td>
</tr>
<tr>
<td>Branding of WCC OnDemand portal (exclusive sponsorship)</td>
<td>CHF 45,000</td>
</tr>
<tr>
<td>Industry satellite session published on WCC OnDemand or for own use</td>
<td>CHF 5,000</td>
</tr>
<tr>
<td>Educational grant</td>
<td>please contact us</td>
</tr>
<tr>
<td><strong>NEW TO 2018</strong> Branding of WCC 2018 Online Programme (exclusive sponsorship)</td>
<td>CHF 15,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Delegate items</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branding of WCC 2018 App (exclusive sponsorship)</td>
<td>CHF 20,000</td>
</tr>
<tr>
<td>Branding of WCC 2018 delegate bag (exclusive sponsorship)</td>
<td>CHF 60,000</td>
</tr>
<tr>
<td>Delegate bag package – inclusive of notepad and pens (full package)</td>
<td>CHF 80,000</td>
</tr>
<tr>
<td>Delegate bag insert (printed flyer)</td>
<td>CHF 5,500</td>
</tr>
<tr>
<td>Delegate bag insert (give away, subject to approval)</td>
<td>CHF 6,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Delegate services</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NEW TO 2018</strong> WCC 2018 Digital Remarketing</td>
<td>CHF 15,000</td>
</tr>
<tr>
<td><strong>NEW TO 2018</strong> E-Blast / E-Drive</td>
<td>CHF 6,000 each</td>
</tr>
<tr>
<td>Information kiosks &amp; walking signage branding (exclusive sponsorship)</td>
<td>CHF 50,000</td>
</tr>
<tr>
<td>Industry welcome desk</td>
<td>CHF 3,500</td>
</tr>
<tr>
<td>Congress wifi access (exclusive sponsorship)</td>
<td>CHF 50,000</td>
</tr>
<tr>
<td>Speakers’ preview centre and speakers’ lounge (exclusive sponsorship)</td>
<td>CHF 25,000</td>
</tr>
<tr>
<td>Industry invitation link on WCC 2018 website</td>
<td>CHF 3,500</td>
</tr>
<tr>
<td>On-site event (sponsorship)</td>
<td>please contact us</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Print materials*</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress Guide advertisement (outside back cover)</td>
<td>CHF 25,000</td>
</tr>
<tr>
<td>Congress Guide advertisement (inside front cover)</td>
<td>CHF 20,000</td>
</tr>
<tr>
<td>Congress Guide advertisement (inside back cover)</td>
<td>CHF 15,000</td>
</tr>
<tr>
<td>Congress Guide advertisement (inside page)</td>
<td>CHF 10,000</td>
</tr>
<tr>
<td>Programme-at-a-glance (exclusive sponsorship)</td>
<td>CHF 30,000</td>
</tr>
<tr>
<td>Lanyards (exclusive sponsorship)</td>
<td>CHF 40,000</td>
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</table>

<table>
<thead>
<tr>
<th>On-site opportunities</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCC 2018 Meeting Stools (exclusive sponsorship)</td>
<td>CHF 20,000</td>
</tr>
<tr>
<td><strong>NEW TO 2018</strong> WCC abstract poster area (exclusive sponsorship)</td>
<td>CHF 50,000</td>
</tr>
<tr>
<td>WCC abstract poster area (shared; max. three sponsors)</td>
<td>CHF 15,000 each</td>
</tr>
<tr>
<td>WCC sports fitness gym</td>
<td>on request</td>
</tr>
<tr>
<td>On-site venue promotional advertising opportunities</td>
<td>more information to follow spring 2018</td>
</tr>
<tr>
<td>Exhibition aisle signage (exclusive sponsorship)</td>
<td>CHF 35,000</td>
</tr>
</tbody>
</table>

* NEW TO 2018 - Congress Guide
EDUCATIONAL ITEMS AND GRANTS

Abstracts ONLINE (exclusive sponsorship) .......................................................... CHF 100,000

Description
Exclusive sponsorship of the official WCC 2018 abstracts via an online system – allowing delegate access to all accepted abstracts at the WCC 2018.

Package
- Exclusive sponsorship opportunity
- Sponsor content within the ONLINE solution
- Vouchers with unique online access code placed in all delegate bags for collection from the sponsor’s stand guaranteeing stand traffic
- Logo and online sponsor content to be supplied by sponsor and approved by the sponsorship working group

Industry satellite session published on WCC OnDemand or for own use

Description
Companies holding an industry satellite session during WCC 2018 are offered the opportunity of publishing their session on the WCC OnDemand portal.

Package
- Webcasting of up to five talks per satellite session and publication on the WCC OnDemand portal along with sponsors’ logo
- Webcasts are available only for registered portal users
- Logo to be supplied by sponsor and approved by the sponsorship working group

Per industry satellite session ................................................................. CHF 5,000
DELEGATE ITEMS

Branding of WCC 2018 App (exclusive sponsorship) ........................................... CHF 20,000

Description
The WCC 2018 congress programme will be accessible exclusively in the form of an App and Online Programme via the website. It will enable delegates to browse the congress programme, access floor plans, locate session rooms and get access to all the key information that may be needed in order to benefit in full from the congress. WCC 2018 App is available for exclusive sponsorship and branding.

Package
- Logo or sponsors’ name displayed on the welcome page of the app as well as promotion of the app with high traffic areas of the congress venue and on congress communications
- Logo to be supplied by sponsor and approved by sponsorship working group

Branding of WCC 2018 Online programme .......................................................... CHF 15,000

Description
The online itinerary planner is a valuable tool that allows the individual to deep-search all the sessions by topic, day, presenter, and/or stream and organise their personal itinerary per day.

By aligning your brand with this opportunity you will help the delegates to find the WCC 2018 sessions that are most important to them and build an itinerary that makes the best use of their time.
Branding of WCC 2018 delegate bag (exclusive sponsorship).............................. CHF 60,000

**Description**
Everyone understands the power of advertising and the greater visibility for brand recognition. The congress bag is your walking advertisement – used by all WCC delegates and visible throughout the congress centre and Dubai for the duration of the congress and beyond. Clearly associate your corporate brand with the WCC 2018.

**Package**
- Logo or sponsors’ name displayed on the bag alongside the name of the WCC 2018 and the World Heart Federation
- Logo to be supplied by sponsor and approved by sponsorship working group

Delegate bag package – inclusive of notepad and pens (exclusive sponsorship)

**Description**
Writing pads and pens will be included in every delegate bag as well as side meeting rooms for internal meetings. This item is popular with delegates and provides excellent and ongoing visibility.

**Package (Congress bag, notepad and pen)**
- Logo or sponsors’ name displayed on the bag, the notepad and the pen - alongside the name of the WCC 2018
- Logo to be supplied by sponsor and approved by sponsorship working group

| Full package: | CHF 80,000 |
| Congress bag only: | CHF 60,000 |
| Notepads and pens only: | CHF 30,000 |
Delegate bag insert (printed flyer) ................................. CHF 6,000

Description
Maximum of unfolded A4 or letter advertisement printed on one or both sides included in all delegate bags. Inserts are to be provided by the sponsor.

Package
- Non-exclusive sponsorship
- One single page A4 advertisement page in each delegate bag
- All promotional material subject to approval and to be supplied by sponsor and approved by the sponsorship working group

Delegate bag insert (give away) ................................... CHF 6,000

Description
Companies are invited to provide objects that may enhance the delegates’ congress experience. Gift inserts are to be provided by the sponsor.

Package
- Non-exclusive sponsorship
- The maximum number of ‘gifts’ to be placed in the delegate bags is limited and will be allocated on a first come, first served basis
- Suitability of the gift to be approved by the sponsorship working group and supplied by sponsor however the retail value of each item must comply with UAE law and it is the sponsor’s responsibility to comply with any national legislation - the exhibition organizers and partners cannot be held liable for any non-compliance
DELEGATE SERVICES

WCC 2018 Digital remarketing (max 5 companies) .................................................. CHF 15,000 per company

Description

Remarketing is an excellent way to reach your unique targeted audience at WCC 2018. Your targeted corporate messages will be posted to reach potential attendees who have visited the congress website. You will be able to align your branding and messaging in accordance with your goals for the congress, whether they be symposia attendance or stand visits.

Reach

Reach unique visitors: You will gain access to all visitors to the WCC 2018 congress website including congress attendees, abstract submitters and society members as well as other interested parties.

Strategy

- Marketing will start 3 months prior to the congress and will highlight symposia or exhibition attendance
- Package will provide UNIQUE clicks and will not remarket to those who have clicked on the ad unless requested
- The advertisement can lead to a page of the sponsor’s choosing
- The advertisement should mention the congress
- 5 different sized banners will be produced to fit browsing spaces across the web

Benefits include

- Remarketing to your company website via online adverts and web banners
- Acknowledgement as a congress sponsor in the Congress Guide and on the congress website

WCC 2018 E-Drivers (max 6 companies) .............................................................. CHF 6,000 each

Description

Promote your symposium or exhibition to registered delegates.
An HTML email will be sent to WCC 2018 registered attendees at a requested date. This is the perfect way to drive your brand to a specific audience before any of your competitors.

These emails are sent out directly by MCI – no email lists are provided to sponsors.
This opportunity includes: One email sent via MCI to registered delegates. Sponsor company to provide HTML email content/code.

Information kiosks & walking signage branding .................................................. CHF 50,000

Description

Information kiosks staffed with volunteers will be located on-site throughout the congress centre and accompanied by strategically positioned volunteers wearing WCC 2018 Dubai t-shirts. Opportunity to brand both the information kiosks and the t-shirts of information volunteers. Companies are invited to become a corporate sponsor of this important service which is greatly appreciated by delegates.
Industry welcome desk ........................................................................................................ CHF 5,000

**Description**
Industry welcome desks will be located in the registration area of the congress centre. Industry welcome desks enable sponsors to handle the registration and other corporate relation needs of their invited delegates.

**Package**
- Sponsor’s name displayed following the congress signage guidelines (no corporate logos will be displayed)
- Allocation on a first come, first served basis
- Desk for two people and a storage area
- Includes authorization to promote sponsors’ satellite activity within this high frequency delegate area

Congress wifi access (exclusive sponsorship) .................................................................... CHF 50,000

**Description**
Nowadays each delegate expects and demands constant wifi access whilst attending a congress. This service is completely free to delegates and guarantees a minimum standard of service and good connection speed. ONLY available once the delegate enters the free wifi congress code – which can be a corporate, product or slogan name/brand associated exclusively with your organization. Highly appreciated by all congress attendees and used by 99.9% of attendees.

**Package**
- Sponsor’s logo in range of WCC communications promoting the service – Congress Guide, on site, registration vouchers etc
- Logo to be supplied by sponsor

Speakers’ preview centre and speakers’ lounge (exclusive sponsorship) ........... CHF 25,000

**Description**
Each presenter will use the speakers’ preparation centre to prepare for their lectures, presentations and to view their slides. It is a compulsory area for all WCC 2018 speakers to register their presentations and thus be exposed to your branding in an educational environment. The speakers’ lounge will be located close to or within the speakers’ preparation centre. This area will offer comfortable seating as well as refreshments for all speakers.

**Package**
- Sponsor’s logo at the entrance and inside the speakers’ preparation centre
- Exclusive product placement and/or messaging/advertisement within the speakers lounge
- Sponsorship mentioned in correspondence to speakers about the speakers’ preparation centre
- Logo to be supplied by sponsor
PRINT MATERIALS AND ADVERTISEMENT

Congress Guide advertisement

Description
The WCC 2018 Congress Guide is a new to 2018 feature. This compact guide will replace the bulky, printed final programme and will provide at-a-glance information about the Congress as well as the full Exhibition & Sponsorship information (exhibition, satellite symposia, etc.). The complete scientific programme will still be available, but only through the app and the online programme. This will be inserted into every delegate bag during the congress.

Package
- Advertisement with sponsor’s name or logo
- Advertisement to be supplied by sponsor and approved by the sponsorship working group
- Special positions (not covers) plus 25% on base rate
- Two or more advertisements at 10% discount

| Advertisement on the outside back cover | CHF 25,000 |
| Advertisement on the inside front cover | CHF 20,000 |
| Advertisement on the inside back cover | CHF 15,000 |
| Advertisement on an inside page | from CHF 10,000 |

Programme-at-a-glance (exclusive sponsorship) .................................................. CHF 30,000

Description
This useful pocket guide will be added to each delegate badge holder. It includes the full congress programme and schedule in a brief, easy-to-follow format. It also includes a map of the conference centre as well as information about services offered during the congress.

Package
- Exclusive advertisement on the back cover – highly visible to all delegates
- Logo/advertisement to be supplied by sponsor and approved by the sponsorship working group

Lanyards (exclusive sponsorship) ........................................................................ CHF 40,000

Description
The lanyards are automatically distributed to all WCC 2018 attendees, so what better way to ensure that your corporate brand, logo or website are visible to everyone throughout the congress.

Package
- Logo or website address of sponsor interspaced with the WCC and WHF logo on the official lanyard
- Logo/advertisement to be supplied by sponsor and approved by the sponsorship working group
ON-SITE OPPORTUNITIES

WCC 2018 Meeting Stools – Sit outside the box!

Description
Offer our attendees the option to sit down, relax and/or meet and discuss with other participants during the Congress – and give your company very prominent visibility. The stools will be branded 50 per cent with WCC 2018 and 50 per cent with your company’s color/logo/pictures (company logo only, no products) and company artwork to be provided by sponsor. WCC 2018 will produce, assemble and distribute 400 stools around the exhibition hall. Stools are made of recycled cardboard (holding up to 200 kg each). Dimensions: 30 x 30 x 34 cm, weigh about 1 kg.

New to 2018
.................................................................................................... CHF 20,000

WCC abstract poster area

Description
An opportunity for branding the WCC abstract poster area and clearly establishing your corporate name and brands with science and education. The traditional poster boards will be complimented with strategically placed electronic screens to compliment and highlight pre-chosen abstracts at key times.

Package
- Sponsor’s name and logo on each traditional poster board
- Three stand-alone acknowledgements strategically positioned within the poster area acknowledging the sponsorship of the poster area by your organisation
- On screen screensaver on electronic poster screens when not in use and ticker taps style acknowledgment of sponsorship running across bottom of screen when in use with a maximum of 100 characters.
- Logo to be supplied by sponsor

Exclusivity
................................................................. CHF 50,000

Shared (max. three sponsors)
................................................................. CHF 15,000 each
WCC sports fitness gym

**Description**

If sponsored a special “gym” will be designed and located within the WCC venue. It will host “sport for health” demonstrations of 25 minute events that feature athletes being pushed to the extreme to show the impact on their cardiovascular system. Opportunity for branding the sports fitness gym sessions and/or product placement.

**Package**

- Sponsor’s name and logo positioned as sponsor of sports fitness gym sessions
- Screensaver on electronic poster screens when not in use and ticker taps style acknowledgment of sponsorship running across bottom of screen when in use with a maximum of 100 characters
- Logo to be supplied by sponsor

Exclusivity on request

Exhibition aisle branding (exclusive sponsorship)

**Description**

Within the exhibition hall there will be hanging directional signage and your company has the opportunity to exclusively brand it; reminding all delegates within the exhibition hall of your corporate brand, driving delegate interest and traffic to your stand.

**Package**

- Advertisement banner branding
- Logo/Advertisements to be supplied by sponsor and approved by the sponsorship working group

Exclusive branding CHF 35,000

Next steps

- Booking forms will be made available summer 2017. No bookings will be taken until forms are available.
- All applications will be processed and acknowledged on a first come, first served basis
- You will receive an acknowledgement of receipt and issue any additional supporting information to confirm your request and then raise the invoice accordingly
- Only when the invoice is settled in full the sponsorship item can be considered guaranteed
- A delay in payment may risk the item being offered to another company

Any other ideas?

Please share with us any further ideas for sponsorship that you would like to consider. Whether health-orientated such as fruit baskets or water fountains right through to the latest technology to promote education and learning, we welcome the opportunity to refine your ideas. We look forward to your comments and finding solutions together.

Please contact us at wcc2018@mci-group.com
INDUSTRY MEETING ROOMS AND/OR HOSPITALITY SUITES

For your convenience and budget, the WCC organisers offer a range of different sized meeting rooms and hospitality suites within the congress venue so that no time is wasted travelling between hotels and the congress venue. Availability is limited on a first come, first served basis.

Please note that meeting rooms are only for internal meetings whilst hospitality suites are purpose built and situated only within the exhibition hall. Hospitality suites are available for the entire congress duration and may be accessed by your invited and registered guests in possession of a WCC registered badge. Meeting rooms are available for the following slots and for a maximum of one day only.

Meeting Rooms:

- Half day (08.00 – 12.00 or 14:00 – 18:00) ................................................................. CHF 2,000
- Lunch time (12.15 – 13.45) .......................................................................................... CHF 500
- Full day (08.00 – 18.00) ............................................................................................. CHF 3,500

Meeting room hire includes as standard a meeting table, chairs, lighting and air-conditioning. Rooms are secure, comfortable and furnished in board room style. AV and catering are available on request at cost price. Booking forms and prices will be held available during Q2 of 2018.

Hospitality Suites:

Hospitality Suites are purpose built and the hire includes shell structure, carpeting, lighting and electricity. All other services must be ordered separately.

- For exhibitors making a minimum CHF 5,000 investment in WCC ................................ CHF 160 per square metre
- For non-exhibitors ....................................................................................................... CHF 230 per square metre

Next steps

- Download the industry meeting room and hospitality suite booking form at www.world-heart-federation.org/wcc-2018/ and submit the completed and signed form to helene.barr@mci-group.com
- All applications will be processed and acknowledged on a first come, first served basis
- The order form is the basis of the binding agreement and an invoice will be raised accordingly
- Only when the invoice is settled in full the industry meeting room or hospitality suite can be considered guaranteed
- A delay in payment may risk the meeting room/hospitality suite being offered to another company
The World Heart Federation allows industry (and their PR/communications agents) to hold industry-related press conferences, oversee press interviews and to disseminate press materials at the WCC. Industry must make use of these on-site facilities rather than hold off-site press briefings and will benefit from promotion of their press activities through the World Heart Federation communication channels.

On-site industry press activities, including the dissemination of press materials, must be conducted in the official press rooms only and not take place in any other areas of the congress centre.

Three rooms are allocated to industry press activities, as follows:

- Industry press display area: for the display/dissemination of press materials
- Press conference room: for press conferences and press briefings
- Press interview room: for smaller press briefings and interviews

These rooms are offered under the following rental conditions:

- Industry press display room/area: CHF 1,500 for full four day period
- Press conference room: CHF 3,000 per half-hour or pro-rata thereof
- Press interview room: No charge, maximum one hour per booking

Access to the above press facilities is restricted to registered press and industry exhibitors with booked activities. Industry and its PR/communications agents must register for the congress as ‘exhibitor’ status in the industry company name. Press registration and access to the main press centre are not available to industry PR, event management, marketing or communications representatives.

The World Heart Federation reserves the right to be the first communicators and to set the embargoes for all data released at the World Congress of Cardiology & Cardiovascular Health 2018.

Further information and guidelines about industry press activities will be made available on www.world-heart-federation.org/wcc-2018 in due course. Do not hesitate to contact us at helene.barr@mci-group.com
## DELEGATE REGISTRATION

<table>
<thead>
<tr>
<th>Category</th>
<th>Early registration until 17 July 2018</th>
<th>Regular registration until 14 November 2018</th>
<th>Late registration after 14 November 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delegates from low- or lower middle-income countries *</td>
<td>USD 300</td>
<td>USD 490</td>
<td>USD 655</td>
</tr>
<tr>
<td>Standard delegate</td>
<td>USD 710</td>
<td>USD 875</td>
<td>USD 1040</td>
</tr>
<tr>
<td>Standard nurse / technician / trainee / Public health professional (all countries) *</td>
<td>USD 375</td>
<td>USD 500</td>
<td>USD 650</td>
</tr>
<tr>
<td>Students (all countries) *</td>
<td>USD 225</td>
<td>USD 245</td>
<td>USD 245</td>
</tr>
</tbody>
</table>

Registration fees are payable in USD and are inclusive of applicable taxes

* The Full congress registration fee includes “live congress” registration, plus access to slides and audio via an innovative on-line portal accessible for 12 months 24/7 after the end of the Congress - a unique opportunity to view the sessions you were unable to attend, as well as follow-up on the sessions that you did attend

* World Bank classification 2017. Please click here to access the list of eligible countries

* With a letter of approval from your university, hospital or institution. IMPORTANT FOR TRAINEES: Registration will be processed only upon presentation of a copy of your degree / license sent with the registration form (5 years maximum since graduation)

* To qualify for the student/post-doc registration fee, proof of full-time enrolment at a recognised university of college at both the time of registration and during the conference must be presented

### For group registrations (minimum 10 people) please contact:

MCI Suisse SA  
Rue du Pré-Bouvier 9, 1242 Satigny, Geneva, Switzerland  
Phone: +41 22 33 99 585, Fax: +41 22 33 99 631  
wcc.reghot@mci-group.com

NOTE: A group does not have to be a corporate group and may be made up of 10 individuals or 10 staff from a hospital or clinic. One person, however, must be nominated and act as the liaison for each group.
HOTEL ACCOMMODATION

A large number of hotel rooms have been reserved by MCI Suisse SA in various hotels in Dubai. These represent different price categories and offer discounted room rates for WCC delegates. Only reservations made through MCI Suisse SA will benefit from these preferentially secured rates.

All hotels are easily and quickly accessible either by foot or by public transportation. The main hotel chains offer different hotel room categories. Each category has a minimum and maximum rate based on single or double occupancy. As a minimum, all hotels offer a bath/shower/WC, telephone, and TV and breakfast facilities. The majority of 4-star hotels also have a restaurant, bar and fitness centre.

As Dubai attracts many tourists, hotel reservation will be made on a first come, first served basis. Availability of rooms in each category is limited.

Group reservations (10 rooms minimum) will be booked under a separate contract and separate regulations.

For further assistance please contact:
MCI Suisse SA
9, Rue du Pré-Bouvier, 1242 Satigny-Geneva
Switzerland
Phone: +41 22 33 99 583
Fax: +41 22 33 99 631
wcc.reghot@mci-group.com

IMPORTANT DATES AND MEETING OPPORTUNITIES

2017

Industry Meeting ................................................................. Sep/Oct 2017

2018

Abstract Submission Opens .................................................. 7 February 2018
Abstract Submission Closes .................................................. 11 April 2018
Early Booking for Exhibition Deadline .................................... March 2018
Online Registration Opens .................................................... April 2018
WORLD CONGRESS OF CARDIOLOGY PAST SPONSORS
ESSENTIAL INFORMATION

Freight handling - GT FAIREXX

GT Fairexx will help you with your freight, shipping and customs related questions at any time and will operate a targeted move-in schedule for WCC. Goods will be moved into the venue in order. The unloading areas will be controlled via vehicle booking system and priority access will be given to those companies in need of maximum preparation time.

GT House, 25-27 Blackwell Drive, Springwood Industrial Estate
Braintree, Essex, CM7 2PU, United Kingdom
Phone: +44 1376 567567
Fax: +44 1376 335034

For all inquiries from the United States, Asia Pacific, South America and Great Britain, please contact:
Mr David Leigh
E-mail: davidleigh@gtexhibitions.com

For all inquiries from Europe, Middle East and Africa please contact:
Ms Anja Homann
E-mail: marco.junghans@fairexx.de or anja.homann@fairexx.de

Exhibition contractor and stand building

Full information on the official contractor and stand building will be in the technical manual, planned for release Spring 2018.

Visa

Many citizens can enter Dubai without a visa. Find out if you are one of them on the below website and do not forget that international regulations are liable to change.

Insurance

The organisers will accept no liability for personal injuries sustained by or for loss or damage to property belonging to congress participants, either during or as a result of the congress or during all tours and activities. It is therefore recommended that participants arrange their own personal health, accident and travel insurance.

Companies should also arrange their own property loss, damage insurance or any other necessary insurance.

Tobacco free policy

Tobacco smoking is a major cause of preventable early death throughout the world. Cigarette smokers have almost double the risk of dying from coronary heart disease compared with non-smokers. Exposure of non-smokers to environmental tobacco smoke is increasingly suspected as being a cause of coronary heart disease.

The World Heart Federation is active globally in reducing the prevalence of smoking. Workplaces, community, health care, educational institutions, food industry, health professionals and Governments are important settings for implementing this policy.

All premises occupied by the World Heart Federation, including those such as the MCEC that are used temporarily by the federation, are smoke-free. The WCC congress committees thank all participants and exhibitors for not smoking in the congress venue and its immediate surroundings at all times.
Join the global fight against cardiovascular disease

The World Heart Federation is dedicated to leading the global fight against cardiovascular disease (CVD), including heart disease and stroke. We are the only global advocacy and leadership organization bringing together the CVD community to drive the CVD agenda and help people live longer, better, more heart-healthy lives.

Working through and on behalf of more than 200 member organizations in over 100 countries, we convene and connect our members to share insights, science, best practice and resources, acting as a global thought leader and catalyst for positive change. Together we strive for a 25% reduction by 2025 in premature deaths from cardiovascular disease around the world.

To find out how to become a member, visit www.world-heart-federation.org/members