



The 7<sup>th</sup> International Conference on  
**Prehypertension, Hypertension, Metabolic  
Disorders and Cardiovascular Disease**

April 2-5, 2020 | Vilnius, Lithuania

# Industry Prospectus



[www.prehypertension.org](http://www.prehypertension.org)



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## ***Welcome Letter***

*Dear Colleagues,*

It is our pleasure to invite you to participate in the **7th International Conference on Prehypertension, Hypertension, Metabolic Disorders and Cardiovascular Disease**, which will take place in Vilnius, Lithuania on April 2-5, 2020.

The definition of borderline levels of blood pressure, plasma glucose and plasma lipids changed during the last decades. When clustering of these appears, it is not easy to decide about treatment- when it should be initiated and how will be the best way to protect the patient from complications and to prevent development of cardiovascular disease. In principle, therapeutic decisions were made by estimating the patient's cardiovascular risk. The higher the risk the earlier treatment should be initiated.

It has been shown that clustering of the components of the Cardiometabolic syndrome magnifies significantly the rate of progression of both atherosclerosis and arteriosclerosis, leading to overt damage in the heart, brain, kidneys and other organs.

Progression of damage appears gradually in the arteries. It starts as a functional change accompanied at a later stage by structural changes. These changes occur gradually also with the process of aging but are significantly accentuated by cardiovascular risk factors.

Multiple factors affect the rate of progression of damage, among them- genetic factors, lifestyle, stress, smoking, alcohol intake and others. Interventions like change in life habits and medical treatment to correct all components of the Cardiometabolic syndrome – lowering blood pressure, plasma cholesterol, plasma glucose, treatment of obesity and cessation of smoking and of alcohol intake should be performed in each patient.

Organ specific changes appear and lead to morbidity and mortality. Damage to the heart can include coronary artery disease, cardiac hypertrophy, diastolic dysfunction and leads to IHD, myocardial infarction, heart failure and death. In the brain changes in the large arteries like the carotid artery, supplying blood to the brain and the small arteries, can lead to cerebrovascular ischemia and infarction, which can be embolic or ischemic. The damage can lead to lacunar infarcts, ischemic or haemorrhagic stroke, causing disability and death.

In approaching this wide world problem, we should act to prevent the damage and when already present to stop its progression and even to induce damage regression.

The research in the field needs new diagnostic methods in order to enable early diagnosis before symptom development and new therapeutic approaches, medical and instrumental.

Understanding of yet unknown pathophysiologic aspects of disease development are also needed.

The purpose of our meeting is to discuss in depth new mechanisms of cardiovascular damage development, novel methods of diagnosis and new therapeutic approaches.

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 Vilnius.

Yours sincerely,

*Chairpersons*

*Prof. Rimvydas Slapikas and Prof. Reuven Zimlichman*



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### ***Focused Topics***

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



## ***PreHT, HT & CMS 2020 Sponsorship Opportunities***

**Feel free to speak about a tailor-made individual package for your organization!**

<b>Sponsorship Packages</b>	<b>Platinum €10,000</b>	<b>Gold €8,000</b>	<b>Silver €5,000</b>
<b>Symposium up to 30 minutes</b>	Yes	No	No
Special opportunity - Approved by Secretariat	Congress Lanyards	Congress Badges	Congress Mini Program
Exhibition open space	Yes	Yes	Yes
Booth Dimensions	12 sqm	12 sqm	6 sqm
Complementary Conference Passes	6	4	2
Conference Bag inserts	2	1	NO
Acknowledgment of Sponsorship	Yes	Yes	Yes
Ad in final program	Yes <b>Back-page / Front page</b>	Yes	No
Name and Logo of company on conference website	Yes	Yes	Yes
Certificate of Appreciation	Yes	Yes	Yes
Social media mentions	Yes	Yes	Yes



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**Sponsorship Packages – More Options**

Symposium up to 60 minutes	Conference Bags	Conference Lanyards	Promotional Materials	Advertisement Final Program/Abstract Book
€5,000	€3,000	€2,500	€1,000 <i>Per insert</i> <b>A4 Paper Size</b>	Back Cover €2,200 Inside Front Cover €1,500 Inside Back Cover €1,500 Inside Page €1,000
		<b>In Case there is no Platinum Sponsorship</b>		

Exhibition - Open Space Rental		
€350 Per Sqm	Minimum of 6 sqm	2 Exhibitors' badges



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## **Sponsorship Packages**

### **Platinum Sponsorship Package**

**EUR 10,000**

#### ❖ **Symposium**

- Organization of a 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 Symposium of PreHT 2020"
- Symposium program will be included in the Final Program (subject to receipt by publishing deadline)

#### ❖ **Exhibition Space**

- 12 sqm exhibition open space

#### ❖ **Advertisement & Acknowledgement**

- Inclusion of sponsor's symposium invitation in the participants' bags (insert to be provided by sponsor)
- Inclusion of two 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
- 100-word company profile.

#### ❖ **Registration**

- 6 complimentary Conference registrations

#### ❖ **Conference Logo**

- The right to use the Conference logo (following supplied guidelines) on relevant Conference material, approved by Secretariat



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**Gold Sponsorship Package**

**EUR 8,000**

❖ **Mini Symposium**

- Organization of a 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 Symposium of PreHT 2020*”
- Symposium program will be included in the Final Program (subject to receipt by publishing deadline)

❖ **Exhibition Space**

- 12 sqm exhibition open space

❖ **Advertisement & Acknowledgement**

- Inclusion of up to one piece of promotional material distributed in the participants’ Conference bags
- Advertisement in the Final Program (Back-page or inside front page- preference to Platinum sponsorship)
- 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
- 100-word company profile.

❖ **Registration**

- 4 complimentary Conference registrations

❖ **Conference Logo**

- The right to use the Conference logo (following supplied guidelines) on relevant Conference material, approved by Secretariat

**Silver Sponsorship Package**

**EUR 5,000**

❖ **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
- 100-word company profile.

❖ **Registration**

- 2 complimentary Conference registrations





**Symposium** **EUR 5,000**

- Sponsorship of a Symposium, for up to 60 minutes.
  - The program is subject to the approval of the Conference Scientific Committee (will be allocated on a “first come, first served basis”).
  - Includes: hall rental, standard audio/visual equipment, display table.
  - Permission to use the phrase: *"Official Symposium of PreHT 2020"*
  - Symposium program and abstracts will be included in the Final Program.
  - (Subject to receipt by publishing deadline)
  - Inclusion of sponsor's symposium invitation in the Conference bag
- Special time slots will be designated and allocated on a “first come, first served” basis.
  - The sponsoring company for the satellite may select speakers and topics.
  - The sponsoring company, in addition to the sponsorship fee, must cover all speakers' expenses, including registration fees, accommodation and travel expenses. This also applies in the case where the satellite speakers have already been invited by the Conference.

**Conference Bags** **EUR 3,000**

- A bag bearing the sponsor and Conference logos will be provided to each participant
- Acknowledgment of Sponsorship in the Final Program as "Sponsor".
  - Sponsor's logo with hyperlink on Conference website.
  - 100-word company profile in final program.

**Conference Lanyards** **EUR 2,500**

- The sponsoring company is responsible for the production of the lanyards.
- The sponsoring company will provide lanyards, on which the Conference and Sponsor's logo will be displayed.
- The design of the lanyards needs to be approved by the Conference Secretariat.
- 100-word company profile.

**Promotional Materials** **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).



**Advertisement**

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

Final Program/Abstract Book – Back Cover	<b>EUR 2,200</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.

**For 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 both black and white and color versions to [rportugal@paragong.com](mailto:rportugal@paragong.com)

**Sponsor Profile**

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



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## ***Information for Sponsors / Exhibitors***

### **Application for Sponsorship**

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

### **Industry Liaison Manager**

Paragon Group  
Reut Portugal  
18, Avenue Louis-Casai  
1209 Geneva, Switzerland  
Tel: +41 (0)22 533 0948  
Fax: +41 (0)22 580 2953  
Email: [rportugal@paragong.com](mailto:rportugal@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 March 3<sup>rd</sup>, 2020

### **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 March 3<sup>rd</sup>, 2020 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 March 3<sup>rd</sup>, 2020.

### **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.

## ***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 350 per square meter.  
(with minimum of 6 sqm)

This includes:

- Exhibitors' Manual
- 100 Word Company profile in the Final Program
- 2 Exhibitors' badges + Lunch
- Tea/coffee for registered exhibitors
- Standard electric plug (220V)
- Table + 2 Chairs
- 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 1 month 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



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Please note that all sponsorship opportunities include:

- Exhibitors' 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 both black and white and color versions to [rportugal@paragong.com](mailto:rportugal@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.

***Sponsorship Form and Contract***

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

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



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Item	Price	Total
		EUR
		EUR
		EUR



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**Name of Company for the invoice:**

.....

**Method of Payment:**

**Credit Card**

Type of card: \_\_\_\_\_

Credit card no: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Card Holder: \_\_\_\_\_

- Please note, using payment by foreign credit card includes fee of %2.5 which is charged by credit card

**Bank Transfer**

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

**Cancellation Policy**

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Signature and company stamp.....

Date.....



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

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

\*The floorplan is subject to changes

Name of Company:

.....

Method of Payment:

Credit card:

Credit card no.: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Type of Card: \_\_\_\_\_

Card Holder: \_\_\_\_\_

- Please note, using payment by foreign credit card includes fee of %2.75 which is charged by credit card





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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**.....