Industry Prospectus

3-6 November 2022
Zagreb, Croatia

www.prehypertension.org
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Welcome Letter

Dear Colleagues,

It is our pleasure to invite you to participate in the 8th International Conference on Prehypertension, Hypertension Metabolic Disorders & Cardiovascular Disease, which will take place in Zagreb, Croatia, November 3-6, 2022.

Prehypertension is a part of the continuum from normotension to hypertension, among other causes, 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, the heart, the kidney and the brain as well as in other organs in the patient body. 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, diagnosis and treatment of this continuous process.

Hypertension, Diabetes, Dyslipidaemia and Obesity are considered as major risk factors for Atherosclerosis of cerebral, coronary, renal and peripheral arteries. This process causes development of ischemic heart disease, obstruction to cerebral flow, renal failure and PVD. Clustering of these risk factors is very common and their accumulation causes faster propagation of end organ damage.

The diagnosis of risk factors, especially when they are clustered, justify multidisciplinary, aggressive therapeutic approach, which should be started as soon as possible with the earliest diagnosis. 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.

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. Recently published guidelines suggested change in the threshold levels to much lower than previously
considered normal. This change caused scientific discussion and debate. Discussing recommendation and guidelines in the field have substantial public health importance and enormous economic consequences.

The Conference will deal with all aspects related to early diagnosis, including innovative technologies and treatments as well as discussion of target organ damage, cardiac, renal, neurological and peripheral arteries. The conference will bring together professionals from the fields of Hypertension, Cardiology, Nephrology, Neurology, Endocrinology, Internal Medicine, Family Medicine and many 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 in Zagreb.

Yours sincerely,

Chairmen

Reuven Zimlichman and Bojan Jelakovic

Honorary Chairmen

Stevo Julius

Giuseppe Mancia
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 Dyslipidaemia: New Horizons
- Metabolic Syndrome and Borderline Metabolic Conditions
- Natural History of Prehypertension, Hypertension and End Organ Damage
- Prediabetes – Mechanism, Diagnosis, and Management
- Prehypertension and Metabolic Syndrome in Different Populations – Epidemiology
- Prehypertension, Cause and Results
- Prehypertension, Prediabetes and Dyslipidaemia – 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
Sponsorship Packages

Platinum Sponsorship Package  EUR 10,000

❖ **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 2022*
  - 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

❖ **Registration**
  - 4 complimentary Conference registrations

❖ **Conference Logo**
  - The right to use the Conference logo (following supplied guidelines) on relevant Conference material, approved by Secretariat
Gold Sponsorship Package  

EUR 8,000

- **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 2022”
  - 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

Digital Sponsor  

EUR 7,000

- **Conference Digital Sponsor**
  - Sponsor of digital registration fees for all digital participants
  - Highlighting sponsorship in the invitation newsletter
  - Highlighting sponsorship through a digital platform

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

- **Exhibition Space**
  - 6 sqm exhibition open space

- **Registration**
  - 3 complimentary Conference registrations
Silver Sponsorship Package

- **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**
  - 2 complimentary Conference registrations

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Satellite Symposium

- Sponsorship of a Satellite Symposium, for up to 60 minutes.
- The program is subject to the approval of the Conference Scientific Committee (Satellites 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 Satellite Symposium of PreHT 2022
- 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.

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“Hands-on” Workshop Sponsor

- The presence of a logo in the program and in the workshop hall
- Materials will be available on HDH digital platforms after the event

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Meet the Expert

- Sponsored time with selected lecturer (up to 20 minutes)
- Up to 10 selected participants

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Conference Bags

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.
Lanyards

- 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.

Promotional Material

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 colour advertisements are available in the following Conference publications:

- Final Program/Abstract Book – Back Cover: EUR 1,800
- Final Program/Abstract Book – Inside Front Cover: EUR 1,500
- Final Program/Abstract Book – Inside Back Cover: EUR 1,500
- Final Program/Abstract Book – Inside Page: EUR 1,000

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.

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 eps 300dpi format) in both black and white and color versions to Rportugal@paragong.com
Information for Sponsors

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

Ms. Reut Portugal
Industry Liaison Manager
Paragon Group
Email: 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 October 15th, 2022.

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 September 1st, 2022, will entitle a reimbursement of 50% of the sponsorship payment, under the condition that the allocated space will be rented to another exhibitor.

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 & Exhibition Form and Contract

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

Paragon Group
Ms. Reut Portugal
Industry Liaison Manager
Email: 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.

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<th>Company Name</th>
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<td>Contact Name</td>
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<td>Address</td>
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<td>Post/Zip Code</td>
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* 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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<tr>
<th>Item</th>
<th>Price</th>
<th>Total</th>
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We, the undersigned, express our wish to Sponsor the items marked below in accordance with the terms described in the "Terms of Reservation" below.

* Company Name
Contact Name
Address
Post/Zip Code
Country
Telephone
Email
Website
* 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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<th>Sponsorship Item</th>
<th>Price Euro</th>
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<td><strong>Total</strong></td>
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<tr>
<th>Exhibition Space</th>
<th>Stand No</th>
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<th>Total Price</th>
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Terms and Reservation

Booth/Open space number might be changed once all exhibitors will be allocated. Payment from abroad is exempt from local VAT. Please mention below all details required for your invoice:

If several entities will split the amount to be paid, each of them should fill out a reservation form on the total amount each company will pay.
Please note: The full payment for the Exhibition/Sponsorship must be fully paid before Conference. Exhibitor/Sponsorship who will not pay in advance will not be allowed to enter and participate the event.

All bank and Credit Card charges are the responsibility of the ordering company and should be paid at source in addition to the package/space fees above.

**Terms of Payment:**
50% 1\textsuperscript{st} invoice – with signed reservation form
50% 2\textsuperscript{nd} invoice – will be paid one month before the event no later than October 3rd.

Please mark if you wish to pay all amount in advance in one invoice after signed the reservation form. The total amount must be received before the opening date of the Conference.
Payment Methods:

Bank Transfer:
Company Name: Paragon Conventions
Bank Name: Bank Hapoalim, Account No: 667381, Branch 616
Address: Hovevey Zion 1, Petach Tikva 4936201, Israel.
Payment from abroad: IBAN: IL77-0126-1600-0000-0667-381

* Bank charges are the responsibility of the payer

Credit Card
I hereby authorize Paragon Conventions to charge my credit card for services requested by myself, in the total amount listed below and obligates to not to cancel payment.

Type of card: ____________________________________________
Credit card no: __________________________________________
Expiry Date: ______
CVV Code (last 3 digits on reserve side of card or 4 digits for AMEX): _________________
Amount & Currency: _____________________________
Full name of Card Holder: ______________________________
I.D. No. / Passport No. & Country name: ____________________________
Signature of Credit Card Holder: __________________________
Date: ______________________

* Please note, using payment by foreign credit card includes fee of %2.75 which is charged by credit card.
Cancellation Policy
Cancellations will be accepted in writing only. A cancellation notice received by 10 September 2022 will entitle a reimbursement of 50% of the sponsorship payment less handling fees and under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible from 10th of September 2022.

We are hereby confirm, we have read all “Terms of Reservation” specified above, agree, and obligated to follow them all.

First name: ______________________________         Last Name: ______________________________

Signature & Stamp: ____________________       Date: ____________________