

www.escardio.org/HFA

HEART FAILURE 2010

Congress organised by the Heart Failure Association of the ESC

29 May - 1 June
Berlin
Germany

Clinical Education

Technology solutions
for heart failure

Cardio-renal syndrome,
other co-morbidities
& heart failure

Oncology and
heart failure

Diabetes and
heart failure

Patient Care

Basic Science



INDUSTRY PROSPECTUS



HEART FAILURE
ASSOCIATION
OF THE ESC

EUROPEAN
SOCIETY OF
CARDIOLOGY®



Contents

Welcome Address	3
Heart Failure General Congress Information	4
Heart Failure Facts & Figures	5
Heart Failure Congress Dates & Opening Hours	6
Heart Failure Scientific Programme	6
Industry activities at Heart Failure 2010: Description	7
1. Exhibition	9
2. Industry Sponsored Sessions	10
3. Sponsorship Opportunities	11
4. Function Spaces	13
Key Dates	14
Heart Failure Guidelines and Terms & Conditions	14
Contacts	15



Welcome Address

Dear Industry Partner,

Share new insights, improve your knowledge and enhance your clinical practice !

It is our great pleasure to invite you to the Heart Failure 2010 Congress, which will be held in Berlin, Germany from 29 May until 1 June 2010.

The Heart Failure Congress is a unique forum where cardiologists, internists, practising general physicians, basic scientists, epidemiologists, cardiac nurses, industry affiliates and others have the opportunity to meet and exchange ideas and information.

The HFA congress is an international event open to anyone interested in any aspect of heart failure. The Congress covers all aspects of heart failure from epidemiology, through basic and translational science to prevention (including treatment of hypertension and post-infarction care), diagnosis (including imaging and biomarkers), monitoring (including remote monitoring), prognostication (risk stratification, including use of biomarkers), medical and nursing management (including drugs, devices, tele-care and surgery). All of the clinical aspects are also reinforced in clinical case and meet the expert sessions. The programme also includes updates on the latest clinical trials, reviews of the best published papers and a summary of the most important heart failure presentations at the major European and US Cardiology meetings. Joint sessions are held with other international societies, and best poster awards and young investigator awards made.

There will also be presentations of new clinically relevant areas such as the influence of ***diabetes in heart failure*** and the ***interaction of cancer and heart failure***.

Additionally several European Associations and Heart Failure National Societies will bring their contribution to highlight different perspectives of clinical management.

We invite you to use this unique opportunity to present your products, services and research findings to delegates by showcasing in the exhibition, presenting your latest scientific information in the form of a satellite symposia and supporting the congress via diverse sponsorship opportunities.

Berlin is the ideal venue for a Congress with our profile and scope. The city's wealth of historical, cultural and social attractions will undoubtedly be the perfect addition to complete your congress experience! Hotel and restaurant prices are very reasonable, and the weather at the end of May will be perfect – we promise.

We hope to see you at Heart Failure 2010 Berlin. Please make your plans early, as this promises to be a congress to remember.

Prof. John McMurray
President,
Heart Failure Association of the ESC

Prof. Piotr Ponikowski
President Elect,
Heart Failure Association of the ESC

Prof. Stefan Anker
Scientific Committee Chairperson,
Heart Failure Association of the ESC



Heart Failure General Congress Information

About Heart Failure 2010

Heart Failure is the annual congress of the Heart Failure Association of the ESC and has firmly established itself as the premier European congress in its field. Its growth in popularity is reflected by the increase in submitted abstracts matched by the rise in delegate participation.

Heart Failure 2010 is expected to bring together record numbers of participants from all five continents interested in cutting edge scientific and technological innovations and best-practice models in Heart Failure.

Heart Failure 2010 Organising Committee

Board of the Heart Failure Association of the ESC

J. McMurray (Glasgow, GB), President
P. Ponikowski (Wroclaw, PL), President-Elect
K. Dickstein (Stavanger, NO), Immediate Past-President
G. Filippatos (Athens, GR), Chairperson Clinical Science Section
A. Shah (London, GB), Chairperson Basic Science Section
T. Jaarsma (Groningen, NL), Secretary
S. Anker (Berlin, DE), Treasurer
M. Cowie (London, GB)
U. Dahlström (Linköping, SE)
I. Ekman (Gothenburg, SE)
T. Eschenhagen (Hamburg, DE)

G. Hasenfuss (Goettingen, DE)
S. Janssens (Leuven, BE)
A. Maggioni (Florence, IT)
Z. Papp (Debrecen, HU)
W. Paulus (Amsterdam, NL)
B. Pieske (Graz, AT)
M. Ryder (Dublin, IE)
P. Seferovic (Belgrade, RS)
D. Van Veldhuisen (Groningen, NL)
F. Zannad (Dommartin-les-Toul, FR)
K. Swedberg (Gothenburg, SE),
D. Brutsaert (Brussels, BE): ex-officii

Scientific Committee

All HFA Board Members are part of the Scientific Committee

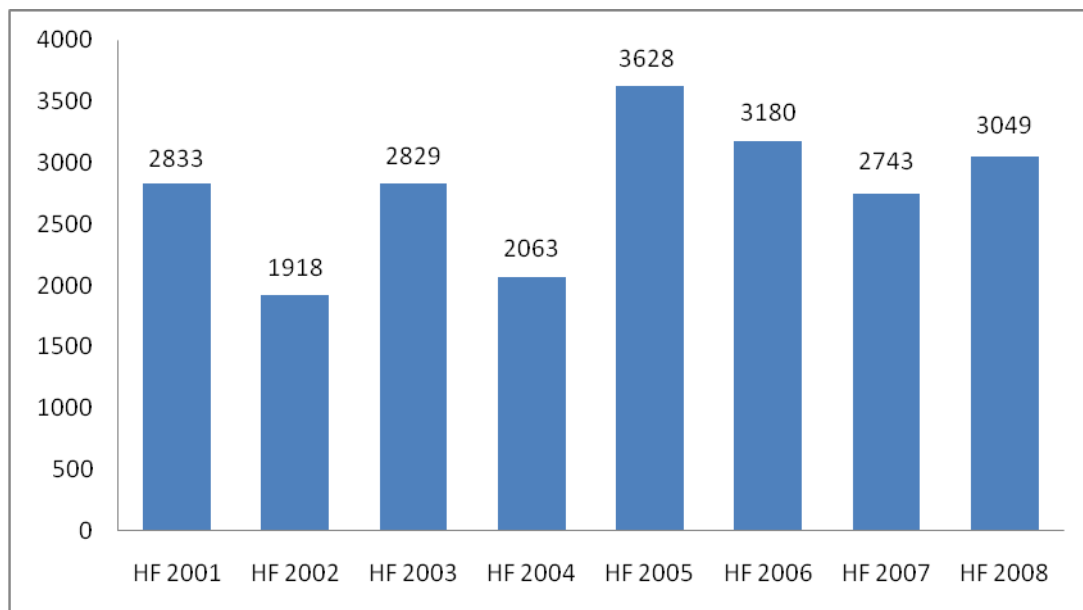
S. Anker (Berlin, DE), Scientific Chairman
R Dietz (Berlin, DE)
H-P Schultheiss (Berlin, DE)
T Unger (Konigswinter, DE)
W Haverkamp (Berlin, DE)
H Drexler (Hannover, DE)
M Böhm (Hamburg/Saar, DE)
A Zeiher (Frankfurt, DE)
T Thum (Wurzburg, DE)

Why should I participate?

Seize this unique opportunity to reach a field of international experts who practice the therapies and treatments for heart failure on a daily basis. Delegates will be eager to get a firsthand idea of the direction for new heart failure therapies and techniques providing you with an ideal opportunity to showcase products, announce trial results and provide hands-on experience for practice of new techniques. Make the most of Heart Failure 2010 with:

- **3,500** participants in the same location
- **1000 m²** net of commercial exhibition
- Association with expert scientific information (over **1,300 abstracts** submitted in 2009)
- **Over 70 scientific sessions** selected by the scientific committee
- 6 lecture rooms running parallel
- A variety of novel **industry sponsored sessions**

Previous Heart Failure Attendance:



Breakdown of active participants by region:

Continent	2005 %	2006 %	2007 %	2008 %
Western Europe	71,00	69,11	65,62	60,32
Eastern Europe	16,07	16,06	18,41	19,24
Middle East	3,51	3,53	3,79	5,08
North America	2,94	3,72	4,76	5,94
South America	1,71	1,65	2,77	2,22
Asia / Pacific	2,75	4,83	3,37	6,28
Africa	0,76	0,29	0,30	0,72
Rest of the World	1,26	0,81	0,97	0,20

Venue & Dates

Heart Failure 2010 will be taking place in Berlin, Germany from the 29 May -1 June at

Messe Berlin GmbH
 Internationales Congress Centrum - ICC Berlin
 Messedamm 22 - 14055 Berlin
 Germany
www.icc-berlin.com

Congress dates and opening hours*

Thursday	27 May 2010	08:00 – 20:00	Exhibition build-up
Friday	28 May 2010	08:00 – 20:00	Exhibition build-up
Saturday	29 May 2010	14:00 – 18:30	Scientific Sessions
		18:30 – 19:30	Opening Ceremony followed by cocktail in the exhibition area
		19:30 – 21:00	Exhibition OPEN
Sunday	30 May 2010	09:30 – 18:00	Exhibition OPEN
Monday	31 May 2010	09:30 – 18:00	Exhibition OPEN
Tuesday	01 Jun 2010	09:30 – 12:30	Exhibition OPEN
		13:00 – 24:00	Dismantling

* subject to change

Language

The official language during the Congress is English. No translation is available.

Heart Failure 2010 Scientific Programme

The Scientific Programme has been put together by the Heart Failure 2010 Programme Committee. This year, new clinically relevant areas will be presented such as the influence of **diabetes in heart failure** and the **interaction of cancer and heart failure**.

The Scientific Programme Committee has for one of its aims, to provide a comprehensive programme that extends from research sessions to hands-on practical courses. Basic science will be included in the programme and most recent clinical trials will be presented and commented.

During the congress delegates can enjoy a comprehensive programme covering an extensive curriculum in a variety of session formats such as:

- Main sessions
- Educational Training sessions
- Debates
- "How To" sessions
- Late Breaking Trials & Clinical Trial Forum
- Basic Science sessions
- Posters and Moderated Posters
- Oral Abstract sessions
- Industry Satellite Symposia

There will be more than 70 pre-arranged scientific sessions devoted to heart failure focusing on:

Clinical Education: Heart failure Specialist Trainee Programme

A track dedicated throughout the congress to practical clinical management with case based and how to sessions lead by experts.

Technology solutions for Heart Failure: a 2010 update on devices & technology

New technologies have been developed to diagnose, prevent and treat heart failure, with promising results. One complete track will be dedicated to the wide range .

Cardio-renal syndrome, other co-morbidities & heart failure

To discuss the impact of co-morbidities on outcome and clinical management in heart failure.
Targetted audience: General Practitioners, rehabilitation experts, internists & geriatricians

Oncology and Heart Failure: from onco-cardiology to cardio-oncology

Educate heart failure specialists on relevant oncology areas
Educate Oncologists on Cardiology and Heart Failure

Diabetes and Heart Failure

When diabetes develops in heart failure this has a major impact on the disease progression and outcome. Heart failure can also be a complication of diabetes. Patients with diabetes are at high risk for heart failure and may develop cardiovascular disease.

Patient Care: GP and Nurses based Heart Failure Care -Symptoms / Assessments / Therapy

Discuss the real problems and focus on patient care with peers specialised in heart failure patient care management. These sessions are designed specifically for GPs and Nurses.

Basic Science translated for clinicians

Bridge the gap between Clinical and Basic Science. These sessions focus on emerging clinically relevant research that potentially has an impact on daily practice.

Basic Science

State-of-the art presentations by the top scientists in the field containing the latest data and its significance in the context of cardiovascular disease. They are aimed at the researchers, PhD students and early career scientists as well as at the clinician wanting to hear the very best science that will lead to tomorrow's translational initiatives.

Joint Sessions with colleagues from related disciplines and international Heart Failure Societies highlighting different perspectives of clinical management.

Industry sponsored sessions

Industry will present their findings and results in the form of Sponsored sessions; these scientific sessions offer delegates the opportunity to access some of the most recent scientific developments in a interesting and interactive format.

Industry Activities at Heart Failure 2010

Heart Failure 2010 offers four days of unprecedented scientific, promotional and networking opportunities for companies active in the field of Heart Failure. Ensure your company is considered as a key player in the field by your presence in the following areas:

Exhibition: Present your product, services and delegates to over 3000 delegates by showcasing your company in the exhibition hall.

Satellite Symposia: Present your latest scientific data and ensure your contribution to the scientific programme by organising a satellite symposia/mini satellite symposia open to all delegates.

Official Sponsorship: Present your company as an official sponsor of Heart Failure 2010 for distinguished association with the congress and its scientific programme.

Important: All requests for exhibition space, satellite symposia or sponsorship opportunities will be allocated on a first come, first-served basis. All prices listed within this document are exclusive of VAT unless otherwise indicated; payment is in Euro (€) only
Sponsor recognition: In addition to the manner of recognition shown below, sponsors will be acknowledged in all Heart Failure printed material and on the Heart Failure Web Site.

NB: Please note that no product names, no identifying product logos, no registered trademarks are allowed in the promotion of your satellite symposia/mini satellite symposia or in the sponsorship, advertising opportunities outlined in this document.

CONTINUING MEDICAL EDUCATION ACCREDITATION



The Heart Failure 2010 Congress will be reviewed for accreditation by the European Board of Accreditation in Cardiology (EBAC). The number of credits will be announced online. EBAC works in cooperation with the European Accreditation Council for Continuing Medical Education (EACCME) which is an institution of the European Union of Medical Specialists (UEMS).



Heart Failure 2009 Industry Partners Participation

The following is the list of Industry Partners who have participated in the previous edition of the Heart Failure Congress:

ADInstruments Ltd.
Amgen Inc.
Biogen Idec.
BRAHMS Aktiengesellschaft
Cardiac Concepts, Inc.
Cardiola AG Cardiac Support Systems
Experimetria Ltd.
GE Healthcare
Hellenic Cardiological Society
Innovision A/S
Inverness Medical Cardiology Division c/o Biosite International
Medispec Ltd.
Medtronic
Menarini Group
Merck Sharp & Dohme
Merck Serono, a division of Merck KGaA
Novartis Pharma AG
Orion Corporation Orion Pharma
Otsuka Pharmaceutical Europe Ltd.
Oxford University Press
Pfizer Inc.
Pharmacosmos A/S
ResMed Europe
Scisense Inc.
Servier
Takeda Pharmaceuticals Europe Ltd.
Thoratec Corporation
Vifor Pharma
Wisepress Online Bookshop

1. Exhibition:

Showcase your products, services and activities to over 3,000 delegates from 100 different countries.



Exhibition Space

Provide delegates with a unique opportunity to catch a glimpse of the continuous therapeutic and technological developments in the Heart Failure discipline by showcasing your products in the technical exhibition.

Stands will be assigned on a first come, first served basis.

Application Deadline: 2 November 2009

Price for space only: **€440 per m² excl. VAT**

Price for Publishers **€330 per m² excl. VAT**

The minimum exhibition space is 9 m²
(6 m² for publishers and booksellers)

**Stand size
between:**

**Number of
Free
Badges:**

9 and 49m²

10

50 and 99m²

18

100m² +

26

Exhibitors Badges

Exhibitors are entitled to a certain number of free badges. The number of free badges for each Exhibitor will be determined according to the floor space allocated as shown below.

Price for additional badges: €40 excl. VAT

Exhibitor badges will give access to lecturers when space is available.

To be sure of having a seat, a full registration is recommended.

Exhibition Opening Hours:

- Exhibition area of more than 2500 m² gross
- Opening Cocktail in the Exhibition
- Lunch/Coffee Breaks served in the exhibition

Saturday	29 May 2010	19:30 – 21:00	Opening Cocktail
Sunday	30 May 2010	09:30 – 18:00	Exhibition OPEN
		10:00 – 11:00	Coffee Break
		15:30 – 16:30	Coffee Break
Monday	31 May 2010	09:30 – 18:00	Exhibition OPEN
		10:00 – 11:00	Coffee Break
		15:30 – 16:30	Coffee Break
Tuesday	01 Jun 2010	09:30 – 12:30	Exhibition OPEN
		13:00 – 24:00	Dismantling

2. Industry Sponsored Sessions:

Ensure your contribution to the outstanding Heart Failure scientific programme



Satellite Symposium or Mini-Satellite Symposium

Participating companies may organise scientific sessions at dedicated time slots, known as Satellite Symposium or Mini-Satellite Symposium. These industry organised sessions are the perfect forum through which you may reach your target audience with the latest scientific information and developments.

Satellite Symposia, will be held within the Congress centre in lecture rooms ranging in capacity from 200 to 860 seats.

Mini-Satellite Symposia will be held within the Congress centre in lecture rooms **for a maximum of 100 people.**

A limited number of time slots have been made available for Satellite and Mini-Satellite Symposia:

Price of a Satellite Symposium 75/90 minute session: €41,000 per session excl. VAT

Price of a Mini-Satellite Symposium 45 minute session: €20,000 per session excl. VAT

SATELLITE SYMPOSIA TIMESLOT

Sunday	30 May 2010	12:45 – 14:00 18:15 – 19:45
---------------	-------------	--

Monday	31 May 2010	12:45 – 14:00 18:15 – 19:45
---------------	-------------	--

MINI-SATELLITE SYMPOSIA TIMESLOT

Sunday	30 May 2010	12:45 – 13:30
---------------	-------------	----------------------

Monday	31 May 2010	12:45 – 13:30
---------------	-------------	----------------------

The following items are included in the price of a Satellite Symposium or Mini-Satellite Symposium:

- Room rental
- 1 Delegate Bag Insert
- 1 Weblink
- 1 Hostess
- Access and use of audiovisual equipment in lecture room

Satellite organisers may organise receptions before or after the Satellite or Mini-Satellite Symposia. Lunch boxes may also be distributed before or after the symposia.

In order to hold a Satellite Symposium or Mini Satellite Symposium, an Exhibition Stand of 9 m² minimum (or grant equivalent) is required.

Industry Sponsored Session Programmes will be published in the Heart Failure Final Programme and on the Heart Failure Web Site. All Satellite Symposia and Mini-Satellite Symposia programmes are subject to EAE approval.

Note: The full list of equipment will be communicated upon room assignment.

Cost of additional equipment, furniture, food and beverage will be at the expense of the sponsor.

Deadline for application: 2 November 2009

3. Sponsorship, Promotion and Advertising Opportunities Increase & enhance your company profile in Heart Failure



Abstracts CD-ROM Exclusive Sponsorship

The Official Heart Failure 2010 Congress Abstract CD-Rom contains all accepted Abstracts at Heart Failure 2010 and will be available on site during the congress. This highly popular item is available for exclusive sponsorship offering sponsor association with the scientific content and excellent exposure as redemption vouchers within the official congress bag will guide delegates to the sponsor's booth as the sole collection point.

Life-span: Congress permanent archive/reference material.

Price includes production of the CD-ROM but excludes production of the voucher: €35,000 excl. VAT



Web Space Exclusive Sponsorship

The business style Internet Corner offers delegates internet access along with the scientific programme online, PC workstations and printers throughout the congress. The corporate name and logo of the sponsor displayed on all the screensavers of the Internet Corner offers excellent exposure. The sponsor can brand the area designated for the Web Space with corporate branding (no product names or references). Acknowledgement will be provided on congress web pages and in the Final Programme.

Life-span: Congress

Price: €20,000 excl. VAT (includes 8 computer terminals and 2 printers. Structure, furniture & branding to be provided by sponsor)



Congress Bags Exclusive Sponsorship

Secure high corporate visibility and association with the congress by exclusive sponsorship of the Heart Failure 2010 congress bag distributed to each registered delegate.

Life-span: Congress permanent archive/reference material.

Price including production: €20,000 excl. VAT



Delegate Badge Laces Exclusive Sponsorship

The popular and highly visible official Heart Failure 2010 badge laces are available for exclusive sponsorship. The sponsor's name and logo will be printed on the badge laces, distributed to all participants. Units supplied: 3,500.

Life-span: Congress

Price including production: €15,000 excl. VAT

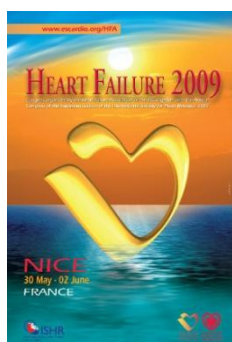


Notepads & Pens Exclusive Sponsorship

The official Heart Failure 2010 note pads and pens will be inserted in all the official congress bags and are available to our industry partners as an exclusive sponsorship opportunity. The sponsor's logo and the Heart Failure logo will be printed on the pads and on the pens. Alternatively, the sponsor may also provide its own note pads (with corporate adverts on the cover page & pens (price upon request).

Life-span: Congress & permanent archive

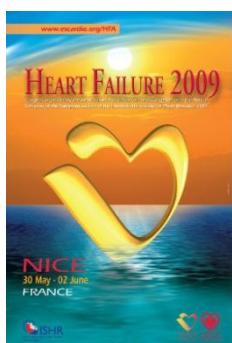
Price including production: €12,000 excl. VAT



Advance Programme Advertisement

The Advance Programme will provide potential delegates with the full details of the scientific programme of Heart Failure 2010 inviting them to update and improve their knowledge via a diverse and exciting agenda. More than 15,000 copies will be mailed to Heart Failure delegates and cardiology prescribers around the world. We invite our industry partners to associate with this announcement and reference document via an exclusive Back Cover Advertisement.

Life-span: Pre-congress reference material.
Exclusive Back Cover Advertisement: €10,000 excl. VAT



Final Programme Advertisements

The Final Programme hard copy contains the full scientific programme details, exhibition and satellite information and congress references outlines. Hard copies will be placed in the official congress bag and distributed to each delegate, offering maximum exposure and recognition to the sponsor.

Life-span: Congress permanent archive/reference material.
Back Cover Advertisement: €10,000 excl. VAT
Inside Front Cover Advertisement: €9,000 excl. VAT
Inside Back Cover Advertisement: €8,000 excl. VAT
Inside Page Advertisement: €6,000 excl. VAT



Final Programme Bookmark / Bellyband

The belly band or the bookmark is wrapped around/or inserted in the Final Programme into each delegate's Congress Bag as per the sponsor's preference.

Lifespan: Congress permanent archive/reference material.
Price Bookmark excluding production: €15,000 excl. VAT
Price Bellyband excluding production: €10,000 excl. VAT



Delegate Bags Inserts

The Delegate Bag Insert allows you to design an invitation in the form of a customised flyer advertising your company satellite or exhibition activities (format A4, 2 pages maximum). Distributed in the official congress bags, this opportunity allows you to reach every delegate at the congress. One Delegate Bag Insert promotes one activity.

Lifespan: Congress
Price of 1 insert excluding production: €5,000 excl. VAT



Web Link

Invite delegates to your congress activities (exhibition or satellite) by designing a promotional page which we will post on the Heart Failure 2010 Congress Web Pages. One Web Link promotes one activity.

Lifespan: Pre-Congress & Congress
Price for 1 Web Link: €2,000 excl. VAT

Unrestricted Educational Grants

Industry Partners are invited to “associate” with the Scientific Programme of Heart Failure 2010, or a specific session through an Unrestricted Educational Grant which demonstrates a company’s support and association with an aspect of the Scientific Programme. Support is acknowledged for the chosen session in the Final Programme and on the Heart Failure Congress web pages. The supporting industry may not advertise or promote their grant association.

Unrestricted Educational Grant: €10,000 per session

Social / Function Sponsorship

Please contact us at Sponsorship@escardio.org for means of supporting the social functions at Heart Failure 2010 which will include the Faculty Dinner and the President’s Dinner for National Societies of Heart Failure. These are important opportunities for members of the heart failure community to meet and network.

On-site Promotion/Advertisements

Various opportunities for on-site promotion/ advertisements in the form of panels, banners, towers and others may be available. Please contact us for further details at sponsorship@escardio.org

Reminder: All sponsorship and advertising opportunities listed in this chapter are not open to product promotion; corporate names and logos are allowed but product names, product logos, trademarks or misleading references will be refused by the ESC.

4. Organise private meetings at Heart Failure 2010



Function Spaces

A limited number of Function Spaces have been made available in the congress centre for companies wishing to meet their guests in a quiet and intimate environment during the conference.

Planned activities must be submitted to the organisers for approval.

No training or showcasing of products/therapies may take place in the Function Spaces.

Companies are responsible for equipment and catering arrangements.

No industry sponsored presentations or formal gatherings may be held in or outside of the congress venue without prior approval by the ESC from **27 May – 3 June 2010 (included)**

Various Congress Packages are available, options and fees upon request. Please contact **Sponsorship@escardio.org**



Key Dates

My ESC Services open for Abstract Submission, Registration and Hotel Accommodation:	MONTH/YEAR
Abstract Submission deadline:	14 January 2010
Early Fee Registration:	29 March 2010
Late Fee Registration:	26 April 2010
Heart Failure Congress:	29 May – 1 June 2010

Applications & Guidelines for Industry Participation at Heart Failure 2010

All Exhibition, Satellite and Sponsorship forms should be completed, signed and returned as soon as possible, items will be assigned on a first come, first served basis.

NB: Returning a signed application form implies a tacit agreement of the Heart Failure 2010 Guidelines for Industry Participation. The cancellation procedure stipulated on each application form strictly applies once received by the ESC.

The Heart Failure 2010 Guidelines for Industry Participation will be communicated to companies participating at Heart Failure 2010 in due course to help with your organisation of the event.

All Terms and Conditions regarding your participation will be detailed in these Guidelines for Industry Participation.

Should you require any further information regarding the application process, please contact us at Sponsorship@escardio.org



Contacts

The ESC Sales & Liaison Officer is dedicated to working with our industry partners on optimising the value of your participation in line with your individual corporate objectives, please contact Sponsorship@escardio.org (Tel: +33 (0)4 92 94 86 78) to discuss your company requirements at Heart Failure 2010.

- **Heart Failure Secretariat**

Heart Failure is organised by the **ESC Congress Division**:

ESC - European Heart House
2035, route des Colles - Les Templiers - BP 179
06903 Sophia Antipolis, FRANCE
Tel.: +33 (0)4 92 94 76 00
Fax: +33 (0)4 92 94 76 01
Email: HFsecretariat@escardio.org
Web Site: www.escardio.org

- **Exhibition**

Tel.: +33 (0)4 92 94 76 17
Fax: +33 (0)4 92 94 76 26
Email: HFexhibition@escardio.org

- **Satellite Symposia**

Tel: +33 (0)4 89 87 20 03
Fax: +33 (0)4 92 94 76 26
Email: Satellite@escardio.org

- **Sponsorship**

Tel: +33 (0)4 89 87 20 09
Fax: +33 (0)4 92 94 76 26
Email: Sponsorship@escardio.org

- **Venue**

Messe Berlin GmbH
Internationales Congress Centrum - ICC Berlin
Messedamm 22 - 14055 Berlin
Germany
www.icc-berlin.com