Agenda

09:30-10:15  Presentation of Heart Failure 2011
10:30-12:00  Tour of the building
12:00-13:00  Lunch
13:00-16:00  Individual Meetings with Industry Services Team & Official Suppliers
16:00        Departure
Expected audience: 3,100 participants

Abstract submission: 1,100 abstracts to be received

Abstract submission deadline: 14 January 2011
HFA BOARD MEMBERS 2011-2012

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**Congress Scientific Committee**
*All HFA Board Members are part of the Scientific Committee*

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T. Jaarsma NFESC (Norrköping, SE), A. Jeppsson (Gothenburg, SE)

**Scientific Co-Chairperson**
Heart Failure 2011 Congress specifics

- Heart Failure 2011 main theme: co-morbidities cross-professional activities: **Technology, oncology, diabetes**

- New track: **devices and technology for heart failure**

- Room Gothenburg to be used as a hub for **Clinical Interactive Educational sessions**

- **New industry session time slot:** Saturday 21 May, 16:15 - 17:45
Heart Failure 2011 Congress specifics

- Poster sessions: Sunday/Monday all day – **Tuesday morning**

- Exhibition closed on Tuesday morning

- Lunches will not be provided to participants anymore
  Coffee breaks served in the Exhibition on Sunday and Monday, in the Poster area on Tuesday morning
Congress Opening Hours

All areas, except Exhibition, will be open at 12:00 on Saturday 21 May

<table>
<thead>
<tr>
<th></th>
<th>Fri. 20 May</th>
<th>Sat. 21 May</th>
<th>Sun. 22 May</th>
<th>Mon. 23 May</th>
<th>Tue. 24 May</th>
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</thead>
<tbody>
<tr>
<td>Registration</td>
<td>09:00-14:00: companies</td>
<td>08:30-18:30</td>
<td>07:30-18:30</td>
<td>07:30-18:30</td>
<td>07:30-13:00</td>
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<td>14:00-18:00: Delegates</td>
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<tr>
<td>SSC</td>
<td>CLOSED</td>
<td>12:00-18:30</td>
<td>07:30-18:30</td>
<td>07:30-18:30</td>
<td>07:30-13:00</td>
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<tr>
<td>Exhibition</td>
<td>CLOSED</td>
<td>17:15-21:00</td>
<td>09:00-18:00</td>
<td>09:00-18:00</td>
<td>CLOSED</td>
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Exhibition opening, build-up and dismantle schedule

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>Thursday</td>
<td>19 May 2011</td>
<td>08:00 – 20:00</td>
<td>Exhibition build-up</td>
</tr>
<tr>
<td>Friday</td>
<td>20 May 2011</td>
<td>08:00 – 20:00</td>
<td>Exhibition build-up</td>
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<tr>
<td>Saturday</td>
<td>21 May 2011</td>
<td>08:00 – 12:00</td>
<td>Stand decoration</td>
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<td>12:00</td>
<td>Hall inspection</td>
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<td></td>
<td>13:00 – 17:15</td>
<td>Staff briefing meetings (only with exhibitor badges)</td>
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<td></td>
<td></td>
<td>14:15 – 18:00</td>
<td>Scientific Sessions</td>
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<tr>
<td></td>
<td></td>
<td>18:00 – 19:15</td>
<td>Opening Ceremony followed by a cocktail in the exhibition area</td>
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<tr>
<td></td>
<td></td>
<td>17:15 – 21:00</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td>Sunday</td>
<td>22 May 2011</td>
<td>09:00 – 18:00</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td>Monday</td>
<td>23 May 2011</td>
<td>09:00 – 18:00</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td>Tuesday</td>
<td>24 May 2011</td>
<td>08:30 – 12:30</td>
<td>Exhibition CLOSED (but sessions still running)</td>
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<td></td>
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<td>08:00 – 19:00</td>
<td>Dismantling</td>
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Outside of ‘exhibition open’ periods, delegates will walk to session rooms through the entire Exhibition. Exhibitors should therefore take all reasonable precautions to protect valuables.
Congress Schedule at a glance

Friday 20 May
- Public Registration

Saturday 21 May
- Registration
- Speaker Service Centre
- Exhibition
- Scientific Sessions
- Satellite Symposia
- Opening Ceremony
- Reception in Exhibition

new satellite symposia time slot!

Sunday 22 May
- Registration
- Speaker Service Centre
- Exhibition
- Scientific Sessions
- Coffee Break
- Scientific Sessions
- Satellite Symposia
- Scientific Sessions
- Coffee Break
- Scientific Sessions
- Satellite Symposia
- Posters

Monday 23 May
- Registration
- Speaker Service Centre
- Exhibition
- Scientific Sessions
- Coffee Break
- Scientific Sessions
- Satellite Symposia
- Scientific Sessions
- Coffee Break
- Scientific Sessions
- Satellite Symposia
- Posters

Tuesday 24 May
- Registration
- Speaker Service Centre
- Scientific Sessions
- Coffee Break
- Scientific Sessions
- Posters
Heart Failure 2011 floor plan
Important dates
Important Congress Dates

- Advance Programme: Available Online
- ESC Online Services: Open
  *(Abstract submission, registration, hotel accommodation)*
- Abstracts Submission Deadline: 14 January 2011
- Results of the Abstract Selection: beginning of March 2011
- Deadline for Early Registration Fee: 21 March 2011
- Deadline for Pre-registration: 18 April 2011

www.escardio.org/HFA
Your Important dates

- **1st February 2011**
  Deadline for companies to send the complete scientific programme of the Satellite & Mini-Satellite sessions.

- **12 February 2011**
  Deadline for application of Sponsorship and Promotional items: final programme advertisement, on site advertisement, delegate bags inserts.

- **4 March 2011**
  ESC will send Heart Failure 2011 Industry Guidelines.

- **11 March 2011**
  Deadline for companies and Publishers to send their Product or Company Description for reproduction in the Final Programme.

- **28 March 2011**
  Deadline for Exhibitors to send an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand; both layout and side elevation view. Safety certificates should be submitted by this date if required.
  Deadline for Satellite organizers to send the corrected proofs of their scientific programme back to the ESC.
Your Important dates

- **26 March 2011**
  Deadline for Companies to send a proof of the material to insert in the congress bags for the ESC validation.

- **11 April 2011**
  Deadline for companies to inform the ESC of the Stand Activity and Give Away distributed on the Stand.

- **25 April 2011**
  Deadline to receive all material to be inserted in the **3,000 congress bags**: location to be confirmed
  Deadline for Erratum: deadline for companies to send any alterations of the satellite symposia contents.

- **22 April 2011**
  Deadline to order free exhibitors badges.

www.escardo.org/HFA
Contact information
Your Congress Suppliers

All information and order forms will be available on www.escexhibition.org

- **Heart Failure Congress Manager: Svenska Mässan**
  Ms. Suzanne Murén
  Email: suzanne.muren@svenskamassan.se

- **Exhibition / Satellite Symposium Services: Svenska Mässan**
  Mr. Kai Kvemo
  Email: kai.kvemo@svenskamassan.se

- **Catering Services: Svenska Mässan**
  Ms. Linda Berg
  Email: linda.berg@svenskamassan.se

- **Official Forwarder and Lifter: FAIREXX**
  Ms Sandra Günther
  Email: sandra.guenther@fairexx.com

- **Badge Readers: Key4Events**
Your ESC Contacts

- **Congress Management** - HFsecretariat@escardio.org  
  Sabrina Volle

- **Exhibition** - HFexhibition@escardio.org  
  Nikolaj Tomma

- **Industry Educational Sessions** - satellite@escardio.org  
  Noureddine M’Ghari

- **Sponsorship/Promotional opportunities** - sponsorship@escardio.org  
  Kristina Simon

- **Registration** - HFregistration@escardio.org  
  John Bakker

- **Hotel/ Social Events** - HFhotels@escardio.org  
  Patricia Calabrese
Thank you for your attention and all the best for 2011!