

Congress organised by the Heart Failure Association of the ESC

# Heart Failure

## 2017

and 4<sup>th</sup> World Congress  
on Acute Heart Failure

Industry Prospectus

Paris  
France

29 April - 2 May

Heart Failure: rendez-vous with the future

[www.escardio.org/HFA](http://www.escardio.org/HFA)

#heartfailure2017



# Essential Information

## Annual Meeting of the Heart Failure Association (HFA) of the ESC

Heart Failure Association  
EHH - European Heart House  
2035 Route des Colles, Les Templiers  
CS 80179 Biot  
06903 Sophia Antipolis Cedex,  
France  
Tel.: +33 (0)4 92 94 76 00  
Fax.: +33 (0)4 92 94 76 01  
Email: [HFA@escardio.org](mailto:HFA@escardio.org)  
Website: [www.escardio.org/HFA](http://www.escardio.org/HFA)

## Heart Failure Congress

### Industry Relations

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### Sponsorship

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### Congress Management

Ms. Alexandra Gamard

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### Hotels & Social Events

Ms. Tina Oldenburg

Email: [HFhotels@escardio.org](mailto:HFhotels@escardio.org)

## Venue

Palais des Congrès, Paris  
2 place de la Porte Maillot  
75017 Paris, FR  
Tel: 01.40.68.22.22  
Website: [www.viparis.com](http://www.viparis.com)



# Welcome to Paris for Heart Failure 2017 & the 4th World Congress on Acute Heart Failure

Dear Friends and Colleagues,

The Heart Failure Association (HFA) of the ESC is delighted to invite you to support Heart Failure 2017 and the 4th World Congress on Acute Heart Failure.

From the 29 April to 2 May, join the Global Heart Failure community in Paris for four days of scientific excellence.

The Heart Failure congress is an essential platform for scientific exchange and networking. With the invaluable contributions of experts from around the world, the scientific programme will bring you the latest updates from the field in a variety of Symposia, Debates, Meet the Experts, How-To sessions, Clinical interactive sessions and outstanding Late-Breaking sessions. Enhance your knowledge with clear take-home messages for direct implementation into your daily practice.

Original scientific research is placed at the core of the congress with over 30 abstract sessions in an ever-growing programme. We invite you to submit your abstract for a chance to be published in the European Journal of Heart Failure and the opportunity to present your work in front of your peers and the international leaders, and compete for scientific excellence in the award sessions.

We cordially invite our industry partners to join in the discussions on the latest developments in the field. A number of activities have been created to cater to your needs and we invite you to partake wholly in this unique forum for learning and exchange.










Take your “rendez-vous with the future” of Heart Failure for an outstanding congress for the first time in Paris, the “City of Light”.

Alexandre Mebazaa  
*Heart Failure 2017 Scientific Chairperson*

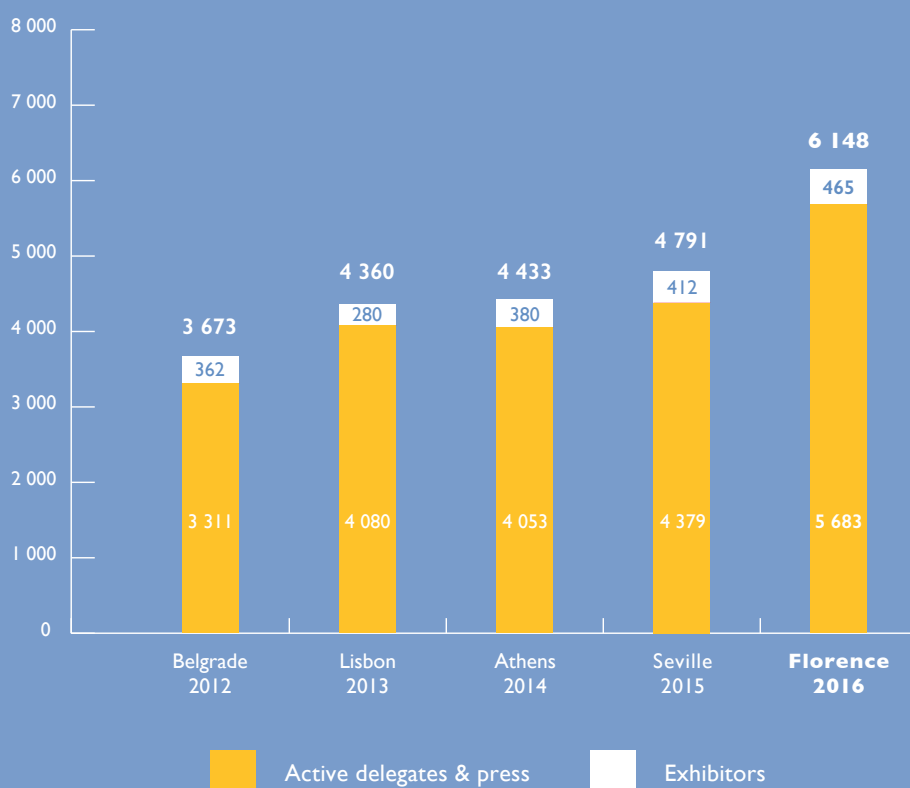
Frank Ruschitzka  
*HFA President (2016-2018)*



# Key Figures

	<b>6 148</b>	Total participation
	<b>103</b>	Countries represented
	<b>272</b>	Faculty
	<b>108</b>	Scientific sessions
	<b>1 793</b>	Abstracts submitted
	<b>217</b>	Clinical cases submitted
	<b>49</b>	Late Breaking Trials submitted
	<b>50</b>	Industry sponsored sessions
	<b>763m<sup>2</sup></b>	Exhibition

## I. TOTAL ATTENDANCE

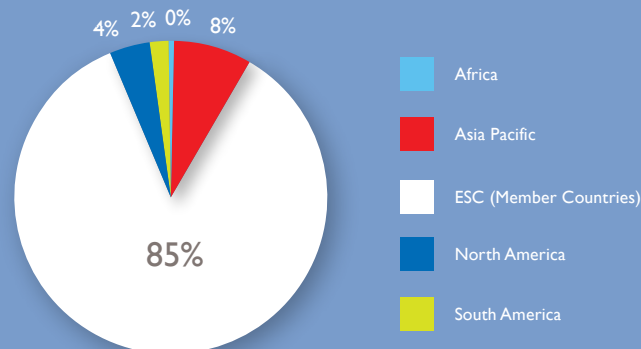


## 2. ACTIVE DELEGATES: KEY STATISTICS – HEART FAILURE 2016

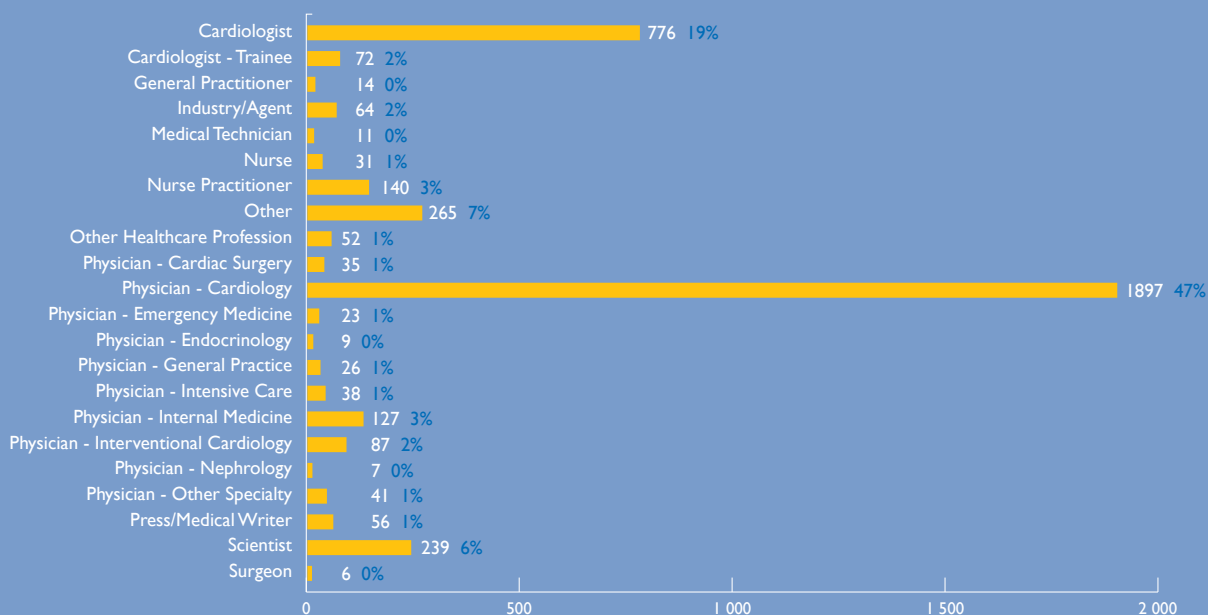
### TOP 20 COUNTRY OF ORIGIN

Rank	Country	Lisbon 2013	Athens 2014	Seville 2015	Florence 2016
1	Italy	234	222	296	1444
2	Germany	228	218	199	408
3	Spain	149	123	1062	256
4	United Kingdom	145	132	143	213
5	France	159	136	155	209
6	Netherlands	134	123	154	201
7	United States of America	106	135	147	194
8	Belgium	82	66	95	172
9	Greece	94	1418	166	152
10	Switzerland	83	83	111	152
11	Romania	85	44	83	124
12	Russian Federation	123	124	119	118
13	Serbia	131	68	95	117
14	Bulgaria	51	21	79	107
15	Portugal	931	61	115	102
16	Poland	57	40	63	86
17	Slovak Republic	28	15	33	85
18	Sweden	60	48	56	74
19	Austria	61	38	65	71
20	Denmark	38	29	39	70

### BREAKDOWN BY REGION

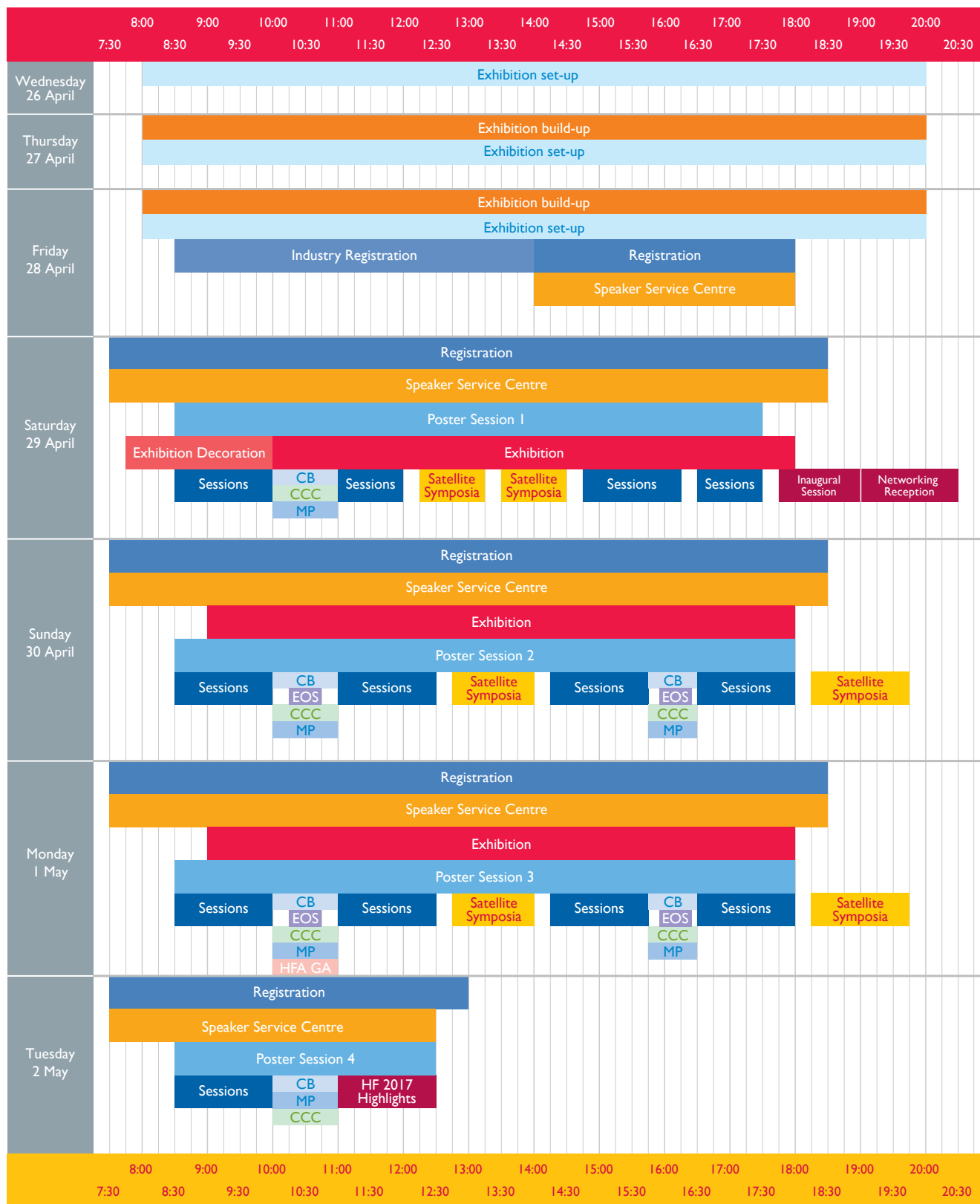


### BREAKDOWN BY SPECIALTY



Statistics are based on information registered in delegate's "My ESC" profiles. This information was available for 4 016 delegates (1 611 delegates did not complete their field of activity in their account).

# Heart Failure 2017 - Preliminary Schedule



EOS  
CB

Experts On the Spot sessions

MP  
CCC

Moderated Poster sessions

Clinical Case Corner sessions

HFA GA

HFA General Assembly

## About the Heart Failure Association of the ESC

With a mission of *'To improve quality of life and longevity, through better prevention, diagnosis and treatment of heart failure, including the establishment of networks for its management, education and research'* HFA is a worldwide reference for education in the field of heart failure and also disseminate this knowledge to a younger audience. The association will soon be celebrating the tenth anniversary of its foundation. Over the last decade we have undergone an extraordinary growth and developed into a vibrant organisation that has done much to raise the profile of heart failure in Europe.

We are the largest association of heart failure healthcare professionals with more than 9 500 members worldwide. This has allowed us to set up an exceptional international network across all continents and numerous activities with the support and close collaboration of more than 50 National Heart Failure Societies and Working Groups.

### Key reasons to sponsor

Next year's congress will be held from 29 April – 02 May 2017 in Paris, France. The Heart Failure annual congress attracts over 6 000 participants from all over the world, representing cardiologists, general practitioners, internists, intensivists, emergency room physicians, basic and translational scientists, nurses, technicians, medical students and the industry. Taking into account that Heart Failure 2016 'broke the record' in terms of attendance and abstract submission, the congress has clearly positioned itself as the reference for heart failure education and late breaking science.

### Key topics to be addressed

- Acute and chronic heart failure
- Atrial fibrillation
- Basic science
- Cancer treated patients
- Devices
- Diabetes
- Drug therapy and drug-drug interaction
- Generics
- Hypertension
- Imaging in heart failure
- Ischemic heart disease
- Lipids
- Metabolic dysfunction
- New therapies/pharmacology
- Non invasive diagnosis
- Renal and hepatic impairment
- Sleep apnoea/COPD

### Key reasons to attend

- Dynamic scientific content that provides a natural interactive platform for all professions interested in comorbidities, specifically: cancer, COPD, obesity, atrial fibrillation, iron deficiency, hypertension, metabolic dysfunction, sarcopenia and hyperkalemia.
- The congress brings together the finest international health experts to present their research and translate it into usable knowledge for all attendees.
- Specific sessions dedicated to our young cardiologists on devices, invasive and non-invasive diagnosis.
- Tracks for general practitioners and other professionals.

### Networking & educational opportunities

- Medical specialties sharing common or related issues are represented with the sister societies.
- Joint sessions with international associations offering even more possibilities for an international audience and networking.
- Young cardiologists to renowned experts are present offering opportunities for dialogue with senior cardiologists as well as the future stars of the field.
- The opportunity to present your latest developments to an enthusiastic audience all the while educating them, one such forum being 'What's New in Industry' where sponsors have the occasion to present the highlights of their current developments and programme of research in heart failure. This session is an ideal moment to inform our delegates of projects in the pipeline and visions for future developments and possibly early proof-of-concept data you may have. Submission criteria: you must be a Heart Failure sponsor and acceptance is upon Committee review.

## Industry @ Heart Failure 2016 & 3rd World Congress on Acute Heart Failure

The ESC gratefully acknowledges the following companies and organisations who have contributed to the success of Heart Failure 2016 & 3<sup>rd</sup> World Congress on Acute Heart Failure:



Abbott Vascular  
AstraZeneca  
AtCor Medical  
Bayer  
BMS & Pfizer Alliance  
Boehringer Ingelheim  
Charité Medical School Berlin  
Critical Diagnostics  
CVRx, Inc.  
Fondazione Internazionale Menarini  
GE Healthcare  
Health in Code  
Heart Failure Association (HFA) /  
European Society of Cardiology (ESC)  
HeartWare  
Hellenic Cardiological Society  
Impulse Dynamics  
Integrated Sensing Systems  
MDE Co. Ltd.  
Medtronic  
Mitralign  
Novartis Pharma AG  
Orion Pharma  
scPharmaceuticals  
SERVIER  
St. Jude Medical  
Stealth Peptides  
The Physicians Academy for Cardiovascular  
Education (PACE) Foundation  
Thermo Fisher Scientific  
Vifor Pharma  
Wiley  
Wisepress  
Zoll



## Exhibition

The exhibition is an integral part of the congress. The exhibition provides delegates with the opportunity to exchange with key industry experts on critical areas of development and research in cardiovascular products and therapies. The exhibition will be a central hub for scientific discussion and exchange during the congress.

### Exhibition Timetable

*All prices are excluding VAT*

Thursday 27 April 2017	08:00 – 20:00	Build-up
Friday 28 April 2017	08:00 – 20:00	Build-up
Saturday 29 April 2017	08:00 – 10:00	Decoration
	10:00 – 18:00	Open
	19:00 – 20:30	Networking Reception at ESC / HFA stand
Sunday 30 April 2017	09:00 – 18:00	Open
Monday 01 May 2017	09:00 – 18:00	Open
Tuesday 02 May 2017	09:00 – 13:00	Closed
	13:00 – 20:00	Dismantling

## 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 exhibition.

	Industry	Publishers, Booksellers
Price	€440/m <sup>2</sup>	€330/m <sup>2</sup>
Minimum exhibition space	9m <sup>2</sup>	6m <sup>2</sup>

Cost is for floorspace only (no structure or amenities).

Minimum exhibition space is 6m<sup>2</sup>.



## Exhibitor 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.

Stand size between	Number of free badges	
	General	Scientific
9 - 49m <sup>2</sup>	5	5
50 - 99m <sup>2</sup>	9	9
100m <sup>2</sup> +	13	13

General exhibitor badges will not allow access to the scientific sessions of the congress except for the sessions sponsored by the exhibitor.

Scientific exhibitor badges will allow access to the scientific sessions of the congress.

Price for additional general exhibitor badges: €40 excluding VAT

## Accrued points

- 5 points are awarded for exhibiting at Heart Failure 2017.
- The 5 participation points for exhibiting are not accrued by non-exhibiting session organisers.
- 1 point is accrued per full 9m<sup>2</sup> of exhibit space.

Stand spaces will be assigned in line with the accrued point ranking

**Deadline for applications with priority status: 15 October 2016**

## Industry Sponsored Sessions

Industry Sponsored Sessions allow for the review and discussion of recent trials and ongoing studies with the objective of providing the latest information on new therapies and techniques in cardiovascular medicine.



## Satellite Symposia

Companies are cordially invited to attend a series of Satellite Symposia included in the Heart Failure scientific programme. These sessions will offer pertinent data on the latest scientific information and developments from the industry. Satellite Symposia will be held within the congress centre in lecture rooms ranging in capacity from 220 to 820 seats. A limited number of timeslots have been made available for Satellite Symposia. Satellite Symposia organisers may organise receptions or distribute lunch boxes before or after the session. Satellite Symposia will be assigned in line with the accrued point ranking.

			Exhibitor Price	Non-Exhibitor Price	Accrued points
<b>Saturday</b> 	12:15 - 13:15	60 mins	€40 000	€50 000	16
	13:30 - 14:30	60 mins	€40 000	€50 000	16
<b>Sunday</b>	12:45 - 13:45	60 mins	€44 000	€54 000	17
	12:45 - 14:00	75 mins	€47 000	€57 000	18
	18:15 - 19:15	60 mins	€30 000	€40 000	12
	18:15 - 19:30	75 mins	€32 500	€42 500	13
	18:15 - 19:45	90 mins	€35 000	€45 000	14
<b>Monday</b>	12:45 - 13:45	60 mins	€40 000	€50 000	16
	12:45 - 14:00	75 mins	€43 000	€53 000	17
	18:15 - 19:15	60 mins	€30 000	€40 000	12
	18:15 - 19:30	75 mins	€32 500	€42 500	13
	18:15 - 19:45	90 mins	€35 000	€45 000	14



### The following items are included in the price of a Satellite Symposium:

- Room rental
- 1 invite included in the Industry Programme
- 1 weblink
- 1 screencast (voice and slides)
- 1 information screen
- 1 room hostess
- Access and use of audiovisual equipment in lecture room

Companies organising a non-exhibitor Symposium will be provided with an allocation of 5 scientific badges and 5 general badges.

### Satellite Symposia - Experts on the Spot

These short sessions will be arranged in one of the AGORA designed to ensure experts interact with delegates. Two AGORA are available: AGORA 1 with seating for 80 pax will be located in the vicinity of the exhibition. AGORA 2 with seating for 50 pax will be located in the vicinity of the poster area, one floor above the exhibition. Expert on the Spot sessions are complementary to Satellite Symposia programmes and a Satellite Symposium is a condition for application. The session organiser is permitted to invite speakers different from those participating in the Satellite Symposium, the topic must however be in line with the Satellite Symposium.

Date	Timeslot	Duration	Price	Accrued Points
Sunday 30 April 2017	10:15 - 10:45	30 mins	€6 000	2
	15:55 - 16:25	30 mins	€6 000	2
Monday 01 May 2017	10:15 - 10:45	30 mins	€6 000	2
	15:55 - 16:25	30 mins	€6 000	2

These short sessions will be arranged in the AGORA located in the vicinity of the exhibition and designed to ensure experts interact with delegates. Experts on the Spot sessions are complementary to Satellite Symposia programmes and a Satellite Symposium is a condition for application. The session organiser is permitted to invite speakers different from those participating in the Satellite Symposium, the topic must however be in line with the Satellite Symposium.

### Hands-On Tutorials

Hands-On Tutorials offer companies a means of associating with the educational requirements of delegates in a classroom environment. These industry sponsored tutorials provide participants with an opportunity for hands-on and/or one-on-one learning from clinical and/or technical experts on specific areas of expertise.

Hands-On Tutorials are organised in state of the art rooms for 40 pax per session maximum. One room is allocated per company for the duration of the congress. Sessions can be organised from Sunday 30 April to Monday 01 May 2017, between 08:30 and 18:00.

	Price	Accrued Points
Exhibitors	€15 000	6
Non-Exhibitors	€20 000	

The following items are included in the price of Hands-On Tutorials:

- Room rental
- 1 invite in Industry Programme
- 1 weblink

The room includes a standard set-up. Hands-On Tutorial organisers are responsible for additional furniture, AV equipment and catering arrangements.





#### 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.
- Industry Sponsored Sessions will be assigned in line with the accrued point ranking.
- Industry Sponsored Sessions Programmes will be published in the Heart Failure Final Programme and Industry Programme, in the Scientific Programme & Planner (SPP) and on the Mobile App.
- All Industry Sponsored Sessions programmes are subject to Heart Failure Congress Programme Committee approval.
- Deadline for applications with priority status: 15 October 2016

*All prices are excluding VAT*

## Sponsorship

A wide range of services for congress attendees are available for sponsorship by our Industry Partners providing essential support for the congress and opportunity for novel communication to the healthcare profession.

Product	Description	Price (excl. VAT)	Accrued points
	<b>Badge Lead Management System</b> Does your company have its own lead tracking solution for events? Are you looking for a way to use your company's own lead management system(s) in conjunction with Heart Failure Congress registration protocol? Access information from Heart Failure congress delegate badges in real time, enabling your exhibit or symposium staff to store, edit and amend delegate data using your own hardware and software.	€3 500	1
	<b>Congress Bags</b> <b>Exclusive sponsorship</b> Secure high corporate visibility and association with the congress by exclusive sponsorship of the congress bag distributed to each delegate.  Lifespan: congress permanent archive/reference material Quantity: 5 500 (subject to change)	€15 000 including production	6
	<b>Delegate Badge Lace</b> <b>No Product Advertising – Exclusive sponsorship</b> Print your logo on this highly visible Badge Holder. Worn by all delegates throughout the event, this product offers extensive exposure.  Lifespan: congress Quantity: 5 500 (subject to change)	€15 000 including production	6
	<b>Eblast</b> <b>Product advertising permitted for exhibition only</b> Reach out to pre-registered delegates two weeks and/or three days prior the congress via an electronic invitation to your exhibition space, or Industry Sponsored Sessions. A customised mailing created exclusively will be emailed on 18 April and to 26 April 2017. Due to the limited number of electronic invitations, be sure to reserve early.  Lifespan: pre-congress, congress	€5 000	2

Product	Description	Price (excl. VAT)	Accrued points
	<p><b>eBlast - Post-congress</b>  <i>Product advertising permitted for exhibition adverts only</i></p> <p>Reach out to registered delegates and our healthcare professional database after the congress via an electronic message regarding your products or your Industry sponsored sessions. The post-congress eBlast is an ideal way to highlight your congress activities and your association with the congress. A customised mailing created exclusively will be mailed to approximately 8000 healthcare professionals on <b>31 May 2017</b>. Due to the limited number of electronic invitations, be sure to reserve early.</p> <p><b>Lifespan:</b> pre-congress, congress  <b>Visibility span:</b> Post Congress  Emailed to approximately 8000 healthcare professionals.</p>	€5 000	2
	<p><b>Final Programme Advertisements</b>  <i>Product advertising permitted</i></p> <p>The Final Programme contains general information on the congress and the organising association, the detailed scientific programme including Industry Sponsored Sessions. The electronic copy is made available on the congress website approximately one month prior to the congress (6 140 views between 28 April and 3 June 2016). Hard copies are placed in the congress bag which is distributed to each congress delegate.</p> <p><b>Lifespan:</b> congress permanent archive/reference material  <b>Quantity:</b> 5 500 (subject to change)</p>	<p>€15 000  Back cover advert</p> <p>€9 000  Inside front cover advert</p> <p>€8 000  Inside back cover advert</p>	<p>6</p> <p>3</p> <p>3</p>
	<p><b>Final Programme Bookmark</b>  <i>Product advertising permitted – Exclusive sponsorship</i></p> <p>The bookmark is attached to the hard copy of the Final Programme which is included in each congress bag. This simple but popular delegate item provides significant visibility for the promoting company. Industry advertisement on both sides of the bookmark.</p> <p><b>Lifespan:</b> congress permanent archive/reference material  <b>Quantity:</b> 5 500 (subject to change)</p>	€15 000	6
	<p><b>Heart Failure Congress News</b>  <i>No Product Advertising – Exclusive sponsorship</i></p> <p>Heart Failure Congress News is the official newspaper of the congress, delivering key scientific interviews of highlights from the congress, as well as news from the Heart Failure Association of the ESC.</p> <p>Post your key congress message on the back-cover of this popular publication distributed onsite.</p> <p><b>Lifespan:</b> congress permanent archive/reference material  <b>Quantity:</b> 7 000 copies total (subject to change)</p>	<p>€15 000  Back cover advert  for 4 days</p>	6

Product	Description	Price (excl. VAT)	Accrued points
	<b>Industry Programme with integrated Notepad</b> <i>Product advertising permitted – Exclusive sponsorship</i> The Industry Programme provides delegates with a full overview of the contribution industry partners have made to the congress. This product also provides general information on the congress and the organising association, and is combined with a useful Notepad.  <b>Lifespan:</b> congress permanent archive / reference material <b>Quantity:</b> 5 500 (subject to change)	€12 000	4
	<b>Industry Programme Advert</b> <i>Product advertising permitted for exhibition only</i> The Industry Programme advert is an invitation in the Industry programme detailing your exhibition activities or Industry Sponsored Sessions. The Industry Programme will be distributed to each delegate in the congress bag.	€5 500	2
	<b>Live Broadcasting</b> The ESC offers our industry partners the possibility to optimise their investment and extend the reach of their industry sponsored sessions organised during Heart Failure 2017, by giving them the possibility to reach out to a live audience with a live stream of their session from the congress centre. You are obliged to use the services of the Speaker Service Centre to avail of this price. This price includes one stream per Satellite Symposium in official language of the congress.  <b>Lifespan:</b> congress  <b>Available for Satellite Symposia only.</b> <b>Price valid for equipped rooms.</b> <b>Special price available on request for non-equipped rooms</b>  <b>No Live Broadcasting permitted outside this product</b>	€7 000	2
	<b>Mobile App</b> <i>Product advertising permitted in sponsor button only – Exclusive sponsorship</i> Previous years have demonstrated the success of the App with 4 156 downloads in 2016, a +50% increase from 2015. The App offers the exclusive sponsor a dedicated sponsor button where they can promote their own congress activities. Co-promotion of the App is offered to the sponsor as well as sponsor acknowledgement on the opening page of the App and the dedicated webpage on the congress website. The Heart Failure 2017 Mobile App will be available as of January 2017 with the Advance Programme.  <b>Lifespan:</b> Pre-congress, congress	€20 000	8

Product	Description	Price (excl. VAT)	Accrued points
	<p><b>Mobile App Splash Screen &amp; Push Notifications</b>  <b>No product Advertising</b></p> <p>A virtual and innovative way for session organisers to reach out to delegates by offering electronic and catchy versions of their Adverts (Splash Advert) in the Mobile App. These Splash Adverts/Push notifications are to promote to delegates your sessions as a “Not to be missed”!</p> <p>The Splash Adverts have been scheduled according to the Satellite Symposia time slots.</p> <p>On the day of your sessions, the Mobile App (updated) will display your catchy Splash Adverts and 30' before your scheduled sessions, Push Notifications containing a link redirecting delegates to your scientific programmes..</p> <p>Due to the limited number of Mobile App Splash Screen, be sure to reserve early.</p>	€6 500	2
	<p><b>Online Heart Failure Congress News</b>  <b>No product advertising - Exclusive sponsorship</b></p> <p>A digital Congress News will be emailed to delegates everyday with the most up to date information regarding the Heart Failure 2017 congress.</p> <p>Take the opportunity to extend your visibility to delegates.</p> <p><b>Lifespan: congress</b>  <b>Emailed to all congress delegates</b></p>	€5 000	2
	<p><b>Webcast - video and slides</b></p> <p>Extend the reach of your Satellite Symposium by posting the webcast of your session on the Scientific Programme &amp; Planner (SP&amp;P). This platform offers all year long, access to resources from the congress (abstracts, slides, screencasts, webcasts, e-Posters). The use of the Speaker Service Centre is mandatory. Exceptions are subject to ESC approval with an increase in the price.</p> <p>The webcast will be uploaded within 24 hours maximum.</p> <p>The ESC will provided webcasts sponsors with the video files after the congress.</p> <p><b>Lifespan: congress &amp; permanent congress resources</b>  <b>Available for Satellite Symposia only.</b>  <b>Price valid for equipped rooms.</b>  <b>Special price available on request for non-equipped rooms</b></p>	€5 000	2
	<p><b>Onsite Advertising</b>  <b>No product advertising</b></p> <p>Increase your visibility at the congress with onsite advertising. Communicate on your therapeutic areas of research &amp; innovations, promote your Industry Sponsored Sessions or encourage delegates to visit your stand on the various locations available.</p> <p>Contact <a href="mailto:industry@escardio.org">industry@escardio.org</a> for further details.</p> <p>We kindly remind you that no product names, brand names, trademarks or misleading names which may be perceived as product or brand names, are allowed on the onsite advertising.</p>		

## NOTE

- The use of product names identifying product logos, misleading names that could be perceived as product names, registered trademarks are strictly limited and are only permitted for products and services where product promotion is clearly stated.
- Sponsorship items will be assigned in line with the accrued point ranking.
- Deadline for applications with priority status: 15 October 2016

All prices are excluding VAT

## Partner Services

The ESC has created two product categories to allow companies to organise different meeting formats within the congress centre, during congress hours.

### ROOMS AT HEART FAILURE

#### Function Spaces

The ESC allows companies to host a limited number of guests and organise small and informal meetings (approximately 20 pax) in a range of rooms available within the congress centre. Hands-on and training of products/ therapies are not permitted in Function Spaces.

The rooms include a standard set-up. Function Spaces organisers are responsible for additional furniture, AV equipment and catering arrangements.

#### Rental costs for the Congress duration

- Room of 44m<sup>2</sup>: € 5 000
- Room of 20 or 21m<sup>2</sup>: € 2 500

Function spaces can be made available for one day minimum on request.

**Price:** €2 000 (capacity 20 pax, including standard set-up).

#### Closed Industry Meetings

During available time slots, fully furnished and AV equipped lecture rooms can be used to organise closed industry meetings which are on invitation only. The following rules apply to this meeting category:

- Meeting is “closed” and on invitation only.
- Maximum attendance is 150 guests.
- Meeting is not promoted in the congress centre or in any Heart Failure 2017 publications.

Closed Industry Meetings	Price
• 60 minutes meeting	€3 000
• Additional cost per increment of 30 minutes	€1 500

#### Permitted meeting types:

Company staff meeting, congress briefing, investigators meeting, clinical trial updates.

Strictly forbidden: meeting with any formal presentations for delegates.

### NOTE

- Rooms will be assigned in line with the accrued point ranking.
- Deadline for applications with priority status: **15 October 2016**
- Industry meeting open to Heart Failure 2017 delegates are strictly forbidden outside of the official Heart Failure congress offer (Industry Sponsored Sessions and Rooms at Heart Failure). Companies are requested to respect this rule from 29 April through 02 May 2017, from 08:00 to 20:00.

*All prices are excluding VAT*

## Key Dates

Deadline for applications with priority status	15 October 2016
Online registration opens	3 November 2016
Call for abstracts	3 November 2016 - 13 January 2017
Call for clinical cases	23 January 2017 - 06 February 2017
Call for Late Breaking Science	15 February 2017 - 08 March 2017
Early fee registration deadline	14 March 2017
Late fee registration deadline	4 April 2017
Last minute fee registration deadline	22 April 2017
Heart Failure 2017 - Paris, France	29 April - 2 May 2017

## Application & Guidelines for Industry Participation at Heart Failure 2017 & 4th World Congress on Acute Heart Failure

All exhibition, satellite and sponsorship forms should be completed, signed and returned as soon as possible, items will be assigned in line with the accrued point ranking.

Returning a signed Order Form implies a tacit agreement of the Heart Failure 2017 Guidelines for Industry Participation.

The Heart Failure 2017 Guidelines for Industry Participation will be communicated to the participating companies in due course to help with the 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 [industry@escardio.org](mailto:industry@escardio.org)

# Accrued Point Ranking 2016

The accrued point system was established to recognise long term investment in the Heart Failure congress. Points are accumulated over a 4 year period and products are assigned on a priority basis in line with the ranking.



Ranking	Company Name	Total HF 2013	Total HF 2014	Total HF 2015	Heart Failure 2016					Total HF 2016	Total 2013-2016
					Exhibition	Rooms	Sponsored Sessions	Sponsorship	Registration		
8	Abbott Vascular International BVBA	35	28	26	6		20			26	115
13	Alere International Ltd	24	21	6						0	51
36	Armstrong Medical Ltd	0	6	0						0	6
17	AstraZeneca AB	0	0	18			23			23	41
36	Atcor Medical				6					6	6
3	Bayer Pharma AG	0	43	48	10	2	34	6	6	58	149
34	BG Medicine Inc	9	0	0						0	9
27	Bioventrix, Inc.	13	6	0						0	19
36	CardioKinetix, Inc.	0	6	0						0	6
14	Cardiorentis	6	31	13						0	50
4	Charite - Campus Virchow-Klinikum (CVK)	26	28	21			51	1		52	127
36	Circulite Inc	6	0	0						0	6
24	Critical Diagnostics	6	0	7	7					7	20
30	CVRx, Inc.	0	0	7	6					6	13
36	Experimetria Ltd	6	0	0						0	6
18	GE Healthcare	22	6	6	6					6	40
36	Health in Code SL				6					6	6
15	Heartware Inc	7	10	10	7		15			22	49
21	Impulse Dynamics Germany GmbH	24	0	0						0	24
31	Integrated Sensing Systems	0	0	6	6					6	12
45	IOANNIS KONSTANTARAS	0	5	0						0	5
29	John Wiley & Sons Ltd	0	5	5	5					5	15
31	LoneStar Heart Inc	6	6	0						0	12
36	MDE Co. Ltd				6					6	6
7	Medtronic International Trading SARL	28	26	34	7		17		6	30	118
36	Mespere LifeSciences Inc.	0	6	0						0	6
36	NI Medical Ltd.	0	6	0						0	6
1	Novartis Pharma AG	51	106	125	23	2	35	90	54	204	486
10	Orion Pharma	10	10	21	9		6		5	20	61
5	Pfizer Ltd	20	34	46	12				8	20	120
31	Pharma Nord	6	0	6						0	12
24	Physicians Academy for Cardiovascular Education						20			20	20
9	ResMed SAS	19	21	33						0	73
23	Roche Diagnostics International Ltd	0	21	0						0	21
20	scPharmaceuticals	0	0	4	6		14	11		31	35
2	SERVIER INTERNATIONAL	71	79	74	18		17	18	29	82	306
35	Sigma Tau SpA	0	0	7						0	7
11	St Jude Medical Coordination Center BVBA	7	22	7	6		17			23	59
19	Takeda	0	0	36						0	36
28	the heartorg from WebMD	18	0	0						0	18
16	Thermo Fisher Scientific	6	23	7	7					7	43
22	Thoratec Corporation	23	0	0						0	23
6	Vifor (International) AG	19	12	33	8	2	35	2	8	55	119
24	Wisepress Online Bookshop Ltd	5	5	5	5					5	20
12	Zoll CMS GmbH	6	6	21	6		16			22	55

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