

Heart Failure 2017

4th World Congress on Acute Heart Failure



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HF & WCAHF 2017 – Industry Debrief

Agenda

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- Introduction
- Key Congress Figures
- New at Heart Failure 2017
- Industry presence
- **Industry Feedback**
- Heart Failure 2018

Heart Failure 2017 in a nutshell

4 days of scientific sessions

5 000 healthcare professionals from **100+** countries

2 197 abstracts & clinical cases submitted



8 Lecture rooms
123 sessions

300 international Faculty from **44** different countries

21 hours of CME credits

Scientific programme

- 6 Lecture rooms + 2 Agoras
- 301 faculty from 44 countries



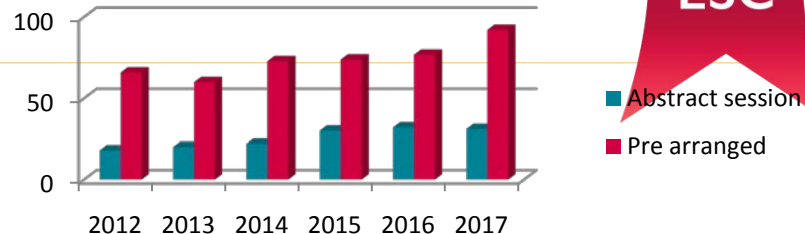
123 scientific programme sessions (+15 vs 2016)

- 21 hours of CME credits
- 76 pre arranged / 32 abstract- based

- 2 197 abstracts & clinical cases submitted

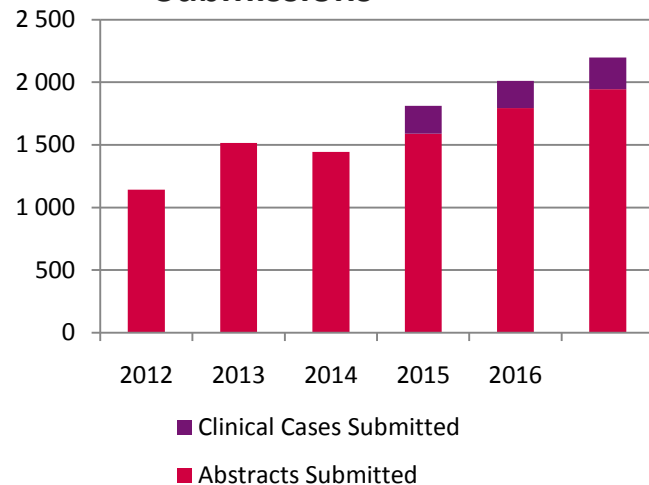
'Heart Failure: rendez-vous with the future'

Scientific sessions



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Submissions

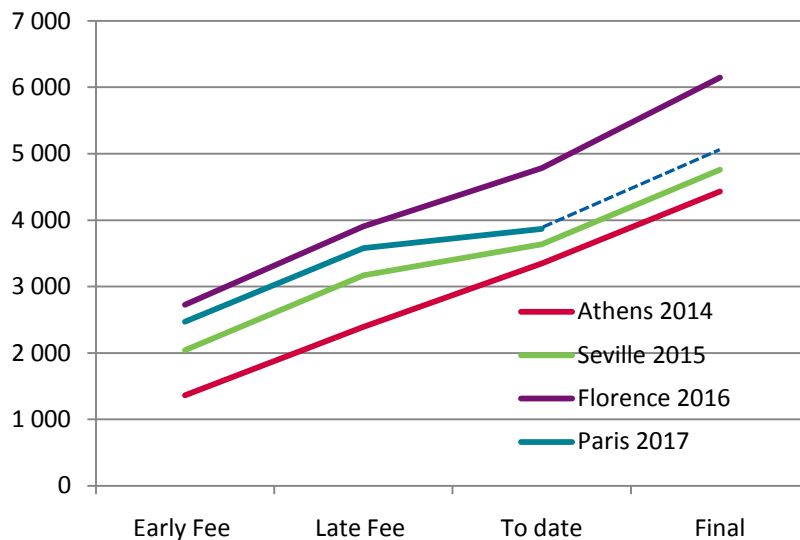


Registration

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Current total attendance of 5'005 (01.05)

4 523 delegates (3 626 paying | 897 free) and 482 exhibitors



Florence final
6 148

Paris current
5'005

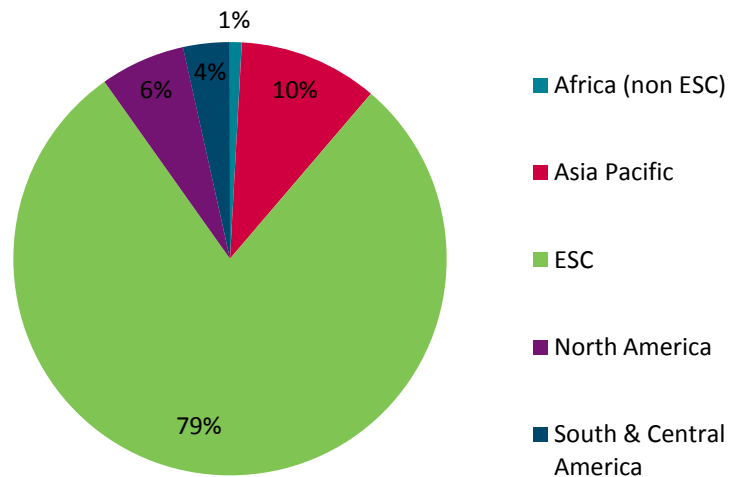
Seville final
4 791

Athens final
4 433

Registration – delegate origin

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ESC Region breakdown



Country TOP 10	Count	Abstracts submitted
France	712	125
United States of America	228	61
Germany	225	68
Spain	225	163
Italy	223	126
United Kingdom	189	83
Netherlands	176	36
Russian Federation	160	211
Switzerland	152	8
Belgium	138	19

What's new this year ?

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- **Guidelines into Practice track**

Analysis of the 2016 ESC Guidelines for the diagnosis and treatment of acute and chronic heart failure and how to use them in daily practice



- **HFA Championships**

Teams from France, Japan and Poland will compete for the Cup!



- **HFA Grand Debates**

The most popular controversies in the management of heart failure will be debated by specialists, who will defend their arguments in front of their opponent and a panel of world renowned experts

OFF THE RECORD

- **Off the record with experts**

In the Agora, these sessions will open the floor to an informal discussion with world-renowned experts on topics relevant to your career



- **Ask questions to the chairpersons**

During any session, use the Mobile App to send your questions

www.escardio.org/HFA



Back at the congress

- **HFA Career Cafe**
Sunday 30 April from
10:05 – 10:55
- **Virtual Case Area:
technology based
learning**
Clinical case
demonstrations on an
interactive digital
simulator
- **HoT Walk: today at
18:15 in front of the
congress centre**

www.escardio.org/HFA



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Congress online



- HFA News is reporting live from the congress
- Short expert commentary from the sessions of the congress
- 13 videos online
- Slides & videos are published online as soon as they become available – exclusive to HFA Gold, Silver & Fellow Members
- Live on www.escardio.org/heartfailure

Industry

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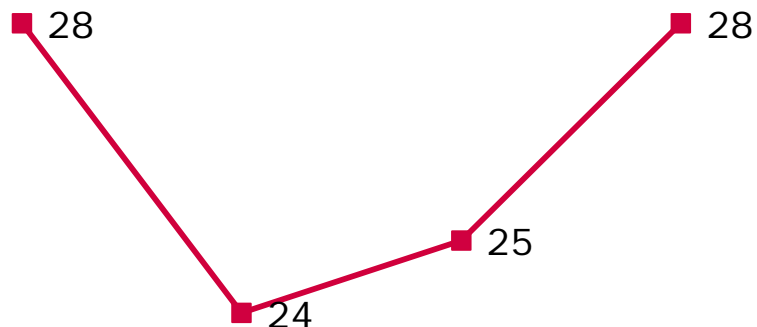


HF & WCAHF 2017 – Industry Debrief Exhibition

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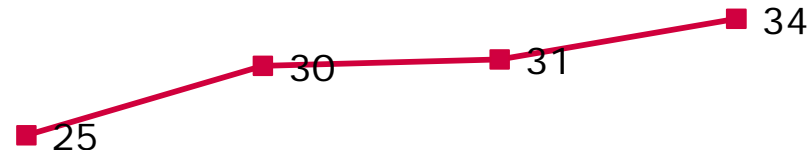
Nber of Exhibitors

■ Nber of Exhibitors



Average sqm/exhibitor

■ Average sqm/exhibitor



2014

2015

2016

2017

2014

2015

2016

2017

HF & WCAHF 2017 – Industry Debrief Exhibitors

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ACCOUNT NAME	QTY
Novartis Pharma AG	135
SERVIER	122
BMS / Pfizer Alliance	69
Novartis Pharma AG	62
AstraZeneca	58
Vifor	57
European Society of Cardiology	55
Bayer AG	50
Orion Corporation	37
Medtronic	30
Biotronik	28
Alere	20
St Jude Medical	19
Thermo Fisher Scientific	18
Critical Diagnostics	17
Roche Diagnostics	17
CVRx	17
Physicians Academy for Cardiovascular Education	17
Impulse Dynamics	16
Zoll	15
John Wiley & Sons	12
Charité	9
Abiomed	9
Alnylam Pharmaceuticals	9
AtCor Medical	9
Abbott Vascular	9
GICC (Working Heart Failure group of the French Society of Cardiology)	9
Prothena Therapeutics Limited	9
WisePress Online Bookshop Ltd	9
Total	942

Exhibition Area

Opening, Build Up & Dismantle schedule

Exhibition Timetable

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
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

NEW

Exhibition on Saturday close at 18:00 according to industry requests.

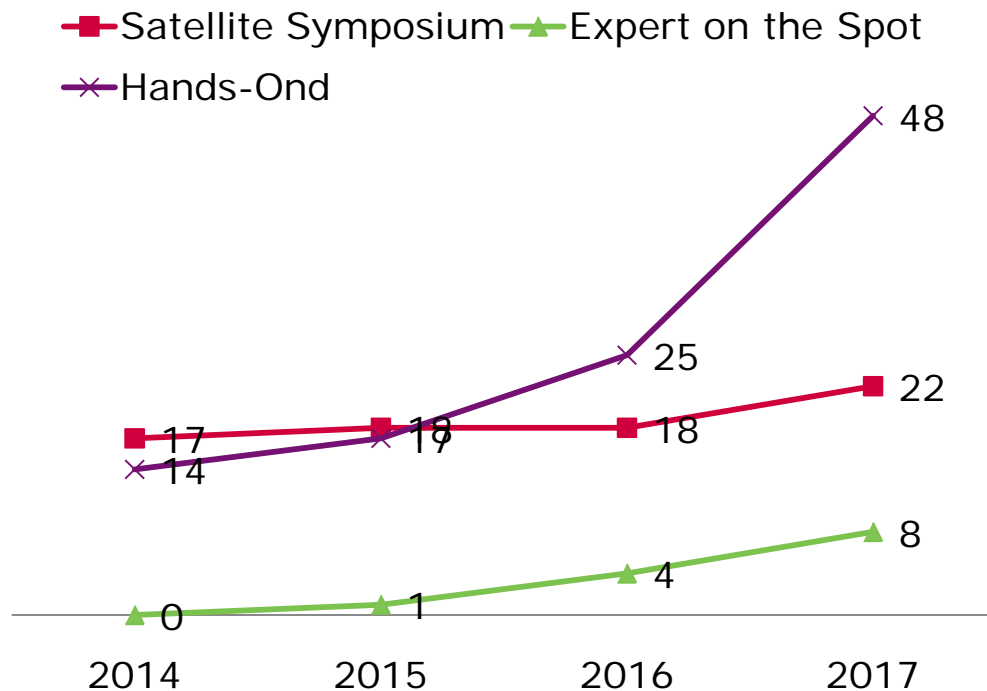
Networking reception organised on ESC Stand.
All industry partners welcome.

⚠ You can block access to your stand with ropes (under industry resp.)

HF & WCAHF 2016 – Industry Debrief Sponsored Sessions

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Chart Title



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Sponsored Sessions attendance

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Satellite Symposium					
Account Name	Product	Room reference	Room Size/Capacity	Attendance in %	Nb of delegates
Saturday 29 April					
Abbott Vascular International BVBA	12:15-13:15 - 60mins	MATISSE	310	60	180
AstraZeneca UK Ltd	12:15-13:15 - 60mins	MATISSE	310	100	310
Charite - Campus Virchow-Klinikum (CVK)	12:15-13:15 - 60mins	RENOIR	380	50	186
GE Healthcare Ltd	12:15-13:15 - 60mins	PIAF	220	90	190
Novartis Pharma AG	12:15-13:15 - 60mins	HUGO	820	105	855
Physicians Academy for Cardiovascular Education	12:15-13:15 - 60mins	MONET	650	60	400
Charite - Campus Virchow-Klinikum (CVK)	13:30-14:30 - 60mins	RENOIR	380	85	310
Roche Diagnostics International Ltd	13:30-14:30 - 60mins	PIAF	220	120	260
SERVIER INTERNATIONAL	13:30-14:30 - 60mins	HUGO	820	80	650
Sunday 30 April					
Charite - Campus Virchow-Klinikum (CVK)	12:45-13:45 - 60mins	RENOIR	380	65	250
scPharmaceuticals	12:45-13:45 - 60mins	ZOLA	370	65	240
Bayer AG	12:45-14:00 - 75mins	MONET	650	30	200
Medtronic International Trading SARL	12:45-14:00 - 75mins	ZOLA	370	80	300
Novartis Pharma AG	12:45-14:00 - 75mins	HUGO	820	105	840
Vifor (International) AG	12:45-14:00 - 75mins	MATISSE	310	110	340
Abiomed Europe GmbH	18:15-19:15 - 60mins	PIAF	220	40	85
Monday 01 May					
AstraZeneca UK Ltd	12:45-13:45 - 60mins	ZOLA	370	80	280
Fresenius Medical Care	12:45-13:45 - 60mins	PIAF	220	110	250
Charite - Campus Virchow-Klinikum (CVK)	12:45-13:45 - 60mins	RENOIR	380	105	390
St Jude Medical Coordination Center BVBA	12:45-13:45 - 60mins	PIAF	220	100	220
Vifor (International) AG	12:45-14:00 - 75mins	MATISSE	310	100	310
Zoll CMS GmbH	12:45-14:00 - 75mins	HUGO	820	20	170

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Sponsored Sessions attendance

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Experts on the Spot					
Account Name	Product	Room reference	Room Size/Capacity	Attendance in %	Nb of delegates
Sunday 30 April					
scPharmaceuticals	10:15 - 10:45 - 30mins	AGORA 2	50	130	70
SERVIER INTERNATIONAL	10:15 - 10:45 - 30mins	AGORA 1	80	200	160
Novartis Pharma AG	15:55 - 16:25 - 30mins	AGORA 1	80	200	160
Roche Diagnostics International Ltd	15:55 - 16:25 - 30mins	AGORA 2	50	110	60
Monday 01 May					
SERVIER INTERNATIONAL	10:15 - 10:45 - 30mins	AGORA 1	80	150	120
Vifor (International) AG	10:15 - 10:45 - 30mins	AGORA 2	50	120	60
Physicians Academy for Cardiovascular Education	15:55 - 16:25 - 30mins	AGORA 2	50	100	50
Vifor (International) AG	15:55 - 16:25 - 30mins	AGORA 1	80	110	90

Sponsored Sessions

6 Sponsored Session slots

Saturday	12.15 - 13.15	60 mins
NEW	13.30 - 14.30	60 mins
Sunday	12.45 - 13.45	60 mins
	12.45 - 14.00	75 mins
	18.15 - 19.15	60 mins
	18.15 - 19.30	75 mins
	18.15 - 19.45	90 mins
Monday	12.45 - 13.45	60 mins
	12.45 - 14.00	75 mins
	18.15 - 19.15	60 mins
	18.15 - 19.30	75 mins
	18.15 - 19.45	90 mins

- NEW**
- 1) Saturday lunch time with 2 Sponsored Sessions slots : 6 slots vs 5 slots in 2016= less competition between sessions
 - 2) Sponsored Session order includes the Screencast
 - 3) HFA Faculty management policy evolution

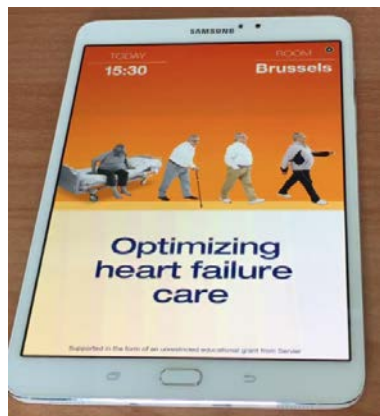
Sponsorship items this year

New this year:

- Online Heart Failure Congress news was emailed to all congress delegates with a different sponsors advert each day.

Feedback:

- Splash advert – feedback on interest
- Mobile app downloads over 3 127



Sponsorship items this year

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New this year:

- Screencast included with Satellite Symposium

Webcast

- Free Access to all healthcare professionals on Scientific Programme Planner
- Strategy of ESC which different from HF sessions which are reserved to members only



The screenshot displays a webcast interface. At the top, a blue header bar contains the text "ALAD" on the left and "13:18" on the right. Below the header, the main content area has a title "What is your next step?" followed by a list of five options: 1. Change ACEI for ARNI, 2. Start ivabradine, 3. Perform coronary angiogram, 4. Start digoxin, and 5. All of the above. To the right of the list is a small video thumbnail showing a man speaking, with the caption "Peter VAN DER MEER (Groningen - NL)" below it. At the bottom of the interface, there is a progress bar with the number "10" and the "NOVARTIS" logo. In the bottom right corner, there are logos for "Heart Failure 2017" and "ESC".

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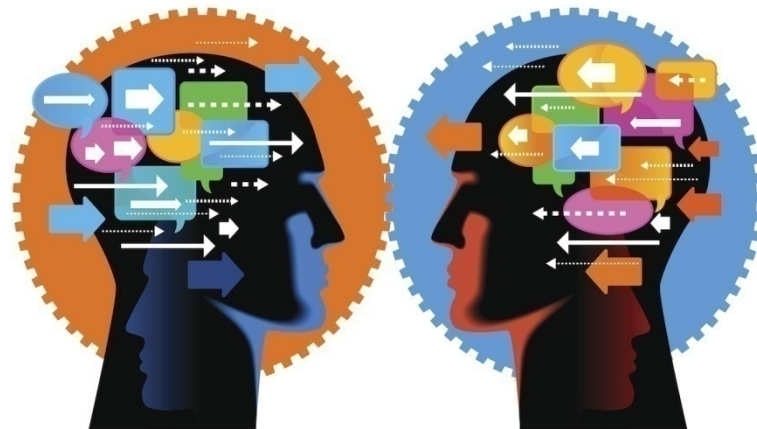
Industry feedback

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- Pre Congress
 - Organisation
 - Promotion & Communication

- During the Congress
 - Rooms
 - Exhibition
 - Sponsored Sessions
 - Sponsorship
 - Scientific Programme
 - Venue, Hotels, City
 - Registration

- Suggestions



Organised by the Heart Failure Association of the ESC

HEART FAILURE | 2018

including the World Congress on Acute Heart Failure

26-29 MAY

VIENNA

Heart Failure: classical repertoire,
modern instruments



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