

Heart Failure 2022 Industry debrief

Monday 23 May 2022



HFA
Heart Failure
Association



ACNAP
Association of Cardiovascular
Nursing & Allied Professions

Heart Failure & World Congress on Acute Heart Failure 2022



Annual Congress of the Heart Failure Association of the ESC
in conjunction with ACNAP-EuroHeartCare 2022

21-24 | **MADRID**
MAY | **& ONLINE**

#HeartFailure2022



ESC
European Society
of Cardiology



HFA
Heart Failure
Association

Agenda

- Introduction
- Congress highlights & figures
- Industry presence
- Industry feedback
- Heart Failure 2023



ESC

Heart Failure 2022 Format



Streamed live from Madrid

ONSITE



IFEMA, Madrid



Onsite participation



Up to 7 Lecture rooms running in parallel



Sponsored sessions, exhibition and networking opportunities



Delegate coffee breaks and networking events

ONLINE



Online audience



Live access to 100% scientific via the congress event platform
1 LECTURE ROOM = 1 CHANNEL



Abstract and clinical case presentations will be digital but also onsite

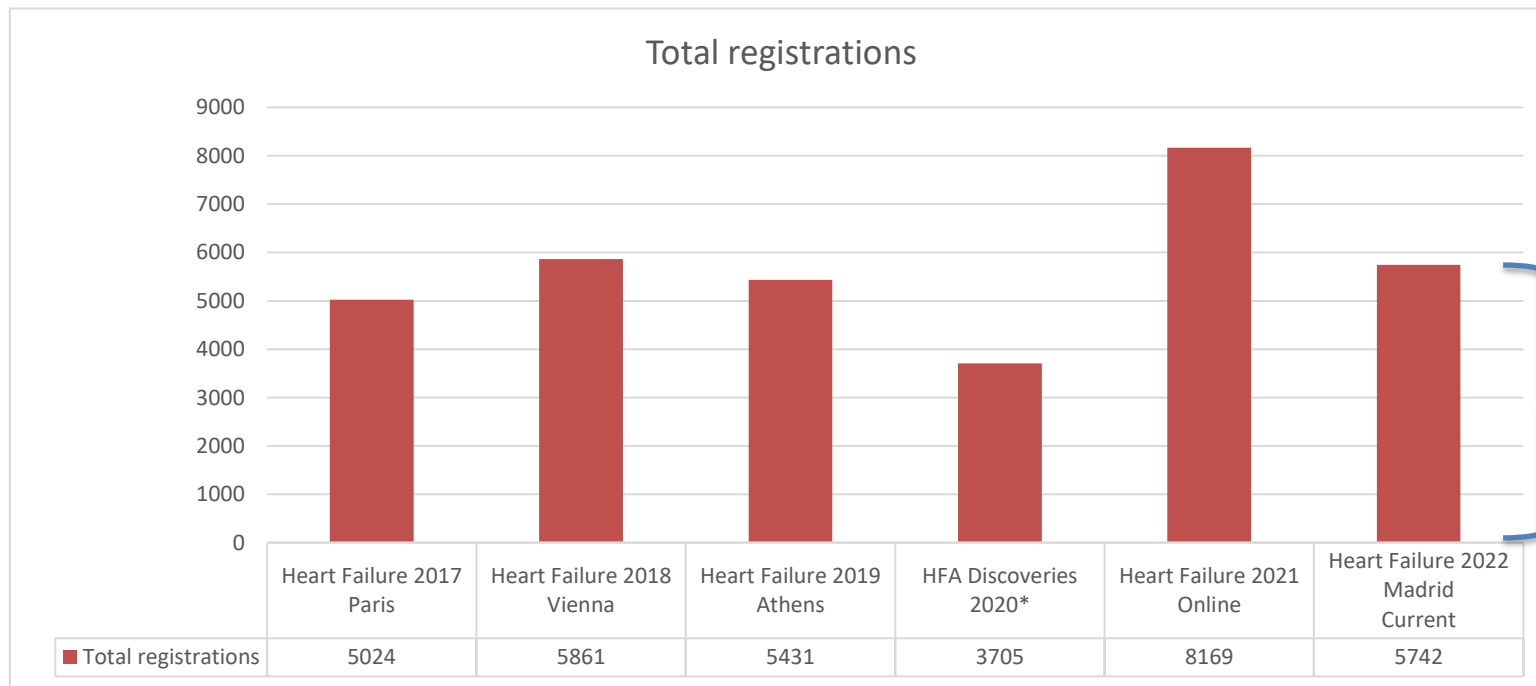


Heart Failure 2022 New initiatives

- **Mobile App**
Pilot project, congress dedicated App
- **Collaboration with ACNAP – EuroHeartCare**
2 congresses under 1 roof
- **Research gateway area**
Dedicated area for ePosters, Moderated abstracts presentation, abstract and clinical cases consultation
- **New badges**
Printed in advanced by delegates for a faster and easier access to the congress



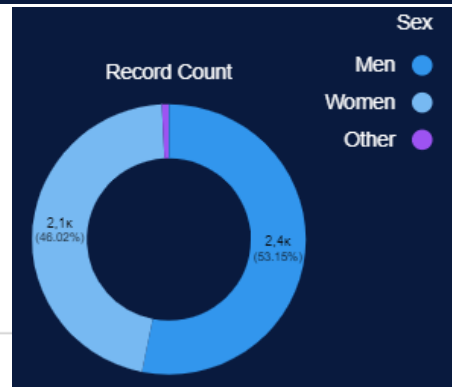
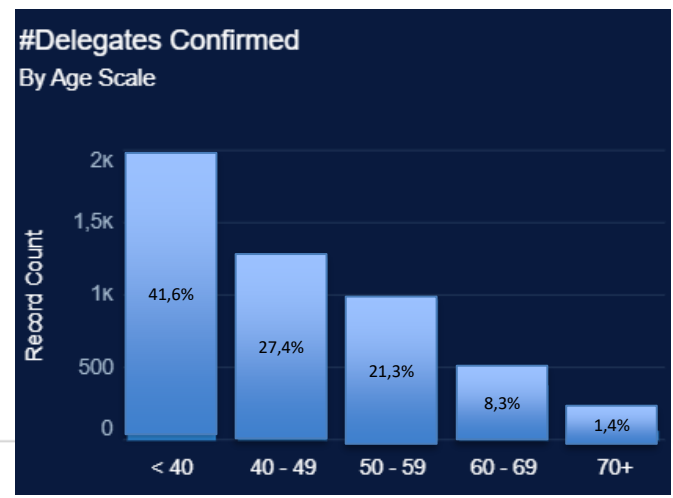
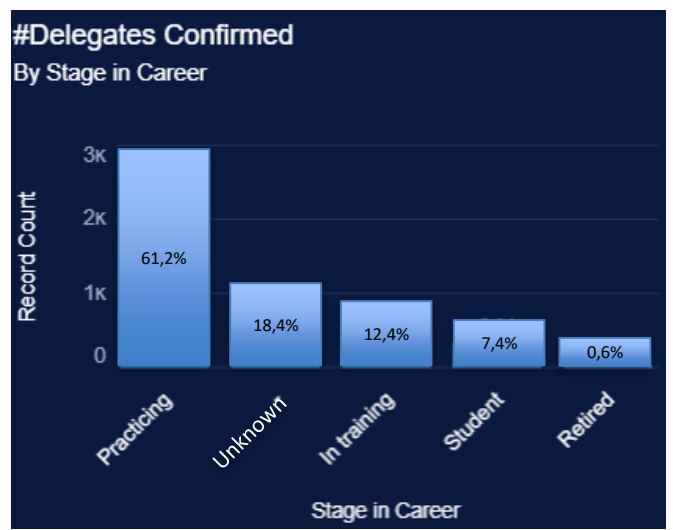
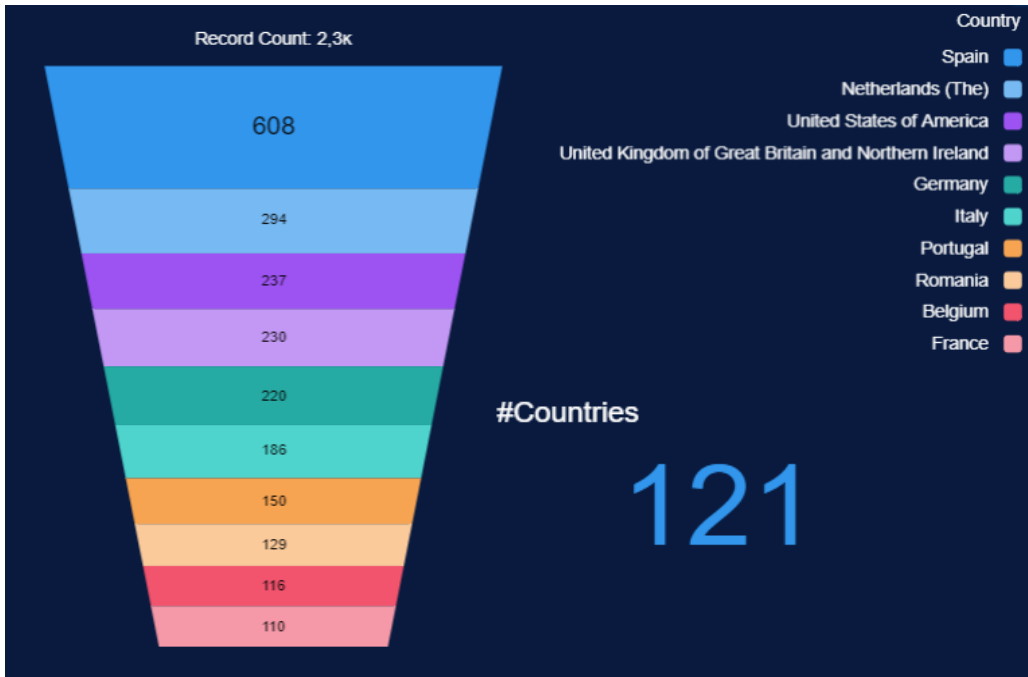
2017-2022 Registration figures (as of 23 May)



ONSITE: 3131
incl. 513 exhibitors

ONLINE: 2,611

- *HFA Discoveries: Free online consultation of the scientific resources after congress cancellation due to COVID emergency
- Heart Failure 2021 : Online format



Industry Partners



Pfizer
Rare Disease

Medical Information

Pfizer

Abbott

VIFOR PHARMA

LifeVest

ZOLL LifeVest

Boehringer Ingelheim

Lilly

Jardiance[®]
(empagliflozin)

Roche

Get referrals for the right patients at the right time

for fact-driven clinical decisions

Impella[®]
Heart P

ABIOMED[®]
Recovering hearts. Saving lives.

Vyndaqel
(tafamidis)

ABQEL
ATTR-CM therapy

Rapibloc[®]
Landiolol hydrochloride

IMPULSE
DYNAMICS

Hope is Here

BAYER

Occlutech

AFF
Atrial Flow Regulator

disrupt medical therapy.

CVRx
Outsmart the heart

wisepress.com
award medical bookshop

CRC Press
Taylor & Francis Group

NOVARTIS

Why wait to treat a failing heart?

LEAD WITH THE NEW GDMT STANDARDS IN HEART FAILURE

AstraZeneca

Boston Scientific
Advancing science for life[™]

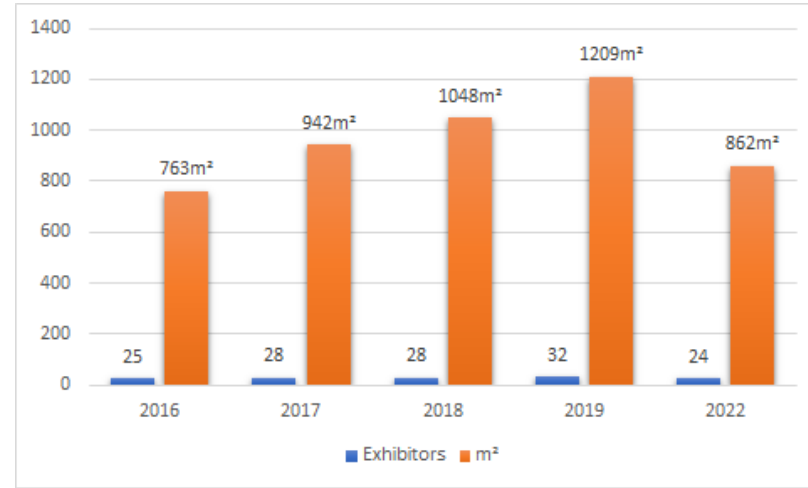
... we challenge status quo, advance



Networking – The Exhibition



Networking – The Exhibition



Networking – Through Meeting rooms

- 14 Industry Meeting Rooms

Satellite Symposia



5 lecture rooms available

From 200 to 500 pax

**Exclusive Slots or
Only 3 Satellite in parallel**

**Up to 4 Slots per day for Satellite
Symposia**

Morning + 2x Lunch time + Evening

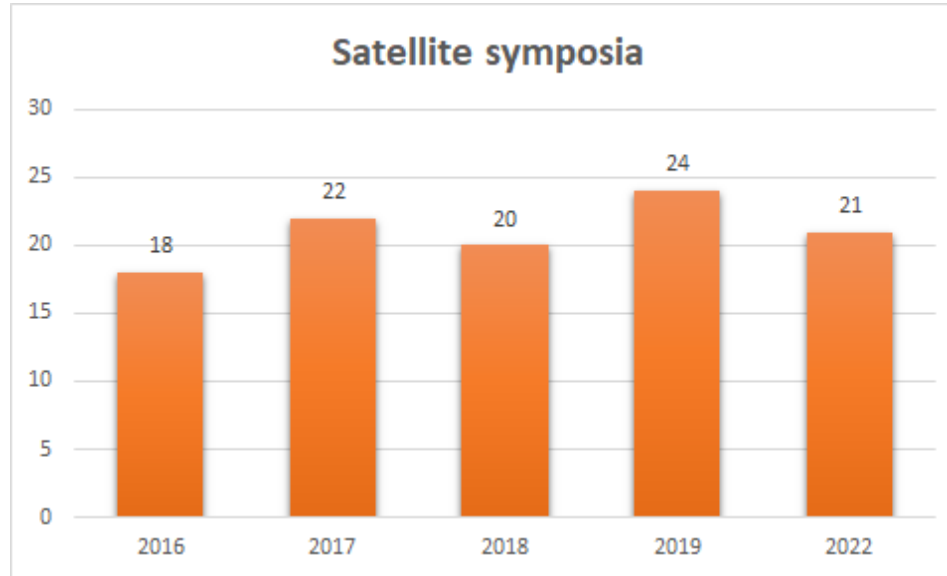
Satellite Symposia



2 formats: 45' or 60'



Webcast included



Sponsorship



Online

2616 Online & 3131 Onsite=5742

11 Online Exhibitor



VIFOR PHARMA GROUP

Vifor Pharma Group is a global pharmaceuticals company, aiming to become the global leader in iron deficiency, nephrology and cardiovascular therapies

GET MORE INFORMATION →



BOEHRINGER INGELHEIM AND ELI LILLY AND COMPANY

Boehringer Ingelheim and Eli Lilly and Company have formed an alliance driven to transform care for people with cardio-renal-metabolic conditions.

GET MORE INFORMATION →



BAYER AG

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. For more information, go to www.bayer.com

GET MORE INFORMATION →



ASTRAZENECA

AstraZeneca is a global, science-led biopharmaceutical company.

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CYTOKINETICS

Cytokinetics is focused on discovering and developing muscle activators & inhibitors as potential treatments for diseases of impaired muscle function.

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The mission of Oxford University Press is to further the University's objective of excellence in research, scholarship, and education.

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ZOLL OMS GMBH

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18 Satellite Onsite Live Streamed



Average attendance 262 Online



Sponsorship



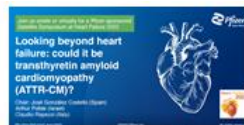
Optimal RAASi therapy in heart failure: tackling the challenge of hyperkalaemia

Sunday 22 May
12:35-13:35 CEST
Room 1



It's time to redefine management following a worsening heart failure event

Sunday 22 May
12:35-13:35 CEST
Room 2



Looking beyond heart failure: could it be transthyretin amyloid cardiomyopathy (ATTR-CM)?

Sunday 22 May
14:55-15:40 CEST
Room 2



A new era for HFpEF – Exploring the role of empagliflozin in practice

Sunday 22 May
14:55-15:40 CEST
Room 3



When the heart begins to race acutely - overcoming existing therapy limits with Landiolol

Sunday 22 May
9:40-10:25 CEST
Room 2



What's the next STEP in HFpEF?

Sunday 22 May
12:35-13:35 CEST
Room 3



THE CARDIOLOGY
KNOWLEDGE HUB

**Target of 175,000 Unique Users
over 12 upcoming months**

**Access
Heart Failure
congress
resources,
webinars
and more**

**Get
your 5-minute
demo on the
HFA-ESC
Stand**



www.escardio.org/ESC365

 Novo Nordisk ESC 365 is supported by Novo Nordisk





- **What did you like?**
- **What shall we improve for future HF Congresses?**
- **What are the lessons related to the location?**

Heart Failure & World Congress on Acute Heart Failure **2023**

It's not too early to start planning
Put it in your agenda now

Our next congress will be on
20-23 May
Prague & online



HFA
Heart Failure
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 European Society of Cardiology

Heart Failure 2023 Chairperson



Prof. Wilfried Mullens, Belgium

Prague as a destination

- At the heart of Europe
- International airport, hub for Central and Eastern Europe

O2 Universum

- Brand new venue, opened in 2019
- Compact layout
- 15 minutes from the city centre
- Metro station at the door of the venue
- Hundreds of hotel rooms within walking distance

