

Introducing Heart Failure 2022

Monday 13 December 2021 – 12pm CET

Agenda



Introduction & Welcome

L-A Fabre

HFA Vision & Congress Format

Prof. A. Coats

Congress Scientific Programme

Prof. A. Bayes Genis

Venue Presentation

A. Leuba

Industry Opportunities

L-A Fabre

Q&A

All

HFA Mission and Vision

Our **mission** is to improve the 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.

Our **vision** as the world's largest heart failure association, is to prioritise patient management and awareness of heart failure as a global health problem.

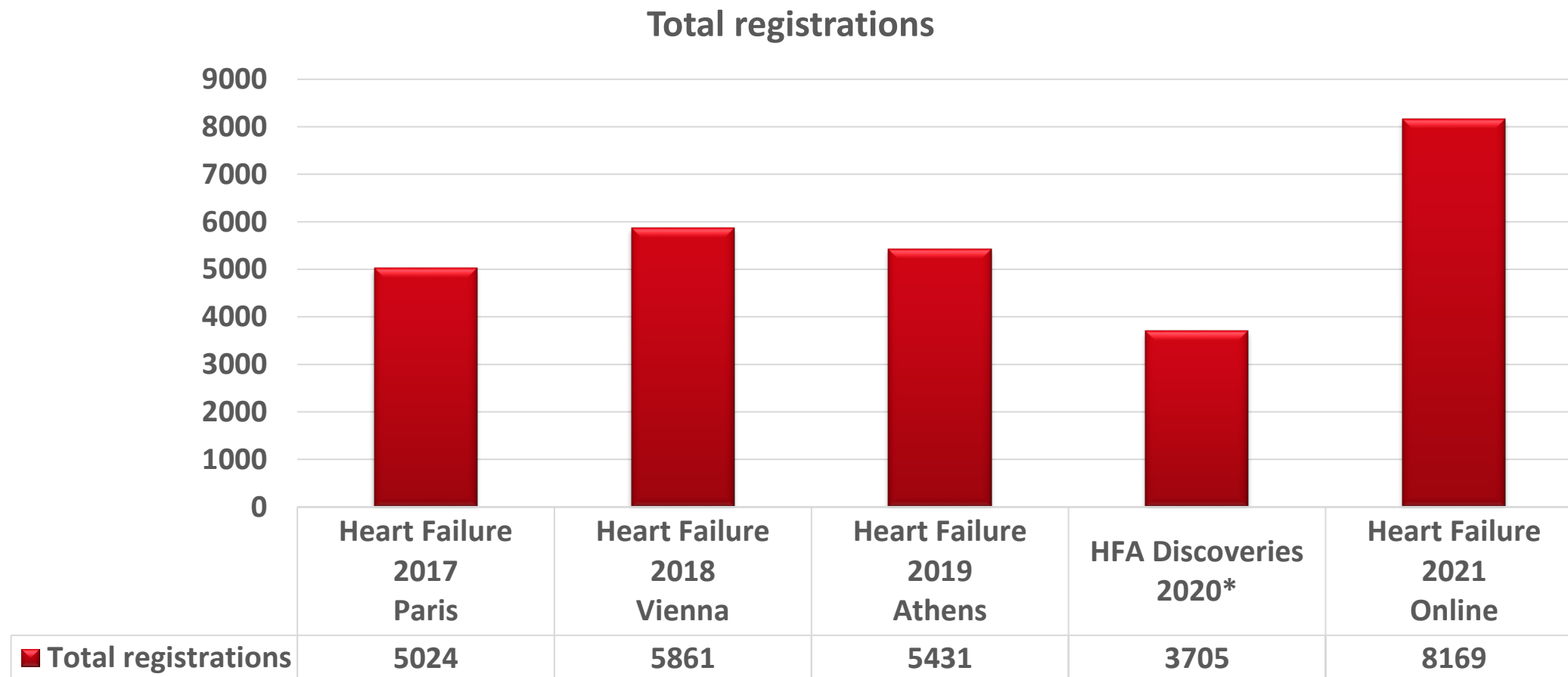
What we do:

- **Congresses** - Heart Failure congresses, winter meeting
- **Membership** - 3 Levels + Fellows of the HFA
- **Advocacy** - Patient website: heartfailurematters.org, Heart Failure Awareness Days, HFA Summit
- **Research** - Registries, journals, scientific papers
- **Education** - Webinars, certification exams, courses, postgraduate courses, grants

Key figures:

- **8,000 +** HFA members
- **8,000 +** attendees at HF2021
- **50** National Heart Failure Societies / working groups
- **20 +** committees and study groups
- **25** countries participating in Heart Failure Awareness Days
- **140 000 +** visitors/month on heartfailurematters.org

Heart Failure participation evolution (2017-2021)



* HFA Discoveries: Online event following congress cancellation due to COVID
HF2021: Incl. 1768 free delegates registered to the Taste of HFA.

Heart Failure 2022 – Format

Saturday 21st May to Tuesday 24th May

ONSITE



IFEMA, Madrid



Objective of 2,600
participants onsite



5 Lecture rooms over 3.5 days



Sponsored sessions,
exhibition and networking
opportunities



Delegate coffee breaks and
networking events



Streamed live
from Madrid



Daily interactions



ONLINE



Objective of 2,600 participants
online + Free participants to
the “*Taste of HF 2022*”.



Live access to 100% of the
scientific and industry sessions
via the congress event platform



Abstract and clinical case
presentations will be both
onsite and online

Heart Failure 2022 – Audiences

Target audience

ONSITE

- ✓ **Faculty/ Key Opinion Leaders**
- ✓ **Health Care Professionals** most likely to attend and willing to network & meet again with peers
- ✓ **Delegates** from Spain, neighboring countries and beyond Europe

ONLINE

- ✓ **Worldwide audience** who could not afford or could not come physically to Madrid due to travel restrictions.
- ✓ **Young delegates**

NEW this year

Collaboration with the **Spanish Heart Failure Association**

- Local language sessions onsite on congress Day 1

Collaboration with the **Association of Cardiovascular Nursing and Allied Professions (ACNAP)**

- ACNAP-EuroHeartCare 2022 will be held from Sunday 22 May to Monday 23 May (Day 2 & 3)
- Opportunity to enlarge the congress scope by merging the congresses

Heart Failure 2022 : The International Hub for all the heart failure specialists



Congress Timeline

- **December** – Scientific programme finalisation
- **January** – Faculty invitations

Scientific
Programme

- **23 November - 20 January** – Call for abstracts and clinical cases
- **1st March – 30 March** – Call for Late-Breaking Science
- **Early March** – Abstract results announcement

Call for science


- **Early registration Deadline – 21 March**
- **Late registration Deadline – 13 May**
- **Last minute registration Deadline – 24 May**

Registration

- Congress Tagline: **Evidence, Guidelines, Implementation**
- **Scientific content** : Up to 80 scientific slots (to be accredited by UEMS accredited) including :
 - 59 sessions
 - 21 Special sessions: Awards, Heart Failure Specialists of Tomorrow (HoT), Joint sessions, HFA Lifetime achievement award, Late Breaking Science, HFA Championship, Local track.
- **Programme also includes:**
 - 6 Slots for Oral Abstract & Clinical cases sessions (*TBC depending on abstract sub. figures*)
 - Research gateway: Abstracts & Clinical Cases platform for consultation & discussion
 - 32 Industry sessions slots

Preliminary Programme – Day 1



DAY 1 - Saturday, 21 May

TIME CEST	DURATION	ROOM 1 (500 PAX) CHANNEL 1	ROOM 2 (480 PAX) CHANNEL 2	ROOM 3 (480 PAX) CHANNEL 3	ROOM 4 (480 PAX) CHANNEL 4	ROOM 5 (200 PAX) CHANNEL 5
8:30-9:30	60 mins	Scientific session	Scientific session	Scientific session	Scientific session	Scientific session
9:40-10:25	45 mins	NON-EXCLUSIVE Satellite Symposia (45min)				
10:25-11:25	60 mins	COFFEE BREAK / Abstract Discussion room (50min per session)				
11:25-12:25	60 mins	Scientific session	Scientific session	Scientific session	Scientific session	Scientific session
12:35-13:35	60 mins	NON-EXCLUSIVE Satellite Symposia (60min)				
13:45-14:45	60 mins	Scientific session	Scientific session	Scientific session	Scientific session	Scientific session
14:55-15:40	45 mins	NON-EXCLUSIVE Satellite Symposia (45min)				
15:40-16:40	60 mins	COFFEE BREAK / Abstract Discussion room (50min per session)				
16:40-17:40	60 mins	Scientific session	Scientific session	Scientific session	Scientific session	Scientific session
17:45-18:00	15 mins	 FOR ONLINE AUDIENCE ONLY: Scientific wrap-up				
18:05-19:05	60 mins	Inaugural Session				

Each session will be followed by a 10 minute break

Preliminary Programme – Day 2 & Day 3

DAY 2 and DAY 3 - Sunday, 22 May and Monday, 23 May

TIME CEST	DURATION	ROOM 1 (500 PAX) CHANNEL 1	ROOM 2 (480 PAX) CHANNEL 2	ROOM 3 (480 PAX) CHANNEL 3	ROOM 4 (480 PAX) CHANNEL 4	ROOM 5 (200 PAX) CHANNEL 5
8:10-8:25	15 mins	 FOR ONLINE AUDIENCE ONLY: Breakfast scientific briefing				
8:30-9:30	60 mins	Scientific session	Scientific session	Scientific session	Scientific session	Scientific session
9:40-10:25	45 mins	NON-EXCLUSIVE Satellite Symposia (45min)				
10:25-11:25	60 mins	COFFEE BREAK / Abstract Discussion room (50min per session)				
11:25-12:25	60 mins	Scientific session	Scientific session	Scientific session	Scientific session	Scientific session
12:35-13:35	60 mins	NON-EXCLUSIVE Satellite Symposia (60min)				
13:45-14:45	60 mins	Scientific session	Scientific session	Scientific session	Scientific session	Scientific session
14:55-15:40	45 mins	NON-EXCLUSIVE Satellite Symposia (45min)				
15:50-16:50	60 mins	Scientific session	Scientific session	Scientific session	Scientific session	Scientific session
16:50-17:50	60 mins	COFFEE BREAK / Abstract Discussion room (50min per session)				
17:50-18:35	45 mins	EXCLUSIVE Satellite Symposium (45min)				
18:45-19:45	60 mins	Scientific session	Scientific session	Scientific session	Scientific session	Scientific session
19:50-20:05	15 mins	 FOR ONLINE AUDIENCE ONLY: Scientific wrap-up				

Each session will be followed by a 10 minute break

Preliminary Programme – Day 4

DAY 4 - Tuesday, 24 May

TIME CEST	DURATION	ROOM 1 (500 PAX) CHANNEL 1	ROOM 2 (480 PAX) CHANNEL 2	ROOM 3 (480 PAX) CHANNEL 3	ROOM 4 (480 PAX) CHANNEL 4	ROOM 5 (200 PAX) CHANNEL 5
8:10-8:25	15 mins	📶 FOR ONLINE AUDIENCE ONLY: Breakfast scientific briefing				
8:30-9:30	60 mins	Scientific session	Scientific session	Scientific session	Scientific session	Scientific session
9:40-10:25	45 mins	NON-EXCLUSIVE Satellite Symposia (45min)				
10:25-10:55	30 mins	COFFEE BREAK				
10:55-11:55	60 mins	Scientific session	Scientific session	Scientific session	Scientific session	Scientific session
12:05-13:05	60 mins	CLOSING / Highlights				

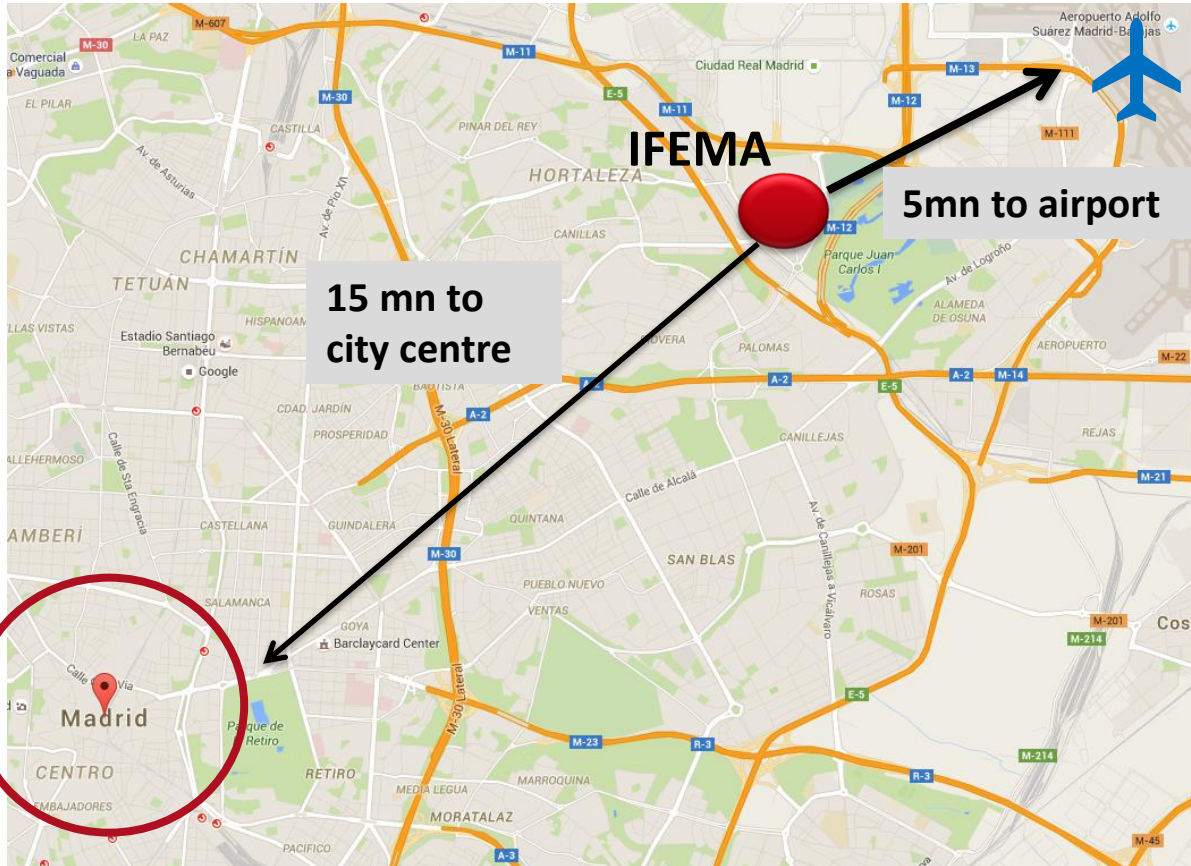
Each session will be followed by a 10 minute break

Madrid – A strategic destination

- Attractive destination
- Excellent accessibility: 194 direct international flights
- Main European air hub for Latin America
- Good climate

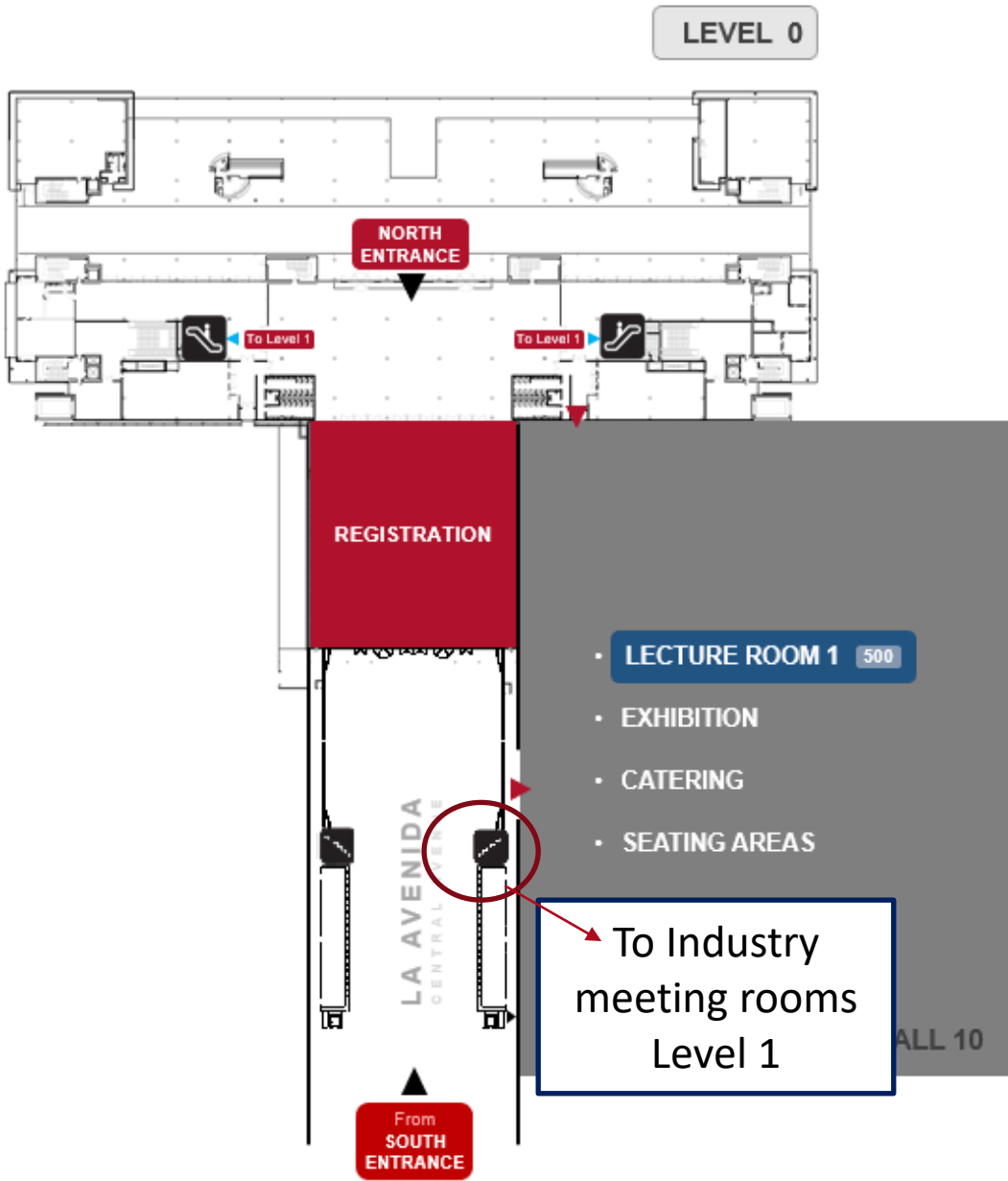
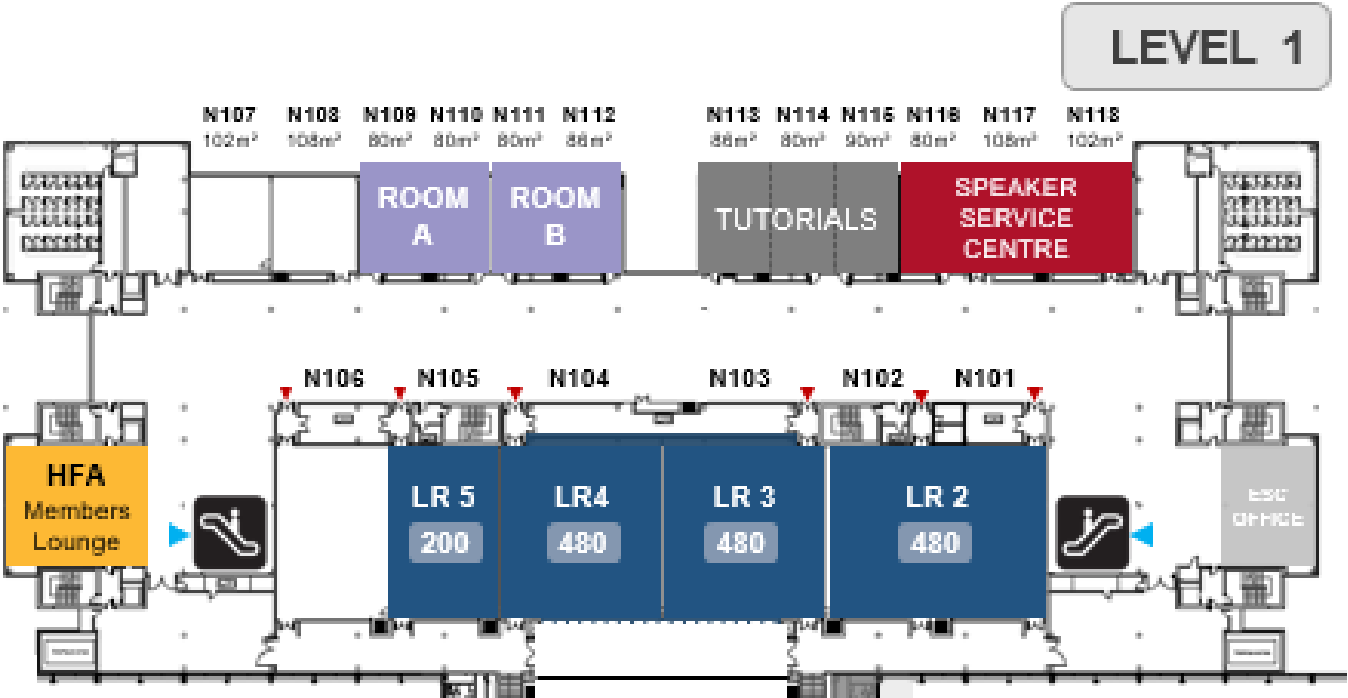


Venue – IFEMA Feria Madrid



- Congress centre connected to a big hall
- Space for constructions
- 15mn by Metro to the city centre
- 1 Metro stop from the Airport
- 24 hotels in a radius of 10 km + 2 hotels onsite

Preliminary venue layout



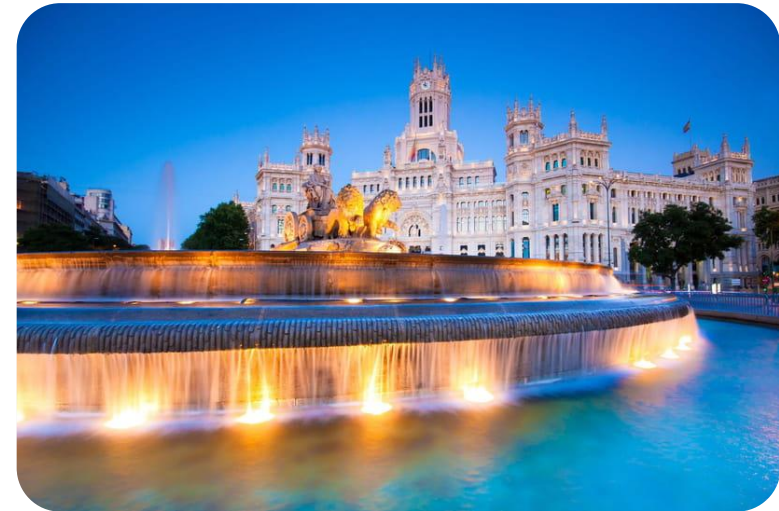
Heart Failure 2022 – Hotels, social events & hostesses

Bco Congressos has been appointed as the local partner and will be able to assist the HFA industry partners with:

- **Group bookings of hotel rooms**
- **Corporate hospitality, Dinners & transfers**
- **Local hostesses**

Email: hf2022@bcocongresos.com

Tel: +34 938 823 878



Introducing Heart Failure 2022



INDUSTRY OPPORTUNITIES

Exhibition

Heart Failure 2022 – Onsite in Madrid and Online, around the world!

Onsite Exhibition

Strategic location for networking

Prime location in the congress centre surrounded by the biggest lecture room and incorporated in catering points and networking areas



Non-contractual visual



Dedicated
exhibitor
webpage

Virtual
listing



Non-contractual visual

Online Exhibition

To maximize exposure

Opportunity to also engage with online audience and prolong discussions via virtual networking tools



Streaming
LIVE
from
Madrid

Industry Sponsored Sessions

Satellite Symposia

5 lectures room

From 200 to 500 pax

3 formats available

Onsite live streamed / Onsite only /
Online only

30 non exclusive slots

45 or 60 minutes
Morning, lunchtime or afternoon
Max. 3 sessions simultaneously

2 exclusive slots

45 minutes
Late afternoon

Webcast included

2600 pax



Be part of
"Taste of Heart Failure 2022"

Increase the reach
of your Satellite
Symposium with
the **Onsite Live
Streamed Option**
and target both
audiences



2600 pax



HFA
Heart Failure
Association

Non Exclusive slots

Date	Timeslot	Duration
Saturday	9:40 – 10:25	45 min
	12:35 – 13:35	60 min
	14:55 – 15:40	45 min
Sunday	9:40 – 10:25	45 min
	12:35 – 13:35	60 min
	14:55 – 15:40	45 min
Monday	9:40 – 10:25	45 min
	12:35 – 13:35	60 min
	14:55 – 15:40	45 min
Tuesday	9:40 – 10:25	45 min

Exclusive slots

Date	Timeslot	Duration
Sunday	17:50 – 18:35	45 min
Monday	17:50 – 18:35	45 min

Industry Sponsored Sessions

Satellite Symposia Location



Seating capacity

- 280 pax (x1 room)
- 480 pax (x3 rooms)
- 500 pax (x1 room)



Industry Sponsored Sessions

Tutorials



- **Hands-on and/or 1-on-1 learning approach**

Specific areas of expertise
From clinical and/or technical experts

- **Strong interactions**

Classroom set-up & limited audience
Qualitative exchange

- **3 rooms available**

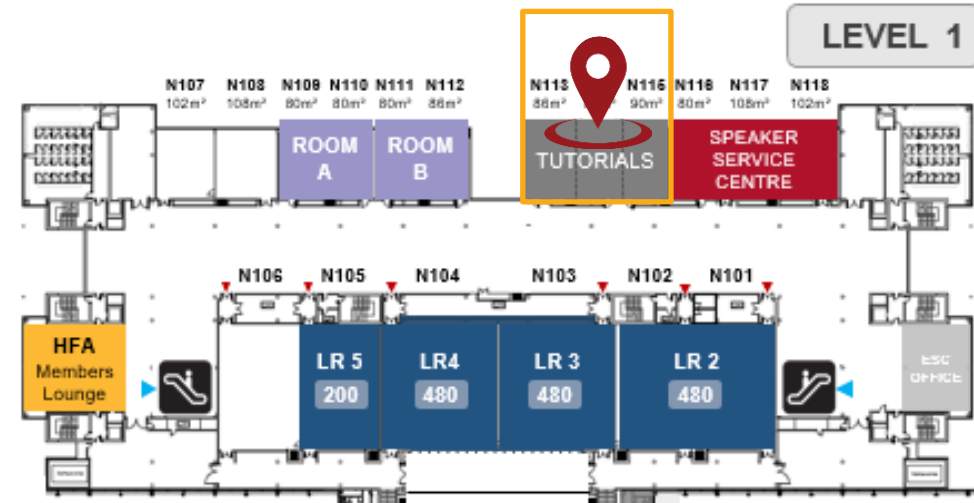
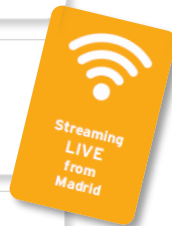
From 80 to 90 sqm

- **Onsite OR Onsite Live Streamed**

Opportunity to broadcast on your virtual exhibition

- **Number and duration not restricted**

Several sessions a day
3,5 days



Sponsorship opportunities

- Various options to promote your activities onsite and online



The screenshot shows the website for the Heart Failure 2022 World Congress on Acute Heart Failure. The navigation bar includes links for CONTACTS, ABOUT HFA, KEY FIGURES, SPOTLIGHT, PROGRAMME, SESSIONS, EXHIBITION, and SPONSORSHIP. The main header features the event title 'Heart Failure 2022' and the subtitle 'World Congress on Acute Heart Failure'. Below this, the dates '21-24 May 2022' and location 'Madrid & Online' are displayed. A calendar graphic highlights the dates from May 15 to 26. A yellow button labeled 'INDUSTRY OPPORTUNITIES' is visible. At the bottom, the website URL 'www.escardio.org/HeartFailure2022' and the hashtag '#HeartFailure2022' are provided. A yellow callout box in the top right corner of the screenshot says 'Available TODAY'.



- Take the opportunity to communicate on your innovations and activities to the healthcare profession

Next steps

- **Sales open date**

Monday 13th December 2021

- **Online orders, Industry Prospectus and Guidelines**

Available on <http://www.escexhibition.org/HF2022>

- **Key dates**

12th January 2022 – Deadline to order with priority status

21st March 2022 – ARS submission deadline

1st April 2022 – Deadline to submit your scientific programme

- **Plan your 1 on 1 meeting with your Account Manager**

To answer all your questions and discuss logistical aspects



Thank You

