

Heart Failure 2013

CONGRESS ORGANISED BY THE HEART FAILURE ASSOCIATION OF THE ESC

INDUSTRY PROSPECTUS

25-28 MAY LISBON
PORTUGAL



www.escardio.org/HFA



HEART FAILURE
ASSOCIATION
OF THE ESC



EUROPEAN
SOCIETY OF
CARDIOLOGY®

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Share new insights, improve your knowledge and make new friendships!

It is our great pleasure to invite you to the Heart Failure Congress 2013, which will be held in Lisbon, Portugal from 25 to 28 May 2013.

Organised by the Heart Failure Association of the European Society of Cardiology (HFA of the ESC), the Heart Failure Congress is a unique forum where cardiologists, interventional heart failure specialists, cardiac surgeons, internists, practicing general physicians, basic scientists, epidemiologists, cardiac nurses, industry affiliates and others have the opportunity to meet and exchange ideas and information.

The HFA congress is an international event open to anyone interested in any aspect of heart failure from epidemiology, through basic and translational science to prevention (reviewing the treatment of hypertension and post-infarction care), diagnosis (including novel imaging modalities and biomarkers), monitoring (together with remote monitoring), prognostication (risk stratification as well as use of biomarkers), medical and nursing management (including drugs, devices, tele-care and surgery). All of the clinical aspects are reinforced in the HFA Focus case based sessions. The programme will also include updates on the latest clinical trials, reviews of the best published papers and a summary of the most important heart failure presentations at the major international cardiology conferences, as well as joint sessions held with other international societies.

There will also be presentations of new clinically relevant areas, such as diastolic heart failure. A specific track will discuss the role of the heart failure specialist of tomorrow looking into interventional cardiology, electrophysiology, and cardiac surgery. Additionally, several European Associations and Heart Failure National Societies will offer their contribution to highlight different perspectives of clinical management.

We invite you to use this unique opportunity to present your original research and exchange your experiences in all related heart failure topics by submitting an abstract (Abstract submission from 15 November 2012 to 14 January 2013). The top ranking abstracts will be presented orally and a large area will be dedicated to poster presentations, the perfect platform to meet peers and colleagues. As in previous years, travel grants will be available to a number of top ranking abstract presenters.

Lively, international Lisbon, is the ideal venue for a Congress with our profile and scope. The city's wealth of historical, cultural and social attractions will undoubtedly be the perfect addition to complete your congress experience! Hotel and restaurant prices are very reasonable, and the weather at the end of May should be perfect.

We hope to see you at Heart Failure 2013 in Lisbon. Please make your plans early, as this promises to be a congress to remember!

B. Pieske FESC
(Graz, AT)

Scientific Chairperson

S.D. Anker FESC
(Berlin, DE)

President HFA of the ESC
(2012 - 2014)

J.S. Cardoso
(Porto, PT)

Local Host & President-
Elect Portuguese Society of
Cardiology

D.A. Brito FESC
(Lisbon, PT)

Local Host



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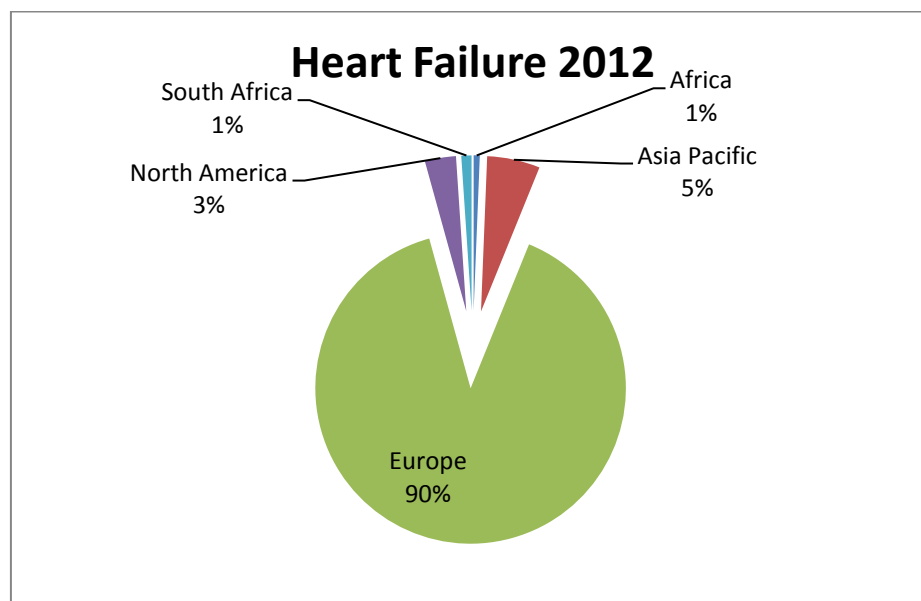
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Heart Failure General Congress Information

Why should I participate?

- **3,800** heart failure specialists in the same location
- World-class scientific information: over **850 abstracts** presented HF 2012
- **Over 100 scientific sessions** selected by the scientific committee
- A comprehensive programme with global experts managed over **6 lecture rooms**
- A variety of novel **industry sponsored sessions**
- **Latest products & innovations** discussed in the commercial exhibition

A GLOBAL AUDIENCE: DELEGATE ORIGIN BY REGION



Board of the Heart Failure Association (HFA) of the ESC (2012- 2014)

Stefan Anker (DE) President
 Gerasimos Filippatos (GR) President Elect
 Piotr Ponikowski (PL) Immediate Past-President
 Burkert Pieske (AT) Chairperson of the Clinical Section
 Zoltan Papp (HU) Chairperson of the Basic Science Section
 Petar Seferovic (RS) Coordinator for National HF Societies & Working Groups
 Aldo Maggioni (IT) Secretary
 Frank Ruschitzka (CH) Treasurer

Clinical section

Marisa Generosa Crespo-Leiro (ES), Arno Hoes (NL), Ekaterini Lambrinou (CYP), Adelino Leite-Moreira (PT), Viacheslav Mareev (RU), Theresa McDonagh (UK), Massimo Piepoli (IT), Jillian Riley (London, UK)

Basic Sciences Section

Stephane Heymans (NL), Ludwig Neyses (UK), Christoph Maack (DE), Alexandre Mebazaa (FR)

Ex-officio

Dirk van Veldhuisen (NL)

Sui Generis

Kenneth Dickstein (NO), John McMurray (UK)

Heart Failure 2013 Scientific Programme Committee

B. Pieske FESC (Graz, AT)	Scientific Chairperson
S.D. Anker FESC (Berlin, DE)	President HFA of the ESC (2012 - 2014)
D. Britto FESC (Lisbon, PT)	Local Host
J.S. Cardoso (Lisbon, PT)	Local Host & President-Elect Portuguese Society of Cardiology



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Congress Venue, dates and opening hours

Venue & Dates

Heart Failure 2013 will be taking place in Lisbon, Portugal on 25 – 28 May 2013 at:

Centro de Congressos de Lisboa

Praça das Indústrias

1300-307 Lisboa

Portugal

Tel : +(351) 213601400

<http://www.lisboacc.pt/lisboaccsite/index.htm>

Thursday	23 May 2013	08:00 – 20:00	Exhibition build-up
Friday	24 May 2013	08:00 – 20:00	Exhibition build-up
Saturday	25 May 2013	14:15 – 18:00	Scientific Sessions
		18:00 – 19:15	Opening Ceremony followed by cocktail in the exhibition area
		12:00 – 20:30	Exhibition OPEN
Sunday	26 May 2013	09:00 – 18:00	Exhibition OPEN
Monday	27 May 2013	09:00 – 18:00	Exhibition OPEN
Tuesday	28 May 2013	08:30 – 12:30	Exhibition CLOSED (but Sessions still running)
		08:00 – 19:00	Dismantling

Language

The official language during the Congress is English. No translation is available. Local language sessions will be, however, available in one lecture room throughout the entire congress.





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Heart Failure 2013 Scientific Programme

Congress Main Theme:

The Heart Failure Specialist of Tomorrow – from Diagnosis to Intervention

Heart failure diagnosis and therapy is at the core of a number of (sub)disciplines, including imaging, invasive cardiology, electrophysiology, and cardiac surgery. In addition, heart failure specialists have to deal with co-morbidities such as renal and pulmonary disease, diabetes, anaemia and depression, to name a few.

What are the requirements for the Heart Failure specialist of tomorrow? Which skills do we need to acquire?

Explore and discuss the essentials of imaging modalities, electrophysiology, valvular and coronary interventions, device therapies that may form the basis for a future interventional Heart Failure specialist.

We will review and discuss current Guidelines from different disciplines that address heart failure and will provide a comprehensive update on new heart failure entities, emerging diagnostic techniques, and therapeutic options.

The new HFA/ESC Recommendations for the Diagnosis of Diastolic Heart Failure will be presented.

Share and translate new knowledge into optimised heart failure management.

Main types & tracks

- ✓ HFA Focus - case based sessions
- ✓ Heart Failure with Preserved Ejection Fraction
- ✓ Interventions, Devices and Telemonitoring
- ✓ Imaging and Biomarkers
- ✓ New and emerging Therapies
- ✓ Current evidence based management
- ✓ Advanced heart failure management – VAD – Transplant
- ✓ Update on valvular disease for the HF specialist
- ✓ Basic and Translational Research
- ✓ Local language - organised by the Portuguese Society of Cardiology



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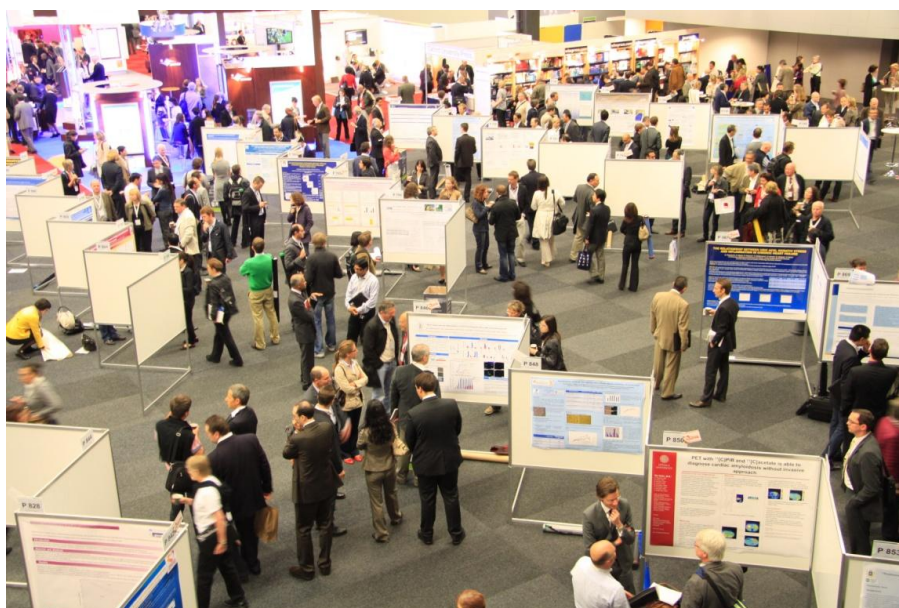
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Heart Failure Industry Partners Participation

The following is the list of Industry Partners who have participated in the previous edition of the Heart Failure Congress 2012:

Abbott
Alere
BG MEDICINE INC
Boston Scientific
Cardioentis
Charité University Medicine Berlin
Circulite Inc
Critical Diagnostics
GE Healthcare
Heartware Inc
Hemofarm AD
Medtronic
Novartis Pharma AG
Oxford University Press

Pfizer
Pfizer/BMS
Philips Healthcare
ResMed Europe
Richter Gedeon
SCHILLER
Scisense Systems Inc
SERVIER
ST Jude Medical
Thermo Fisher Scientific
THORATEC CORPORATION
VIFOR PHARMA
World Precision Instruments Europe
Zoll



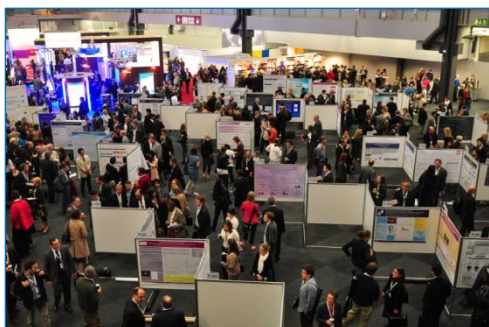


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1. Exhibition:

Showcase your products, services and activities to over 3,300 delegates from 77 different countries.



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 technical exhibition.

Stands will be assigned on a first come, first served basis.

Application Deadline: 30 November 2012

Price for space only: **€440 per m² excl. VAT**

Price for Publishers **€330 per m² excl. VAT**

The minimum exhibition space is 9 m²
(6 m² for publishers and booksellers)

Exhibitors 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 here.

Price for additional badges: €40 excl. VAT

Exhibitor badges will not give access to the scientific sessions of the congress except for those sessions sponsored by the exhibitor.

A new badge category (to be defined) will enable exhibitors to provide a limited number of their staff with access to the scientific sessions of the congress (details to be provided at later date).

Stand size between:	Number of Free Badges:	
	General	Scientific
9 and 49m ²	5	5
50 and 99m ²	9	9
100m ² +	13	13

Exhibition area of more than 2500 m² gross

- Opening Cocktail in the Exhibition
- Lunch/Coffee Breaks served in the exhibition

Exhibition Opening Hours:

Saturday	25 May 2013	12:00* – 20:30	Exhibition OPEN (Opening Cocktail 19:15 – 20.30)
Sunday	26 May 2013	09:00 – 18:00	Exhibition OPEN
		10:00 – 11:00	Coffee Break
		15:45 – 16:30	Coffee Break
Monday	27 May 2013	09:00 – 18:00	Exhibition OPEN
		10:00 – 11:00	Coffee Break
		15:45 – 16:30	Coffee Break
Tuesday	28 May 2013	08:30 – 12:30	Exhibition CLOSED (Dismantling as of 13:00*)

*Subject to change



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2. Industry Sponsored Sessions:

Ensure your contribution to the outstanding Heart Failure Scientific Programme

Satellite Symposia

Participating companies may organise a scientific session at a dedicated time slot, known as a Satellite Symposium. These industry sponsored sessions are the perfect forum through which you may reach your target audience with the latest scientific information and developments.

Satellite Symposia, will be held within the Congress Centre in lecture rooms ranging in capacity from 150 to 800 seats. A limited number of time slots have been made available for Satellite Symposia with the following costs:

An exhibition stand of minimum of 9m² is required. Companies without a stand must take a €5 000 educational Grant.



				Exhibitor	Non-Exhibitor
Saturday	25 May 2013	16:15 - 17:15	60 mins	€36 000	€41 000
	25 May 2013	16:15 - 17:45	90 mins	€41 000	€46 000
Sunday	26 May 2013	12.45 - 13.45	60 mins	€38 000	€43 000
	26 May 2013	12.45 - 14.00	75 mins	€41 000	€46 000
	26 May 2013	18.15 - 19.15	60 mins	€34 000	€39 000
	26 May 2013	18.15 - 19.45	90 mins	€41 000	€46 000
Monday	27 May 2013	12.45 - 13.45	60 mins	€38 000	€43 000
	27 May 2013	12.45 - 14.00	75 mins	€41 000	€46 000

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

- Room rental
- 1 Invite in Industry Programme
- 1 Weblink
- 1 room Hostess
- Access and use of audiovisual equipment in lecture room

Satellite organisers may organise receptions before or after the Satellite. Lunch boxes may also be distributed before or after the symposium.

Satellite Symposia Programmes will be published in the Heart Failure Final Programme and on the Heart Failure Web Site. All Satellite Symposia programmes are subject to Heart Failure Board approval.

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.

Deadline for application: 30 November 2012



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Hands-On Tutorials

Companies will have the means of associating with the educational requirements of delegates in an exclusive and intimate environment through the organisation of Hands-On Tutorials.

These industry supported tutorials will provide participants with an opportunity for hands-on, one-on-one learning from leading experts in specific areas of expertise. Tutorials will be promoted in the Heart Failure final programme, in the official Heart Failure Scientific Programme Online and on the Heart Failure 2013 web pages.

Supporting companies can run tutorials between 8:30am – 6pm from Sunday through Monday. Tutorials can cater for up to 30 pax maximum per session. The tutorial programme will be approved by the Heart Failure 2013 Scientific Programme Committee and will provide key take-home skills for the participant.

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

- Room rental for 2 days
- 1 Invite in Industry Programme
- 1 Weblink
- Electricity, air-conditioning, tables, chairs & daily cleaning

Supporting companies may brand the outside wall of the assigned room and advertise the tutorials from their stand. Registration can be managed onsite or via the supporting company's web site prior the event.

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.

An exhibition stand of minimum of 9m² is required. Companies without a stand must take a €5 000 educational Grant.

Cost: €15,000 (Exhibitors), €20,000 (Non-Exhibitors) for 2 days
Deadline for application: 30 November 2012

Other Educational Initiatives

The Heart Failure Association supports projects from the industry which are directed at providing specialists with the essential skills to influence and improve patient care. Please contact industry_services@escardio.org for discussion of specific educational projects that you would like to provide for delegates at Heart Failure 2013.





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3. Sponsorship, Promotion and Advertising Opportunities Increase & enhance your company profile in Heart Failure



Abstracts CD-ROM Exclusive Sponsorship

The Official Heart Failure 2013 Congress Abstract CD-Rom contains all accepted Abstracts at Heart Failure 2013 and will be available on site during the congress. This highly popular item is available for exclusive sponsorship offering sponsor association with the scientific content and excellent exposure as redemption vouchers within the official congress bag will guide delegates to the sponsor's booth as the sole collection point.

Life-span: Congress permanent archive/reference material.
Price includes production of the CD-ROM but excludes production of the voucher: €25,000 excl. VAT



Delegate Lounge - Exclusive Sponsorship

This popular, fully-equipped business style lounge allows the delegates to access the internet, work online with printing facilities, access the scientific programme online or just relax in a lounge environment. Centrally located, it offers exclusive association and unique visibility for the sponsor throughout the lounge, in the Final Programme and Mobile Application.

Life-span: Congress
Price: €25,000 excl. VAT



Congress Bags Exclusive Sponsorship

Secure high corporate visibility and association with the congress by exclusive sponsorship of the Heart Failure 2013 congress bag distributed to each registered delegate.

Life-span: Congress permanent archive/reference material.
Price excluding production cost: €10,000 excl. VAT



Delegate Badge Laces Exclusive Sponsorship

The popular and highly visible official Heart Failure 2013 badge laces are available for exclusive sponsorship. The sponsor's name and logo will be printed on the badge laces, distributed to all participants. Units supplied: 3,500.

Life-span: Congress
Price excluding production: €25,000 excl. VAT

New! Industry Programme with integrated Notepad & Pen – Product Advertising Allowed

We combined practicality with design and created a highly attractive Notepad & Pen that will please delegates but also offer exceptional exposure for industry activities at Heart Failure. The main sponsor of this product will have 2 advertisements in the catalogue as well as their logo on the pen.

Life-span: Congress & permanent archive
Price including production: €12,000 excl. VAT



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Final Programme Advertisements – Product Advertising Allowed

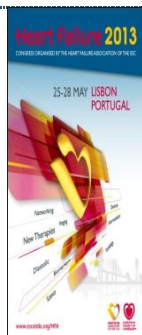
The Final Programme hard copy contains the full scientific programme details, exhibition and satellite information and congress references outlines. Hard copies will be placed in the official congress bag and distributed to each delegate, offering maximum exposure and recognition to the sponsor.

Life-span: Congress permanent archive/reference material.

Back Cover Advertisement: €15,000 excl. VAT

Inside Front Cover Advertisement: €9,000 excl. VAT

Inside Back Cover Advertisement: €8,000 excl. VAT



Final Programme Bookmark – Product Advertising Allowed

The bookmark is attached to the Final Programme and is included in each congress bag.

Lifespan: Congress permanent archive/reference material.

Price Bookmark excluding production: €15,000 excl. VAT



Mobile Application

An innovative way for a sponsor to reach delegates by offering a mobile version of the Final Programme to enhance their onsite experience. This environmentally-friendly initiative is for a smart phones & iPads. Excellent visibility for the sponsor with a dedicated desk to assist delegates in downloading the application. Includes a specific sponsor advert.

Price: €15,000 excl. VAT



Heart Failure Congress News - Exclusive Sponsorship

The Heart Failure Congress News is the official Congress newspaper distributed onsite and posted online. It contains the latest news on heart failure, including congress highlights, and presents an **exceptional opportunity for an exclusive sponsor to advertise on the back cover.**

Lifespan: Congress permanent archive/reference material.

Back Cover advert for 4 days: € 15,000 excl. VAT

Unrestricted Educational Grants

Industry Partners can support the important educational platform of Heart Failure 2013 through an Unrestricted Educational Grant which demonstrates a company's support and association with the congress as a whole. Support is acknowledged in the Final Programme and on the Heart Failure Congress web pages. The supporting industry may not advertise or promote their grant association.

For more detail or information, contact sponsorship@escardio.org



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4. Partner Services:

Function spaces

The ESC allows companies to host a limited number of guests and organise small and informal meetings (approx. 20 pax) in a range of rooms available within the congress centre.

No training or showcasing of products/therapies may take place in the Function Spaces.

Companies are responsible for equipment and catering arrangements.

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 2013 publications.

Permitted meeting types:

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

Strictly forbidden; meeting with any formal presentations for delegates.

Cost:

- 60-minute meeting/ € 3 000
- Additional cost per increment of 30-minute/ € 1 500.





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Key Dates

My ESC Services open for Abstract Submission, Registration and Hotel Accommodation:	MONTH/YEAR
Abstract submission, Registration, Hotel accommodation and Advance Programme available online	15 November 2012
Abstract Submission deadline:	14 January 2013
Early Registration deadline:	21 March 2013
Heart Failure 2013 Congress:	25 – 28 May 2013

Applications & Rules of Participation

No industry sponsored presentations or formal gatherings may be held in or outside of the congress venue without prior approval by the ESC from **23- 31 May 2013 (included)**.

All Exhibition, Satellite and Sponsorship forms should be completed, signed and returned as soon as possible, items will be assigned on a first come, first served basis.

NB: Returning a signed order form implies a tacit agreement of the Heart Failure 2013 Guidelines for Industry Participation. The cancellation terms stipulated on each order form strictly applies once received by the ESC.

The Heart Failure 2013 Guidelines for Industry Participation will be communicated to companies participating at Heart Failure 2013 in due course to help with your 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_services@escardio.org



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Contacts

The ESC Industry Services Team is dedicated to working with our industry partners on optimising the value of your participation in line with your individual corporate objectives, please contact industry_services@escardio.org to discuss your company requirements at Heart Failure 2013.

- **Heart Failure Secretariat**

Heart Failure is organised by the **ESC Congress Division**:

ESC - European Heart House
2035, route des Colles - Les Templiers - BP 179
06903 Sophia Antipolis, FRANCE
Tel.: +33 (0)4 92 94 76 11
Fax: +33 (0)4 92 94 86 29
Email: HFsecretariat@escardio.org
Web Site: www.escardio.org

- **Exhibition**

Tel.: +33 (0)4 92 94 76 17
Fax: +33 (0)4 92 94 76 26
Email: HFexhibition@escardio.org

- **Satellite Symposia**

Tel: +33 (0)4 89 87 20 03
Fax: +33 (0)4 92 94 76 26
Email: Satellite@escardio.org

- **Sponsorship**

Tel: +33 (0)4 89 87 20 09
Fax: +33 (0)4 92 94 76 26
Email: Sponsorship@escardio.org