HF & WC-AHF 2014
Fighting heart failure: from prevention to devices

Industry Debrief

19 May 2014
HF & WC-AHF 2014 – Industry Debrief Agenda

- Introduction
- Congress Overview
- New at Heart Failure 2014
- Congress figures
- Industry presence
- Industry Feedback
- Heart Failure 2015
HF & WCAHF 2014 – Industry Debrief
Congress Overview

4 Days of scientific sessions

4410 healthcare professionals from 70+ countries

700m² exhibition area

> 100 Scientific sessions

+280 International Faculty

20 Industry Sessions (satellites & Hands-on)

2nd best Record: 1444 abstracts
New @ Heart Failure 2014:

- World-Congress on Acute Heart Failure & Track on AHF (+21% Scientific Sessions – 3 LBT)
- More Satellite Symposium slots
- The Agora: New initiative bringing science in the Exhibition
- CPR Workshops
- “What’s new in Industry?” session
- Global Heart Failure Awareness Programme – White Paper
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Congress figures

- Exhibitors + Press
- Active Delegates

Abstracts submitted vs Total Attendance

HF & WCAHF 2014 – Industry Debrief Congress figures

BY REGIONS

- Africa
- Asia Pacific
- ESC Countries
- North America

2013- Lisbon

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HF & WCAHF 2014 – Industry Debrief
Industry figures

Sponsored Sessions

Exhibition Space

www.escardio.org
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Sponsorship items

- Congress Bags (4000 ex.)
- Delegate Badge Laces (4000 ex.)
- Industry Programme (4000 ex.)
- Final Programme (4000 ex.)
- Final Programme Bookmark (4000 ex.)
- Mobile App
- Congress News (2000 ex./d)
- Onsite Advertising
- Screencasts

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Industry feedback

• Pre Congress
  - Organisation
  - Promotion & Communication

• During the Congress
  - World Congress AHF
  - Exhibition
  - Sponsored Sessions
  - Sponsorship
  - Scientific Programme
  - Venue, Hotels, City
  - Registration

• Suggestions

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