

HF & WC-AHF 2014

Fighting heart failure: from prevention to devices

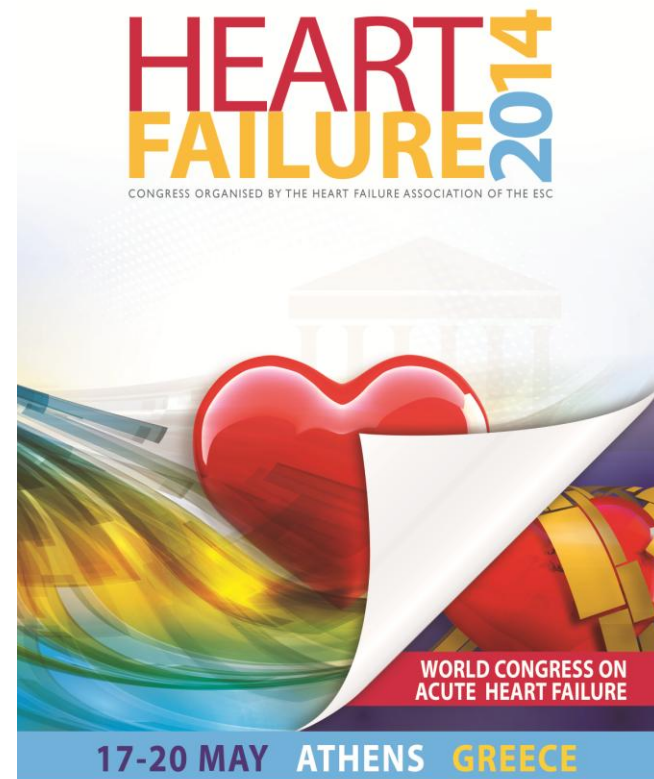
Industry Debrief

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



www.escardio.org/HFA



HF & WCAHF 2014 – Industry Debrief Congress Overview

4 Days of scientific
sessions



> 100 Scientific
sessions

4410 healthcare
professionals from
70+ countries



+280 International
Faculty

700m² exhibition area



20 Industry Sessions
(satellites & Hands-on)

2nd best Record:
1444 abstracts

HF & WCAHF 2014 – Industry Debrief

New at Heart Failure 2014

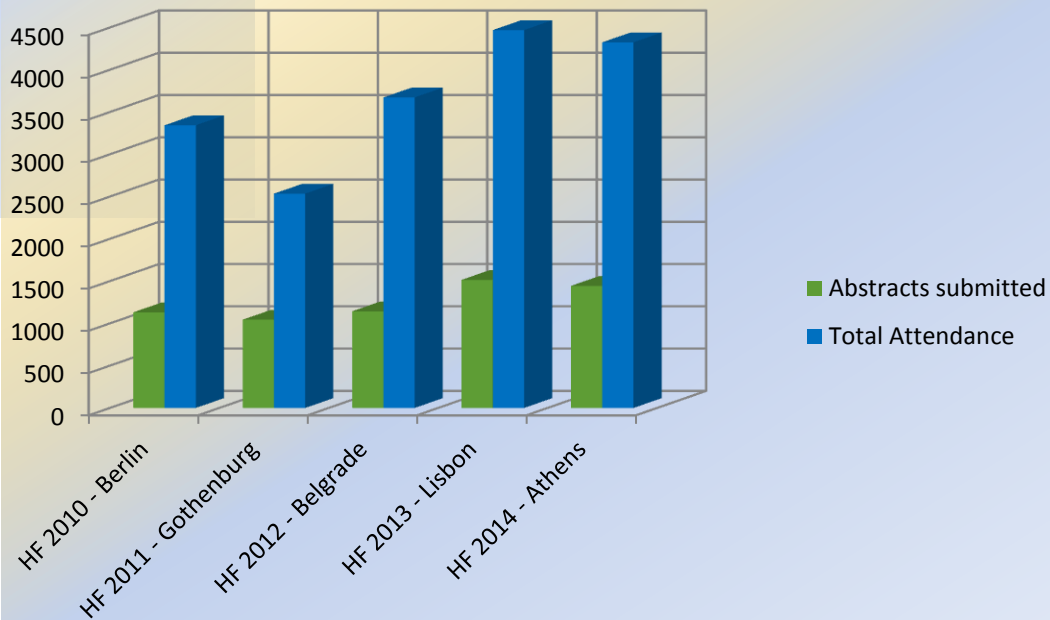
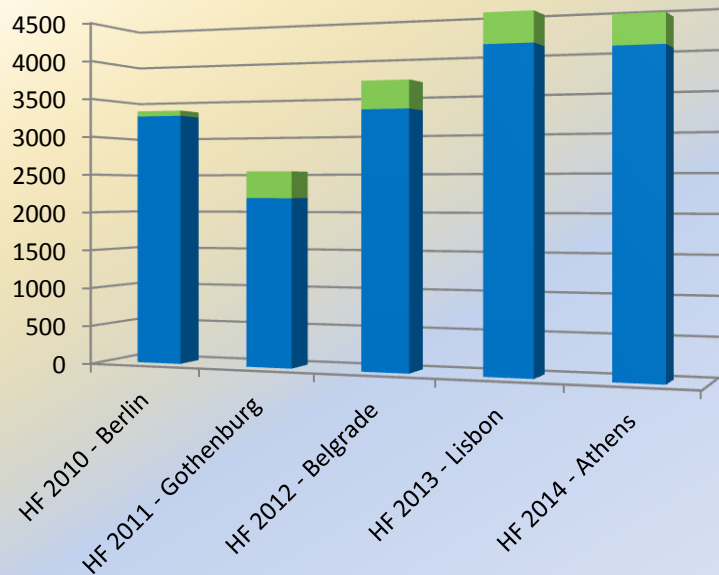
New @ Heart Failure 2014:

- 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



HF & WCAHF 2014 – Industry Debrief

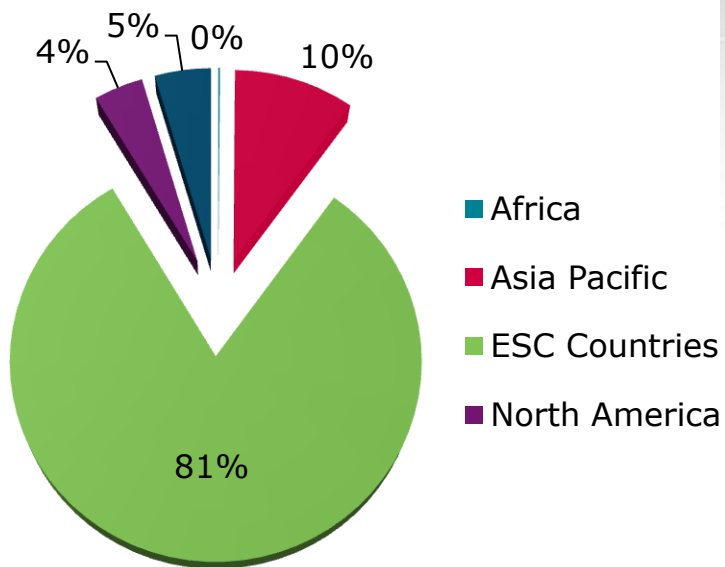
Congress figures



HF & WCAHF 2014 – Industry Debrief

Congress figures

BY REGIONS



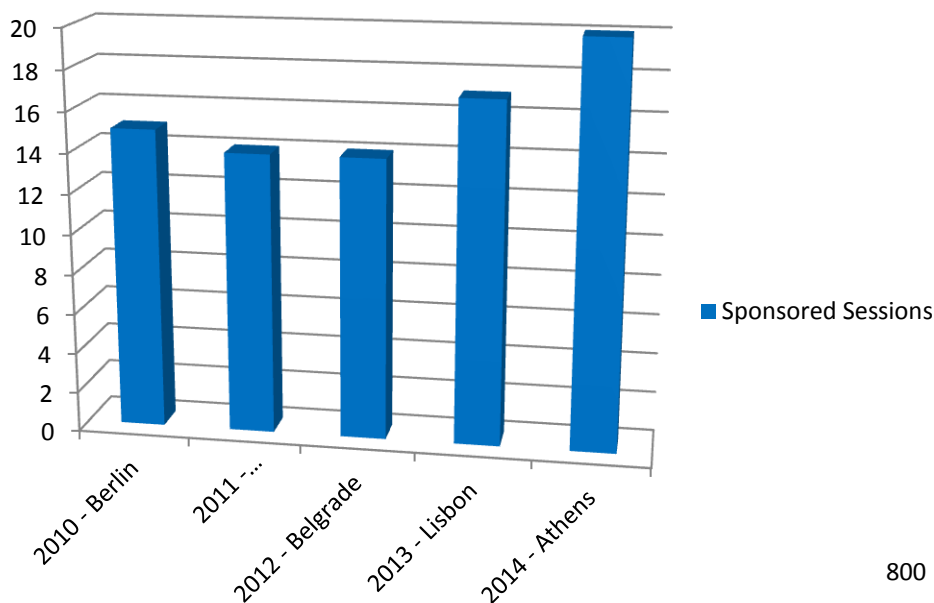
	2013- Lisbon	2014-Athens
1	Portugal	Greece
2	Italy	Italy
3	Germany	Germany
4	France	France
5	Spain	UK
6	UK	USA
7	Netherlands	Russian Fed.
8	Serbia	Netherlands
9	Russian Fed.	Spain
10	USA	Switzerland



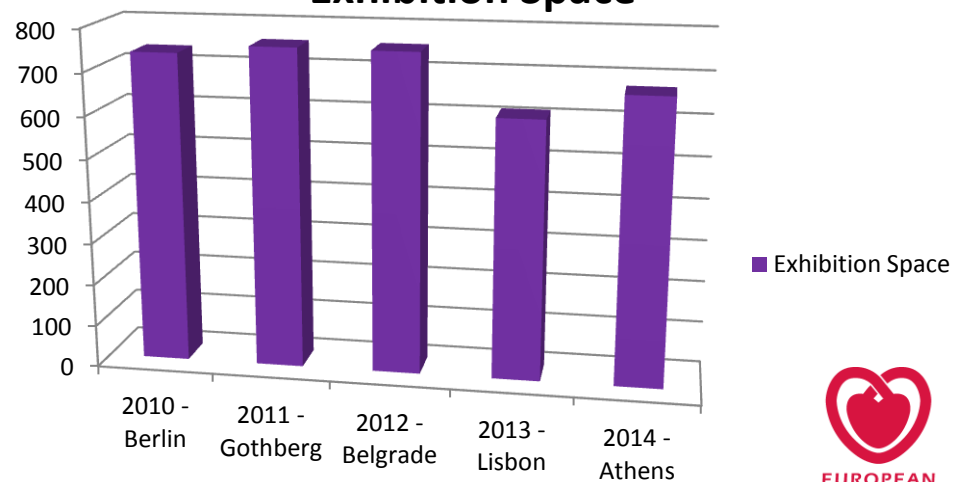
HF & WCAHF 2014 – Industry Debrief

Industry figures

Sponsored Sessions



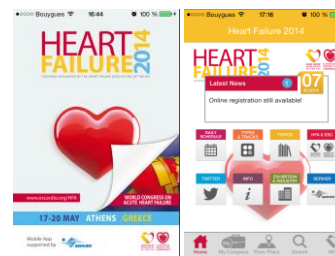
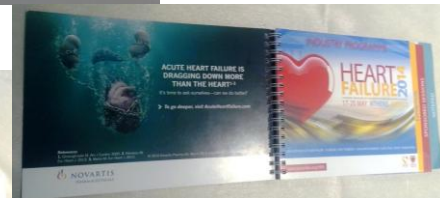
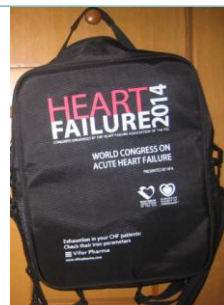
Exhibition Space



HF & WCAHF 2014 – Industry Debrief

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



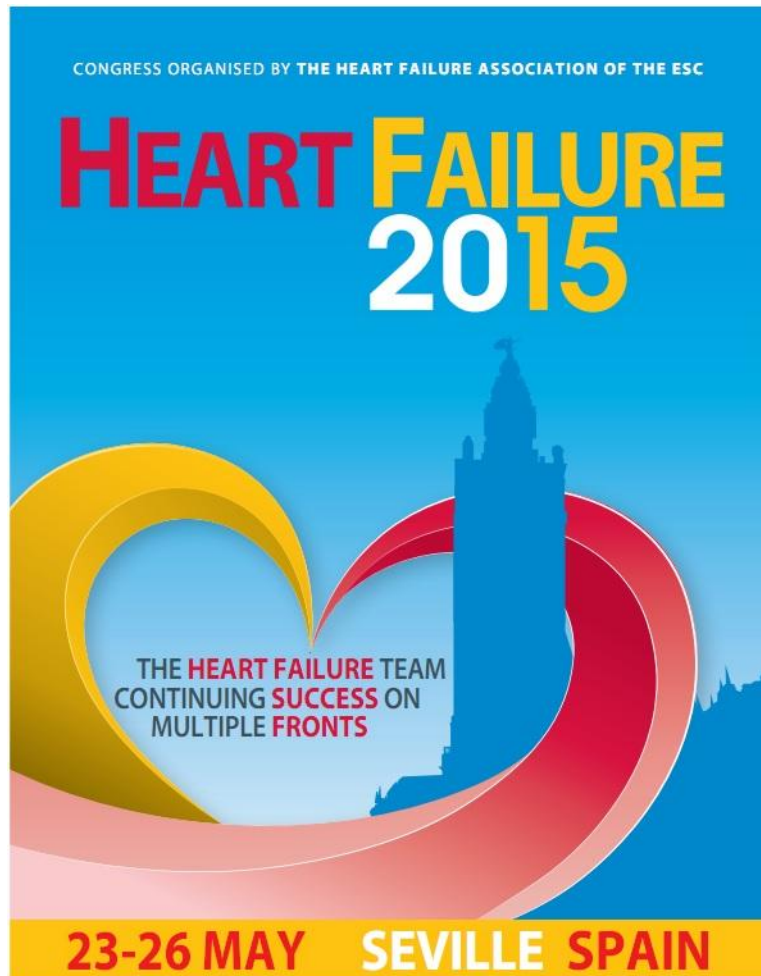
HF & WCAHF 2014 – Industry Debrief

Industry feedback

- Pre Congress
 - Organisation
 - Promotion & Communication
 - During the Congress
 - World Congress AHF
 - Exhibition
 - Sponsored Sessions
 - Sponsorship
 - Scientific Programme
 - Venue, Hotels, City
 - Registration
 - Suggestions
- www.escardio.org



HF & WCAHF 2014 – Industry Debrief Heart Failure Congress 2015



FIBES SEVILLE



www.escardio.org/HFA

