

## Industry Site Visit

Anne-Laure Leuba

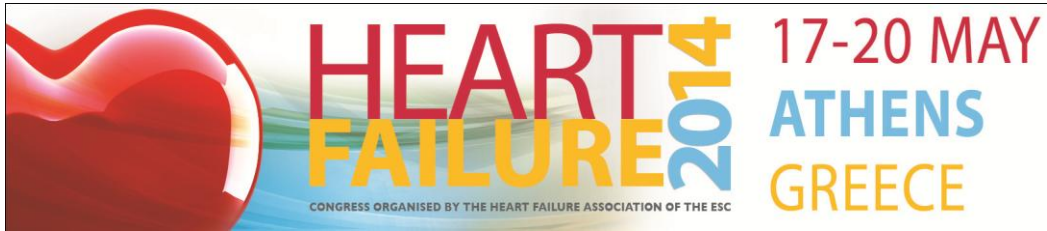
Fabrice Calabrese



HEART FAILURE  
ASSOCIATION  
OF THE ESC



EUROPEAN  
SOCIETY OF  
CARDIOLOGY®



# Agenda

**09:00-10:00** Presentation of Heart Failure 2014

**10:00-11:00** Tour of the building

**11:10-14:30** Working lunch  
Individual Meetings

# Megaron

The Megaron Athens International Conference Centre (MAICC) is one of the finest conference centres in Europe



## How to reach the venue?

- 5 mn from the city centre
- Few mn walk from major 5\*, 4\* & 3\* hotels

- 45mn drive
- 30mn by Metro  
(Metro line runs every 10mn)



# HEART FAILURE 2014

17-20 MAY  
ATHENS  
GREECE

CONGRESS ORGANISED BY THE HEART FAILURE ASSOCIATION OF THE ESC

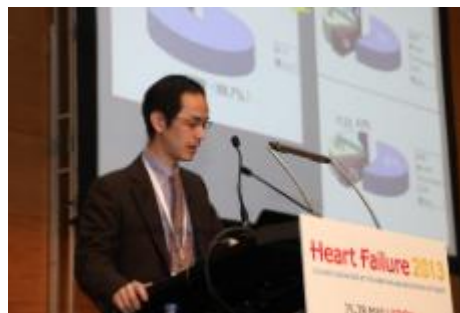


4 Days of scientific sessions



> 100 Scientific sessions

+4500 healthcare professionals from 70+ countries



+250 International Faculty

750m<sup>2</sup> exhibition area



20+ Industry Sessions (satellites, Hands-on)



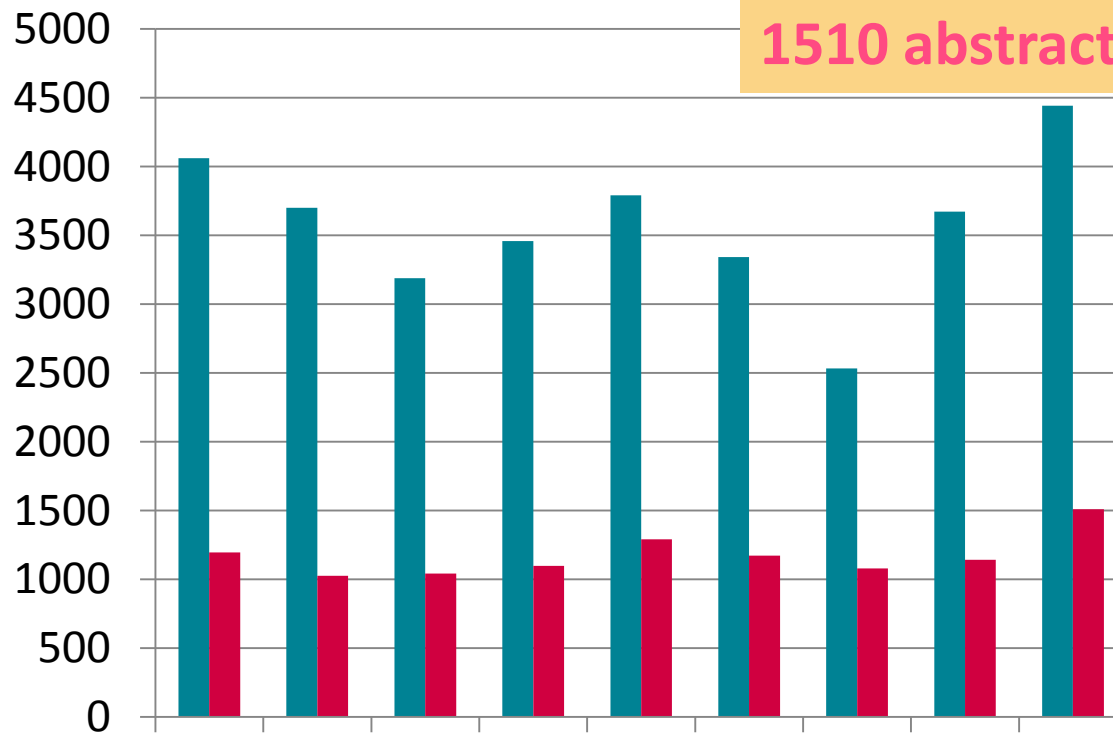
**Main Theme:**

# “The Fighting heart failure: from prevention to devices”

- Engage the entire spectrum of the Heart Failure curriculum & community.

# Heart Failure Congress comparison since 2005

**RECORDS in 2013**  
4470 participants  
1510 abstracts



**2<sup>nd</sup> best Record:**  
1444 abstracts

■ Total participants  
■ Submitted abstracts

# Successful initiatives to be continued

## ❖ Longer day poster sessions:

More visibility for the research presented on display for a full day (instead ½ day). More opportunities for networking around research



## ❖ Poster sessions with discussants:

Brings experts & networking opportunities in the poster area and networking



## ❖ “What’s new in Industry?” session

Session in collaboration with our industry partners





17-20 MAY  
ATHENS  
GREECE



## New initiatives

### ❖ **The Agora:**

*An innovative and high tech area where Oral abstract sessions will be presented during coffee breaks & scientific session slots (Rapid Fire & Moderated abstract sessions)*

➤ Modernize the oral abstract sessions

➤ **Bring science in the exhibition area** during coffee breaks and regular scientific session slots.



### ❖ **More scientific sessions and industry session slots on Monday**

### ❖ **3 Late Breaking Trial sessions** (1 additional on Saturday morning)

### ❖ **Special registration fees** for: local residents, medical students & industry representatives

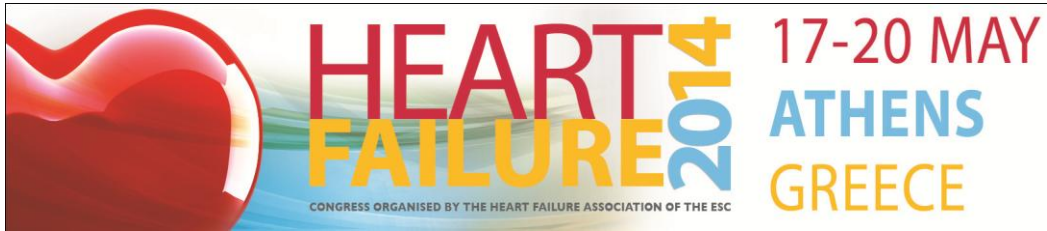
### ❖ **CPR Workshops**

### ❖ **World-Congress on Acute Heart Failure**

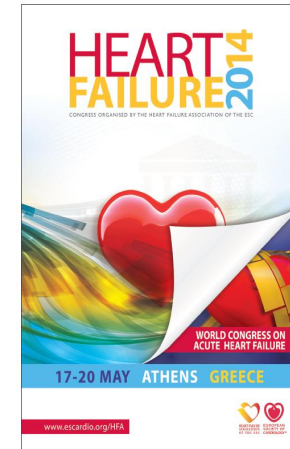
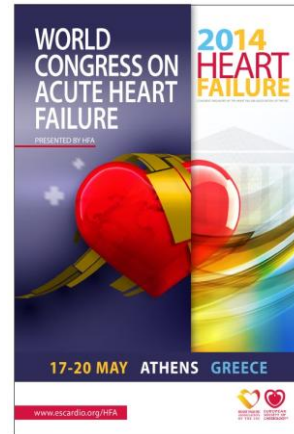
[www.escardio.org/HFA](http://www.escardio.org/HFA)

Speaker



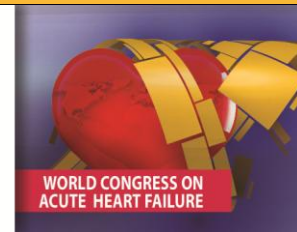
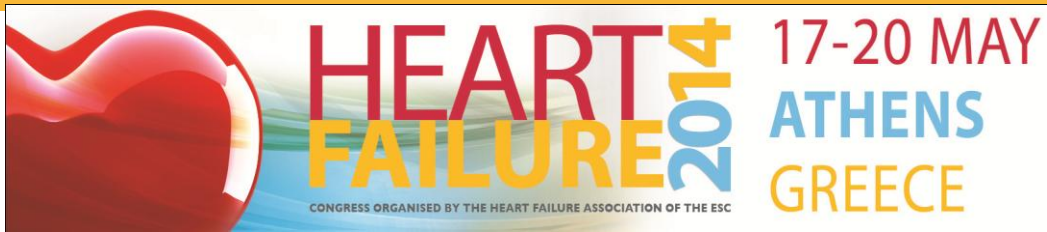


## HFA Presents...



## WC-AHF Mission statement:

***“Organise an International event on Acute Heart Failure, to develop a unique place where all healthcare professionals who deal with patients suffering from acute heart failure can meet, exchange and learn about the latest advances and research.”***



# 1 registration, 2 congresses, 1 place!

- ✓ A dedicated event on Acute Heart Failure
- ✓ A complete programme incl. symposia, debates, LBT and educational “How-to” sessions
- ✓ Abstract based programme incl. oral presentations & posters
- ✓ Industry sessions (symposia & hands-on sessions)
- ✓ A dedicated track during the Heart Failure Congress

## 2 Registration options:

- ✓ Day ticket
- ✓ Heart Failure 2014 registration

LEVEL 1

LEVEL 0

LEVEL - 1

LEVEL - 2

AHF TRACK

TRIANTI  
850

POSTER AREA

MEMBERS LOUNGE

LAMBRAKIS  
700-1000

AGORA

CPR WORKSHOPS

World Congress AHF

450

EXHIBITION

ATRIUM

World Congress AHF  
150

World Congress AHF  
380

REGISTRATION

MAIN ENTRANCE

SSC  
HANDS ON TUTORIALS

POSTER AREA

IONIAN SEA  
500

Saturday 17 May



**Industry registration opens  
Friday 16 May from 08.30 to 18.00**

Sunday 18 May



Monday 19 May



Tuesday 20 May



**New this year!**

## Dedicated rooms for...

- **Basic Science sessions:** Aegean Sea Room, 150pax
- **Focus sessions:** Mitropoulos, 400pax
- **WC-AHF & AHF track:** Trianti, 600pax



# Scientific programme details

Nb of sessions per track	2014
Acute Heart Failure <i>incl. WC-AHF sessions</i>	19
Advanced HF management – VAD - Transplant	2
Basic & translational research	6
Co-morbidities & HF prevention	6
Current evidence based mngt	4
HFPEF	2
HFA Focus – case based sessions	4
How to sessions	6
Imaging & biomarkers	4
Intervention, devices & telemonitoring	3
Local track – Hellenic Cardiological Society	4
New & emerging therapies	2
Update on valvular disease for the HF specialist	2

## 6 joint sessions:

1. ACCA
2. SAEM & EuSEM
3. WG Pulmonary Circulation and RV function
4. EHRA
5. Japanese HF Society
6. Council for Cardiology Practice



**HEART FAILURE 2014**  
CONGRESS ORGANISED BY THE HEART FAILURE ASSOCIATION OF THE ESC

**17-20 MAY**  
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## Abstracts figures

### TOP 10 COUNTRIES

	2013	2014
1	Portugal	Russian Fed.
2	Russian Fed.	Greece
3	Germany	Portugal
4	Italy	Italy
5	UK	Spain
6	Spain	UK
7	Brazil	Germany
8	Serbia	Brazil
9	Ukraine	Japan
10	Poland	Ukraine

## NEXT STEPS

### Late Breaking Trial:

Selected trials will be presented in one of the 3 Late Breaking Sessions.

### Ongoing clinical trial forum:

Selected posters will be on display in a dedicated poster area.

**SUBMISSION ONLINE  
 DEADLINE 15 APRIL**





## Important Congress Dates

- Advance Programme
- ESC Online Services  
*(Abstract submission, registration, hotel accommodation)*
- Results of the Abstract Selection
- Deadline for Early Registration Fee
- Deadline for late registration

Available Online shortly

Open

End of February

21 March

21 April

# Registration fees

	Early Fee Until 21 March 2014	Late Fee Until 21 April 2014	Last minute Until 8 May 2014
<b>Delegate Fee</b>			
Standard	€615	€740	€860
Nurse*	€190	€250	€310
<b>Day Tickets (not cumulative, limited to one per person)</b>			
Day Ticket		€330	



## ESC Contacts

- **Congress Management - [HFsecretariat@escardio.org](mailto:HFsecretariat@escardio.org)** **Anne-Laure Leuba**
- **Exhibition & Sessions - [HeartFailureservices@escardio.org](mailto:HeartFailureservices@escardio.org)** **Noureddine M'Ghari**
- **Sponsorship/Promotional opportunities - [sponsorship@escardio.org](mailto:sponsorship@escardio.org)** **Samantha Bickham**
- **Registration - [HFregistration@escardio.org](mailto:HFregistration@escardio.org)** **Axel Browne**
- **Hotel/ Social Events - [HFhotels@escardio.org](mailto:HFhotels@escardio.org)** **Tina Oldenburg**



Aoife Delmas  
Head of Industry Relations  
Department



Fabrice Calabrese  
Head of Industry Services  
Department

### Account Managers



Malek Lebsir  
Top 10 Pharma



Noureddine M'Ghari  
Exhibition & Sessions



Isabelle Dor  
Equipment & Devices



Samantha Bickham  
Sponsorship & Advertising



Kristina Simon  
Imaging, Pharma &  
Diagnostics

# Your Congress Suppliers

- **Heart Failure Congress Manager: VISION**  
**Peter Theodorides**  
**pt@vision.gr**
- **Catering Services: Aria Gefseon Catering**  
**George Sarlos**  
**gsarlos@aria.gr**
- **Official Forwarder and Lifter: FAIREXX**  
**Mr Stefan Grunwaldt**  
**stefan.grunwaldt@fairexx.com**
- **Badge Readers: LENI**  
**Mr. Jean Michel Boutaud**  
**boutaud@eurodocument.com**

# Your Key Dates

- **1<sup>st</sup> February 2014**

**Deadline for companies to send the complete scientific programme of the Satellite Symposia.**

- **28 February 2014**

**Deadline for Industry Programme Advert approval.**

- **2 March 2014**

**Deadline for companies and Publishers to send their Product or Company Description for reproduction in the Industry Programme and on [www.escardio.org](http://www.escardio.org)**

- **Mid-March 2014**

**ESC will send Heart Failure 2014 Industry Guidelines**

- **8 April 2014**

**Deadline for exhibitors to send stand designs.**

**Deadline for Satellite organisers to send the final versions of their Scientific Programmes.**

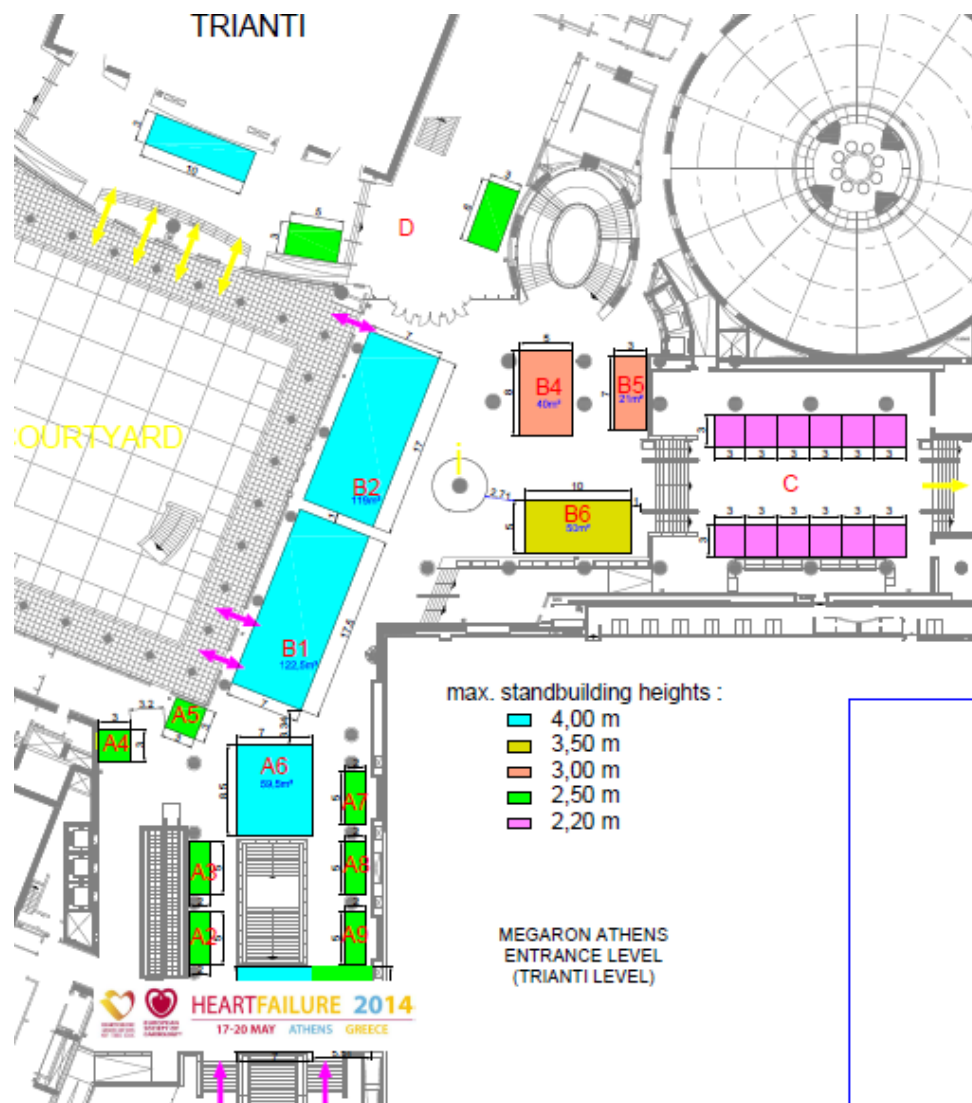
- **15 April 2014**

**Deadline for companies to inform the ESC of the Stand Activity and items for distribution.**

- **28 April 2014**

**Deadline to order free exhibitors badges.**

# Exhibition Area



Speaker

# Exhibition opening, build-up & dismantle schedule

<b>Thursday 15 May 2014</b>	<b>08:00 – 20:00</b>	<b>Exhibition build-up</b>
<b>Friday 16 May 2014</b>	<b>08:00 – 20:00</b>	<b>Exhibition build-up</b>
<b>Saturday 17 May 2014</b>	<b>08:00 – 12:00</b>	<b>Stand decoration</b>
	<b>12:00 – 20:30</b>	<b>Exhibition OPEN</b>
	<b>18:00 – 19:15</b>	<b>Opening Ceremony</b>
	<b>19:15 – 20:30</b>	<b>Cocktail in the exhibition area</b>
<b>Sunday 18 May 2014</b>	<b>09:00 – 18:00</b>	<b>Exhibition OPEN</b>
<b>Monday 19 May 2014</b>	<b>09:00 – 18:00</b>	<b>Exhibition OPEN</b>
	<b>18:00 – 20:00</b>	<b>Removal of valuable</b>
<b>Tuesday 20 May 2014</b>	<b>08:30 – 12:30</b>	<b>Exhibition CLOSED</b>
	<b>13:00 – 20:00</b>	<b>Dismantling</b>



# Sponsored Sessions

## Satellite Symposia

- **Saturday 17 May 2014**  
**12:45 – 13:45**      **60 minutes**  
**12:30 – 14:00**      **90 minutes**
- **Sunday 18 May 2014**  
**12:45 – 13:45**      **60 minutes**  
**12:45 – 14:00**      **75 minutes**  
**18:15 – 19:15**      **60 minutes**  
**18:15 – 19:45**      **90 minutes**
- **Monday 19 May 2014**  
**12:45 – 13:45**      **60 minutes**  
**12:45 – 14:00**      **75 minutes**  
**18:15 – 19:15**      **60 minutes**  
**18:15 – 19:45**      **90 minutes**

**6 Lecture rooms with 1150, 850, 450, 380 and 150 seats**

## Hands-on Tutorials

**3 rooms of 63, 57 and 70 m<sup>2</sup>**

# Sponsorship & Advertising Opportunities

- **Congress Bags**
- **Delegate Badge Laces**
- **Industry Programme**
- **Final Programme**
- **Final Programme Bookmark**
- **Mobile App**
- **Congress News**
- **Abstract CD-ROM**
- **On site Advertising**

祝

Mejor Deseos

Best wishes

Tanti Auguri

Alles Gute

أطيب التمنيات

**Thank you for your attention**

*MEILLEURS VOEUX*

ΩΕΛΧΟΜΕ

ברכות

MELHORES DESEJOS

наилучшие пожелания