Industry Site Visit

Anne-Laure Leuba

Fabrice Calabrese
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)

www.escardio.org/HFA
4 Days of scientific sessions

+4500 healthcare professionals from 70+ countries

750m² exhibition area

> 100 Scientific sessions

+250 International Faculty

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

2nd best Record:
1444 abstracts

www.escardio.org/HFA
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

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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)
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.”

www.escardio.org/HFA  
Anne-Laure Leuba
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
Industry registration opens
Friday 16 May from 08.30 to 18.00

New this year!
Dedicated rooms for...

- **Basic Science sessions:** Aegean Sea Room, 150pax

- **Focus sessions:** Mitropoulos, 400pax

- **WC-AHF & AHF track:** Trianti, 600pax

www.escardio.org/HFA
### Scientific programme details

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

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

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

## TOP 10 COUNTRIES

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
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<tbody>
<tr>
<td>1</td>
<td>Portugal</td>
<td>Russian Fed.</td>
</tr>
<tr>
<td>2</td>
<td>Russian Fed.</td>
<td>Greece</td>
</tr>
<tr>
<td>3</td>
<td>Germany</td>
<td>Portugal</td>
</tr>
<tr>
<td>4</td>
<td>Italy</td>
<td>Italy</td>
</tr>
<tr>
<td>5</td>
<td>UK</td>
<td>Spain</td>
</tr>
<tr>
<td>6</td>
<td>Spain</td>
<td>UK</td>
</tr>
<tr>
<td>7</td>
<td>Brazil</td>
<td>Germany</td>
</tr>
<tr>
<td>8</td>
<td>Serbia</td>
<td>Brazil</td>
</tr>
<tr>
<td>9</td>
<td>Ukraine</td>
<td>Japan</td>
</tr>
<tr>
<td>10</td>
<td>Poland</td>
<td>Ukraine</td>
</tr>
</tbody>
</table>

## 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
  Available Online shortly

- ESC Online Services
  Open
  *(Abstract submission, registration, hotel accommodation)*

- Results of the Abstract Selection
  End of February

- Deadline for Early Registration Fee
  21 March

- Deadline for late registration
  21 April

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Anne-Laure Leuba
## Registration fees

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

<table>
<thead>
<tr>
<th>Day Ticket</th>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>€330</td>
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</table>
ESC Contacts

- Congress Management - HFsecretariat@escardio.org
  - Anne-Laure Leuba

- Exhibition & Sessions - HeartFailureservices@escardio.org
  - Noureddine M’Ghari

- Sponsorship/Promotional opportunities - sponsorship@escardio.org
  - Samantha Bickham

- Registration - HFregistration@escardio.org
  - Axel Browne

- Hotel/ Social Events - HFhotels@escardio.org
  - Tina Oldenburg
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

- **1st 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

- **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.

www.escardio.org/HFA
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday 15 May 2014</td>
<td>08:00 – 20:00</td>
<td>Exhibition build-up</td>
</tr>
<tr>
<td>Friday 16 May 2014</td>
<td>08:00 – 20:00</td>
<td>Exhibition build-up</td>
</tr>
<tr>
<td>Saturday 17 May 2014</td>
<td>08:00 – 12:00</td>
<td>Stand decoration</td>
</tr>
<tr>
<td></td>
<td>12:00 – 20:30</td>
<td><strong>Exhibition OPEN</strong></td>
</tr>
<tr>
<td></td>
<td>18:00 – 19:15</td>
<td>Opening Ceremony</td>
</tr>
<tr>
<td></td>
<td>19:15 – 20:30</td>
<td>Cocktail in the exhibition area</td>
</tr>
<tr>
<td>Sunday 18 May 2014</td>
<td>09:00 – 18:00</td>
<td><strong>Exhibition OPEN</strong></td>
</tr>
<tr>
<td>Monday 19 May 2014</td>
<td>09:00 – 18:00</td>
<td><strong>Exhibition OPEN</strong></td>
</tr>
<tr>
<td></td>
<td>18:00 – 20:00</td>
<td>Removable of valuable</td>
</tr>
<tr>
<td>Tuesday 20 May 2014</td>
<td>08:30 – 12:30</td>
<td><strong>Exhibition CLOSED</strong></td>
</tr>
<tr>
<td></td>
<td>13:00 – 20:00</td>
<td>Dismantling</td>
</tr>
</tbody>
</table>
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 m²
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
Thank you for your attention