Industry Site Visit

Alexandra Gamard

Malek Lebsir
Agenda

10:30 – 11:15  Presentation of Heart Failure 2015

11:15 – 12:00  Tour of the building

12:00 – 14:00  Working lunch – individual meetings
Host city – Seville
Sevilla Palacio de Congresos - FIBES

Open in September 2012
State of the art architecture and services
Well-purposed flexible areas and rooms
Transport to and around Seville

- **Getting to Seville**
  - Direct flights from 12 major European cities
  - Connections via Madrid – 10 flights daily
  - Train connections from Madrid (2h30)
  - Airport is 10 km from city centre
    - 30€ by taxi
    - Bus connection to San Bernardo

- **Getting to the congress centre**
  - **C4 train** – every 20 minutes
    - 6 min from Santa Justa
    - 11 min from San Bernardo
  - **Taxi**
    - 15 min from San Bernardo, 15€

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<table>
<thead>
<tr>
<th>TOP 5 HF countries</th>
<th>Average price from capital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greece</td>
<td>350 €</td>
</tr>
<tr>
<td>Italy</td>
<td>150 €</td>
</tr>
<tr>
<td>Germany</td>
<td>300 €</td>
</tr>
<tr>
<td>France</td>
<td>150 €</td>
</tr>
<tr>
<td>US (Boston)</td>
<td>950 €</td>
</tr>
</tbody>
</table>

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

+300 International expert Faculty

+4500 healthcare professionals from 70+ countries

2 000m² exhibition area

> 100 Scientific sessions

1444 abstracts submitted

20+ Industry Sessions (satellites, Hands-on)

www.escardio.org/HFA
Past congresses – attendance and abstract submission

2013 Records
- 1 515 abstracts
- 4 470 participants

2014
- 1 444 abstracts
- 4 433 participants

www.escardio.org/HFA
### Abstract submissions

**TOP 10 COUNTRIES**

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

### Attendance

**TOP 10 COUNTRIES**

<table>
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<tr>
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<td>France</td>
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<td>5</td>
<td>Spain</td>
</tr>
<tr>
<td>6</td>
<td>UK</td>
</tr>
<tr>
<td>7</td>
<td>Netherlands</td>
</tr>
<tr>
<td>8</td>
<td>Serbia</td>
</tr>
<tr>
<td>9</td>
<td>Russian Fed.</td>
</tr>
<tr>
<td>10</td>
<td>USA</td>
</tr>
</tbody>
</table>
Main theme

“Heart Failure taking centre stage: drugs, devices and multidisciplinary care”

www.escardio.org/HFA
Scientific programme – special initiatives

2nd World Congress on Acute Heart Failure - Reconducted

“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.”

• 14 sessions
• Dedicated track on AHF in the HF programme

Local Track – joint initiative with the Spanish Heart Failure and Heart Transplant Working Group - New

• 4 sessions in Spanish

Clinical Cases - New

• Submission restricted to Young Cardiologists
• Full programme managed by the Heart Failure Specialists of Tomorrow HoTs to engage the young community

www.escardio.org/HFA
Scientific programme – special sessions

• **In the AGORA - Reconducted**
  • Clinical Cases presentations
  • Rapid Fire abstract presentations
  • Young Investigator abstract presentations

• **Poster presentations - Reconducted**
  • Day long sessions
  • Poster discussions with experts

• **« What’s new in Industry? » - Reconducted**
  Special session in which the Industry will give a preview of emerging therapies and diagnostic techniques. Industry partners will present the devices, drugs and biomarkers they are working on and plan to release in the future, followed by panel discussions.

• **CPR Workshops - Reconducted**

• **Experts On the Spot - New**
  • Interactive sessions complementary to Satellite Symposia
  • Exchange with the experts in a concise and interactive format in the AGORA

New! Interactive voting via HF Congress Mobile App
Focus sessions
Room ATHENS

www.escardio.org/HFA
New this year!

Schedule

www.escardio.org/HFA
### Congress timeline

<table>
<thead>
<tr>
<th>Category</th>
<th>Open Dates</th>
<th>Results Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstract submission</td>
<td>14 Nov – 14 Jan</td>
<td>March 2015</td>
</tr>
<tr>
<td>Clinical Cases submission</td>
<td>26 Jan – 26 Feb</td>
<td>March 2015</td>
</tr>
<tr>
<td>Late Breaking Science</td>
<td>2 March – 1 Apr</td>
<td>April 2015</td>
</tr>
</tbody>
</table>
Your ESC Contacts

Account Managers

Malek Lebsir
Top 10 Pharma
mlebsir@escardio.org

Isabelle Dor
Equipment & Devices
idor@escardio.org

Kristina Simon
Imaging, Pharma
ksimon@escardio.org

Chelsea Thomas
Diagnosis Companies & New Business
ctomas@escardio.org

Heart Failure 2014 Industry Services Team

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

Samantha Bickham
Sponsorship & Advertising
sponsorship@escardio.org

Heart Failure 2014 Hotels

Tina Oldenburg
Hotels & Social Events
HFhotels@escardio.org

Heart Failure 2014 Registration

John Bakker
Registration
HFregistration@escardio.org

www.escardio.org/HFA
Your Suppliers contacts

- Congress Center Manager: Fibes Sevilla
  Mrs Solina Perea Rojas-Marcos
  sperea@fibes.es

- Exhibitor Services: ServiFibes
  Mrs Tania Halcón
  thalcon@fibes.es

- Official Forwarder and Lifter: FAIREXX
  Mr Stefan Grunwaldt
  stefan.grunwaldt@fairexx.com

- Badge Readers: LENI
  Mr. Jean Michel Boutaud
  boutaud@eurodocument.com

www.escardio.org/HFA
Exhibition Area

2500m² of exhibition at the heart of the congress center

- Between the registration, the main Auditorium, and the Poster Area
- Integrating the AGORA
- Delegate flow to level 3 - lecture rooms

6 Coffee breaks

Free Wifi
### Exhibition Area
### Opening, Build Up & Dismantle schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday 21 May 2015</td>
<td>08:00 – 20:00</td>
<td>Exhibition build-up</td>
</tr>
<tr>
<td>Friday 22 May 2015</td>
<td>08:00 – 20:00</td>
<td>Exhibition build-up</td>
</tr>
<tr>
<td>Saturday 23 May 2015</td>
<td>08:00 – 10:00</td>
<td>Stand decoration</td>
</tr>
<tr>
<td></td>
<td><strong>10:00</strong> – 20:30</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td></td>
<td>19:00 – 21:00</td>
<td>Networking Reception in the exhibition</td>
</tr>
<tr>
<td>Sunday 24 May 2015</td>
<td>09:00 – 18:00</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td>Monday 25 May 2015</td>
<td>09:00 – 18:00</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td></td>
<td>18:00 – 20:00</td>
<td>Removal of valuable</td>
</tr>
<tr>
<td>Tuesday 26 May 2015</td>
<td>08:30 – 12:30</td>
<td>Exhibition CLOSED</td>
</tr>
<tr>
<td></td>
<td>13:00 – 20:00</td>
<td>Dismantling</td>
</tr>
</tbody>
</table>

**NEW**

[Image: Exhibition Area setup]

[Logo: Heart Failure Association]

[Logo: European Society of Cardiology]

www.escardio.org/HFA
Sponsored Sessions

**Satellite Symposia**

- Saturday 23 May 2015
  - From 12:15 (60 or 90 min.)
  - From 12:45 (60 or 75 min.)
  - From 18:15 (60 or 90 min.)

- Sunday 24 May 2015
  - From 12:45 (60 or 75 min.)
  - From 18:15 (60 or 90 min.)

- Monday 25 May 2015
  - From 12:45 (60 or 75 min.)
  - From 18:15 (60 or 90 min.)

**NEW**

**Experts on the Spot**

- Sunday 24 May 2015
  - 10:15 – 10:45 30 minutes
  - 15:50 – 16:20 30 minutes

- Monday 25 May 2015
  - 10:15 – 10:45 30 minutes
  - 15:50 – 16:20 30 minutes

**Hands-on Tutorials**

5 Hands-On Tutorial Rooms of 44m² (+ 22m² for storage)

Lecture rooms:

- 900 pax: Seville
- 460 pax: Paris + Paris overflow
- 440 pax: Madrid + Madrid overflow
- 400 pax: Florence
- 340 pax: Athens
- 140 pax: Rome + Rome overflow

www.escardio.org/HFA
Sponsorship

- Mobile App  
- Final Programme Back Cover Advert  
- Final Programme Bookmark  
- Congress Bags  
- Industry Programme with Notepad  

**Sold**

- Delegate Badge Laces (25K€)

**Available**

- Final Programme inside front cover (9K€) *(Product advertisement OK)*
- Final Programme back cover (8K€) *(Product advertisement OK)*

- Congress News back cover advert the 4 days (15K€)
  (7000 copies distributed over the 4 days)

**NEW**

- eBlast 6/5/15 and 20/5/15 (6,5K€)
- Webcast (Athens) – Screencast (5K€ - 2,5K€)

- On site Advertising

www.escardio.org/HFA
Function Spaces

- 3 Function Spaces available from Saturday to Monday
- Everyday from 8:00 to 20:00
- 44 square meters
- Capacity: 32 pax in theatre

- Price: xxxx Euros for the 3 days
  or
- Price: xxxx Euros per day

Prices to be defined
Key Dates

- 28th January 2015
  Deadline for the complete scientific programme of Satellite Symposia, Experts on the spot and Hands-On Tutorials.

- 27th February 2015
  Deadline for the Product or Company Description

- Mid-March 2015
  ESC will send Heart Failure 2015 Industry Guidelines

- 8th April 2015
  Deadline to submit stand designs.
  Deadline to provide final version of Scientific Programmes.

- 8th April 2015
  Deadline for Industry Programme Advert approval.

- 15th April 2015
  Deadline to declare stand activities and items for distribution.

- 28th April 2015
  Deadline to order free exhibitors badges.

www.escardio.org/HFA