

Industry Site Visit

Alexandra Gamard

Malek Lebsir



www.escardio.org/HFA

#heartfailure2015





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



TOP 5 HF countries	Average price from capital
Greece	350 €
Italy	150 €
Germany	300 €
France	150 €
US (Boston)	950 €

• Getting to the congress centre

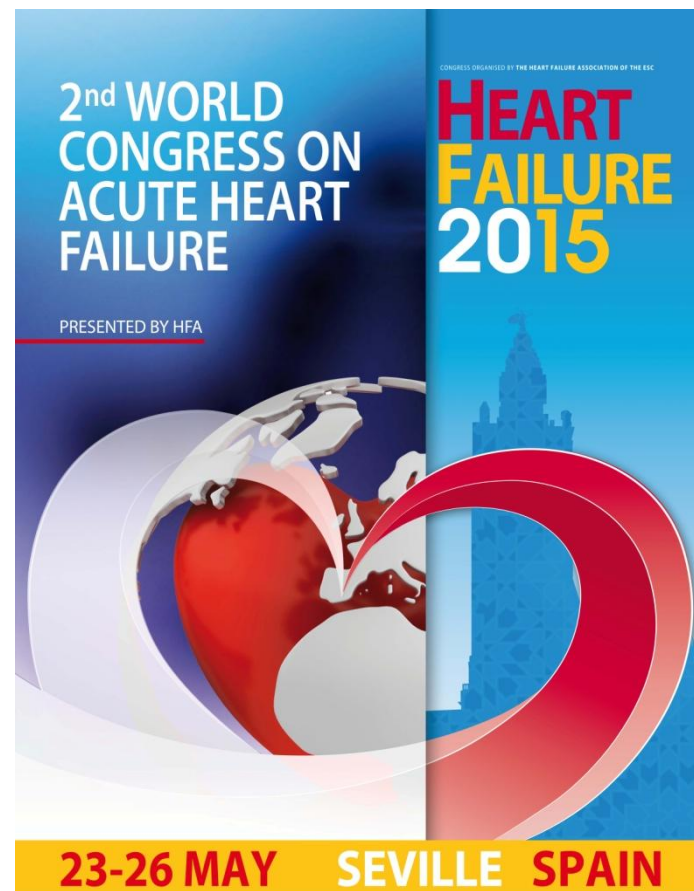
- ✓ **C4 train** – every 20 minutes
6 min from Santa Justa
11 min from San Bernardo
- ✓ **Taxi**
15 min from San Bernardo, 15€





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4 Days of scientific
exchange



> 100 Scientific
sessions

+300 International
expert Faculty



1444 abstracts
submitted

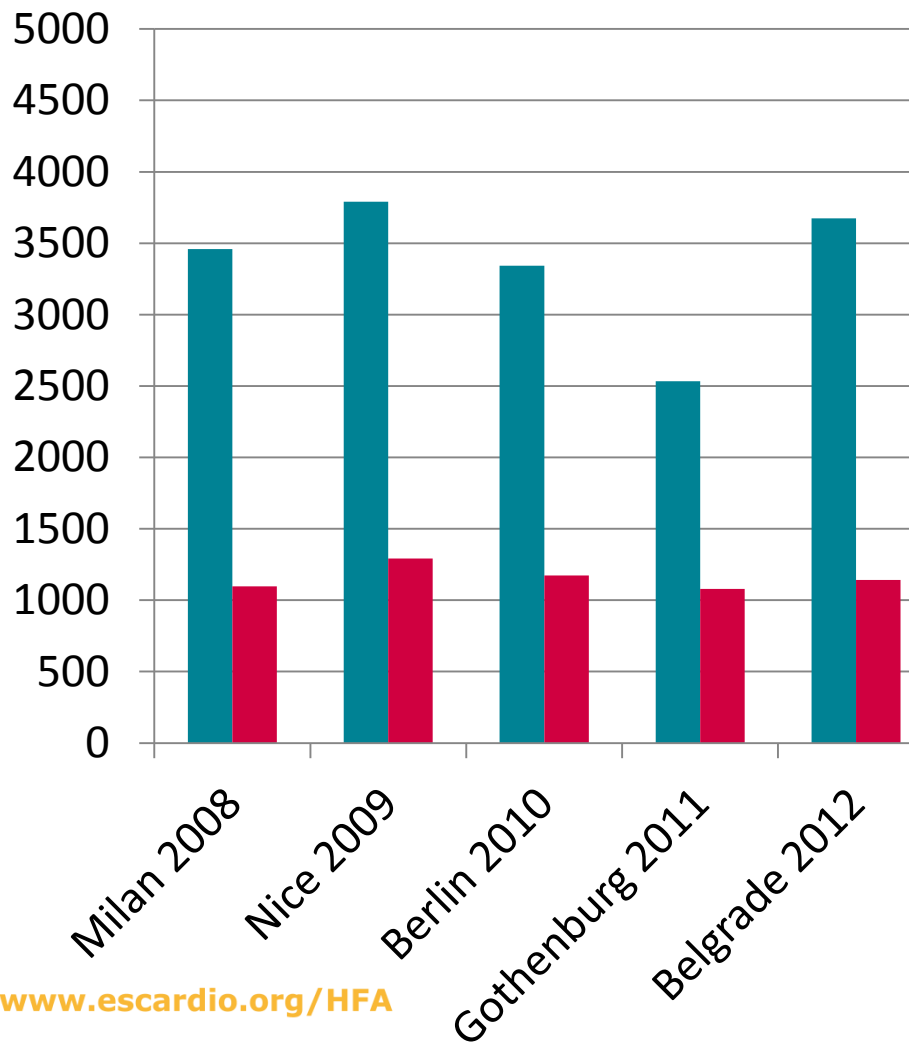
+4500 healthcare
professionals from
70+ countries



20+ Industry Sessions
(satellites, Hands-on)

2 000m² exhibition
area

Past congresses – attendance and abstract submission



2013 Records

- ◆ 1 515 abstracts
- ◆ 4 470 participants

2014

- ◆ 1 444 abstracts
- ◆ 4 433 participants

- Total participants
- Submitted abstracts

Past congresses – submission and attendance details

Abstract submissions TOP 10 COUNTRIES

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

Attendance TOP 10 COUNTRIES

	2013
1	Portugal
2	Italy
3	Germany
4	France
5	Spain
6	UK
7	Netherlands
8	Serbia
9	Russian Fed.
10	USA

Main theme



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

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

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.

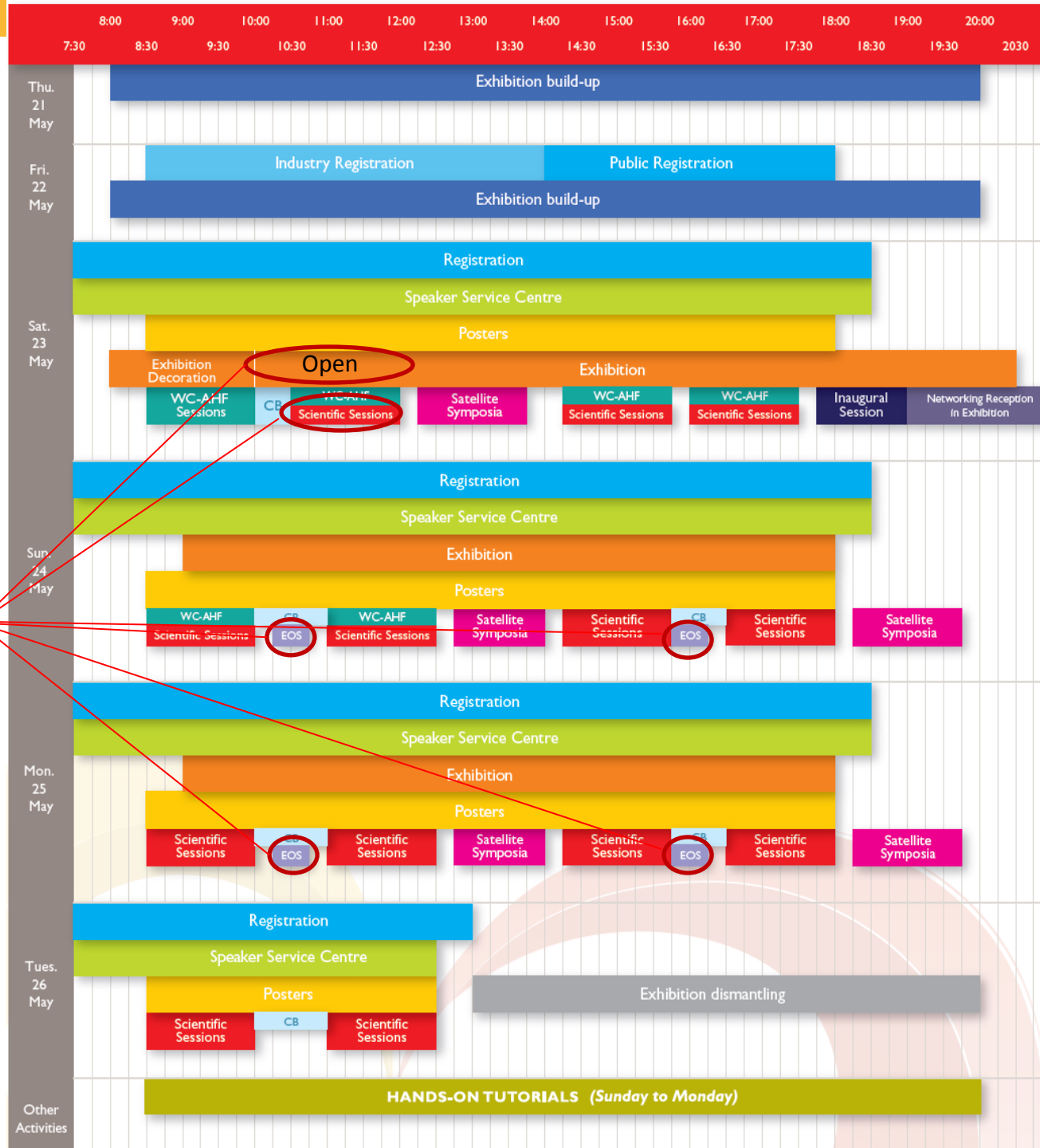
- **CPR Workshops - Reconducted**

- **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**

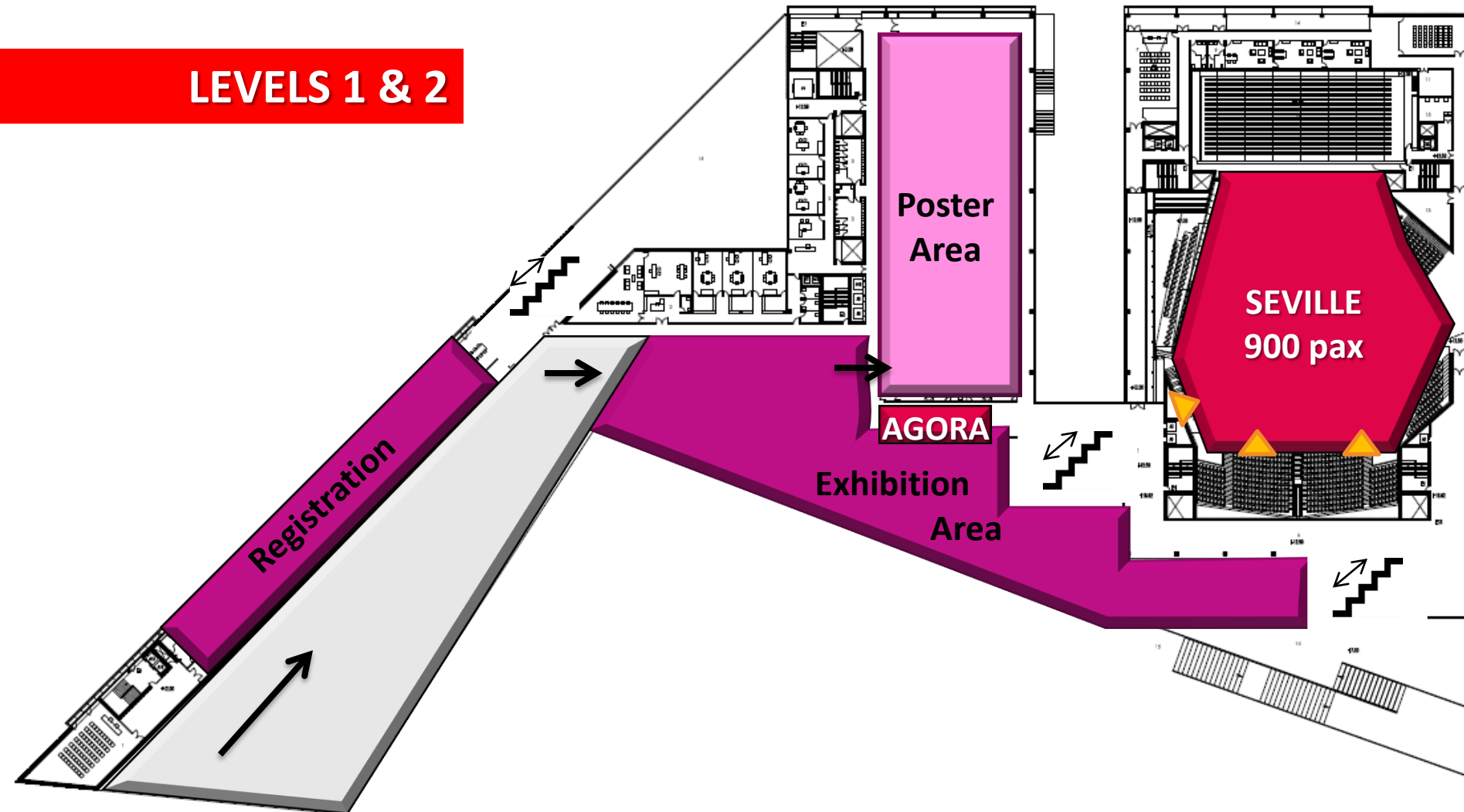
Schedule



New this year!

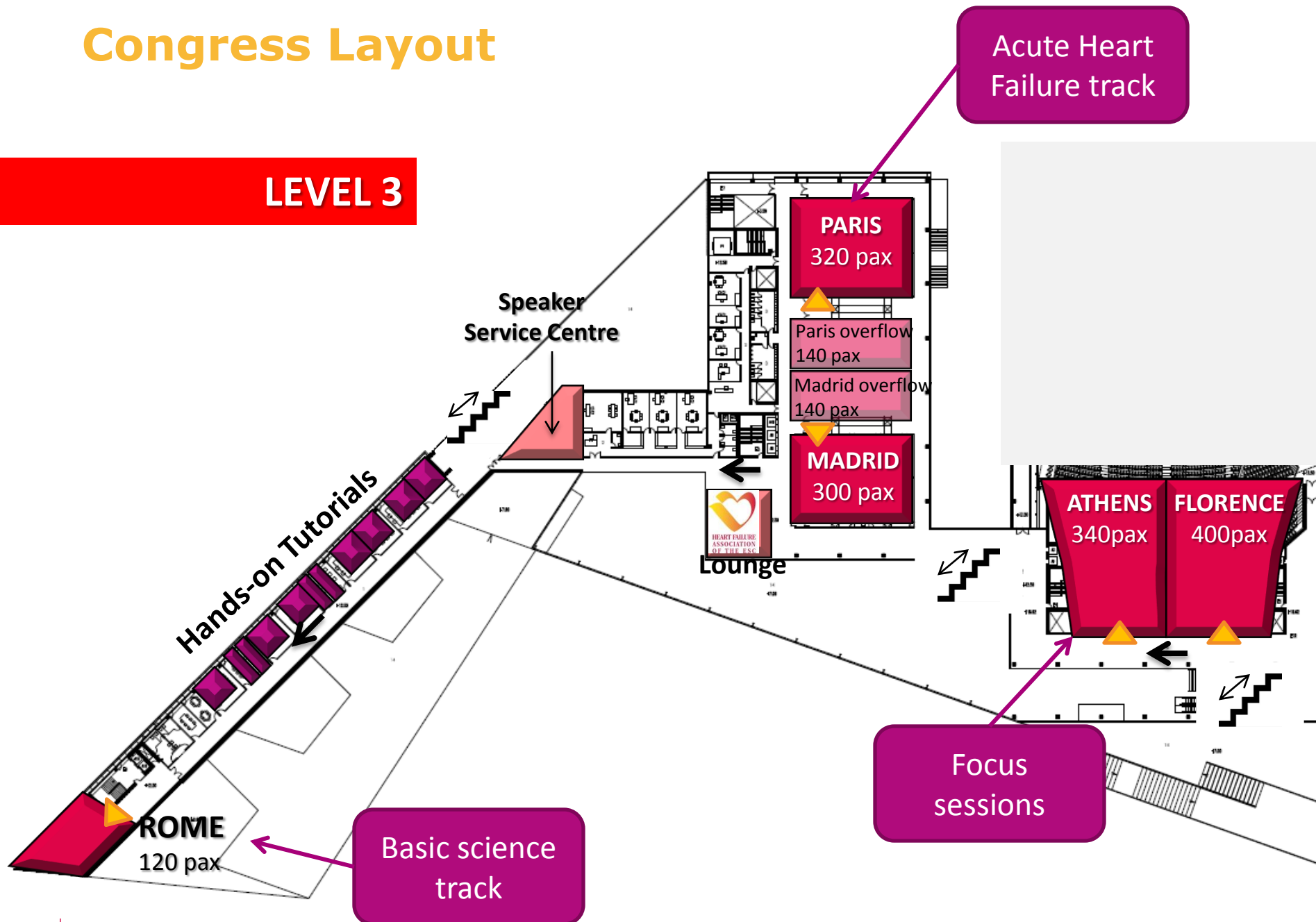
Congress Layout

LEVELS 1 & 2



Congress Layout

LEVEL 3



Congress timeline

Abstract submission	Open: 14 Nov – 14 Jan	Results: March 2015
Clinical Cases submission	Open: 26 Jan – 26 Feb	Results: March 2015
Late Breaking Science	Open: 2 March – 1 April	Results: April 2015



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
cthomas@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

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



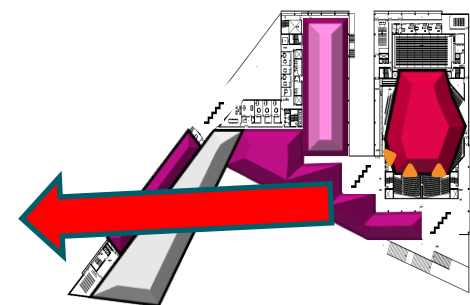
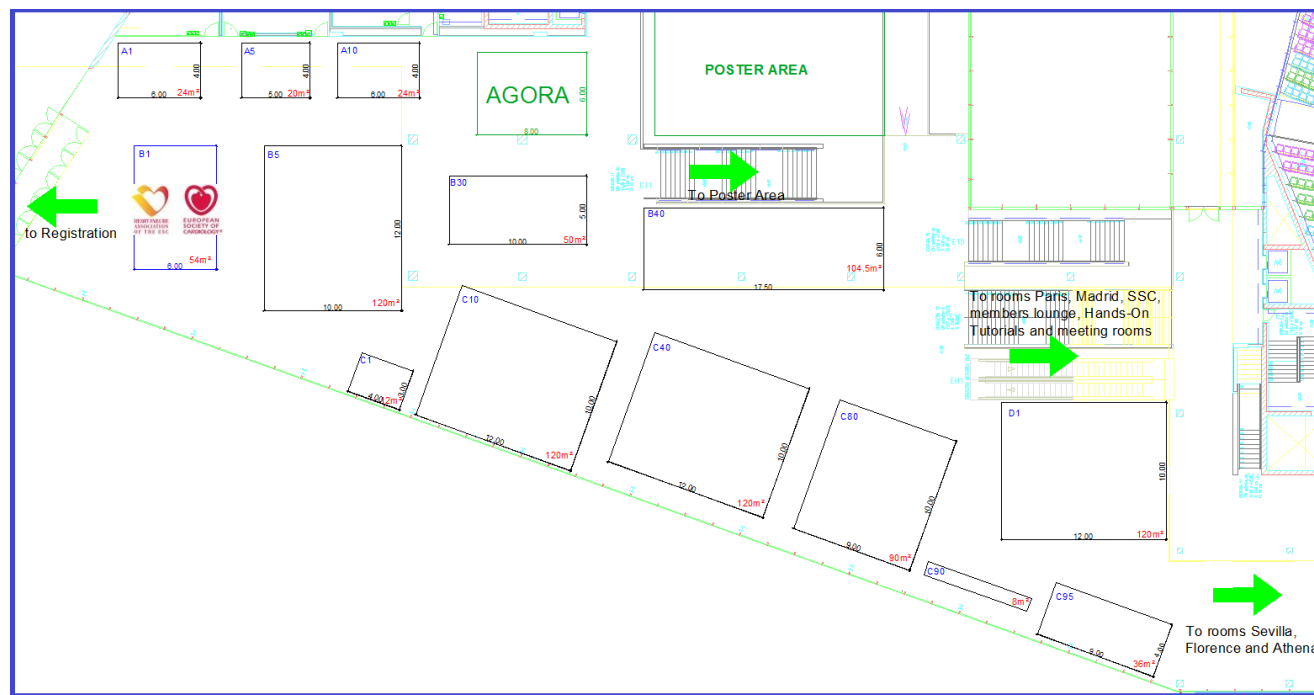
Exhibition Area

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

• Thursday 21 May 2015	08:00 – 20:00	Exhibition build-up
• Friday 22 May 2015	08:00 – 20:00	Exhibition build-up
• Saturday 23 May 2015	08:00 – 10:00	Stand decoration
NEW	10:00 – 20:30	Exhibition OPEN
	19:00 – 21:00	Networking Reception in the exhibition
• Sunday 24 May 2015	09:00 – 18:00	Exhibition OPEN
• Monday 25 May 2015	09:00 – 18:00	Exhibition OPEN
	18:00 – 20:00	Removal of valuable
• Tuesday 26 May 2015	08:30 – 12:30	Exhibition CLOSED
	13:00 – 20:00	Dismantling



Sponsored Sessions

Satellite Symposia

- Saturday 23 May 2015 From 12:15 (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



Sponsorship

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

Available

- **Delegate Badge Laces (25K€)**
- **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**



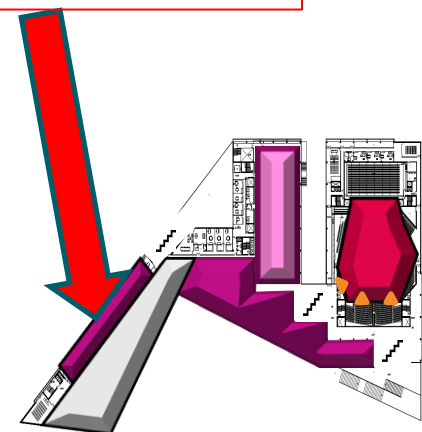
Meeting rooms – Function Spaces

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 defiined

Function Spaces



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.

