Essential Information

Annual Meeting of the Heart Failure Association of the ESC
ESC - European Heart House
Les Templiers, 2035, route des Colles
CS80179 BIOT, 06903 Sophia Antipolis cedex, FRANCE
Tel.: +33 (0)4 92 94 20 05
Fax: +33 (0)4 92 94 76 01
Email: HFA@escardio.org
www.escardio.org/HFA

VENUE

FIBES Sevilla
Avda. Alcalde Luis Uruñuela, 1
41020 Sevilla, Spain
Tel: +34 954 47 87 00
Fax: +34 954 47 87 20
www.fibes.es/en/

Heart Failure Congress

Industry Relations
Ms Aoife Delmas
Email: industry@escardio.org

Industry Services
Mr Fabrice Calabrese
Email: industry_services@escardio.org

Exhibition & Industry Sponsored Sessions
Mr Noureddine M’Ghari
Email: heartfailureservices@escardio.org

Sponsorship
Ms Samantha Bickham
Email: sponsorship@escardio.org

Congress Management
Email: HFsecretariat@escardio.org

Registration
Mr John Bakker
Email: HFregistration@escardio.org

Hotels & Social Events
Ms Tina Oldenburg
Email: HFhotels@escardio.org
Welcome to Seville for Heart Failure 2015

Dear Industry Partners

Following the extraordinary success and feedback from Heart Failure 2014 in Athens, we have great plans for an exciting Heart Failure congress in 2015!

We are delighted to announce that the world’s leading heart failure congress will be held in the beautiful city of Seville, Spain from 23 May – 26 May, and, due its great success in Athens, will feature the Second Edition of the World Congress on Acute Heart Failure.

While the prevalence and burden of heart failure will continue to rise substantially over the next decades, we have seen an enormous improvement in heart failure therapy with the range of treatment options involving novel drugs, devices, percutaneous interventions and surgery. It is for that reason that this year’s theme “Heart Failure taking centre stage: drugs, devices and multidisciplinary care” focuses on the wide spectrum of expertises of the heart failure specialist of today. A particular emphasis throughout the programme will be laid on the the growing importance of the role of the “Heart Team” in the multidisciplinary care of our patients with heart failure often presenting with multiple comorbidities.

Heart Failure 2015 will bring our delegates the latest updates, comprehensive knowledge from international experts, clinical practice sessions with clear take home messages for direct implementation into daily practice. Importantly, as the world’s leading heart failure congress, Seville 2015 will represent the most important platform for scientific exchange and networking in heart failure worldwide.

In view of its extraordinary success in Athens, we are delighted to host the 2nd Edition of the World Congress of Acute Heart Failure as part of the main programme of the HFA congress in Seville.

We invite you to join us in the preparations of this unique event for all heart failure specialists around the world. The science and research from our industry partners are key to the success and we are looking forward to working with you in the coming months on building once again a must-attend meeting for Heart Failure Specialists.

We thank you in advance for your continued support and we look forward to welcoming you in Seville for an outstanding event.

Gerasimos S. Filippatos (Athens, GR)
HFA President (2014-2016)

Frank F. Ruschitzka (Zurich, CH)
Heart Failure 2015 Scientific Chairman
HFA President Elect (2016-2018)

Marisa Crespo-Leiro (La Coruna, SP)
Heart Failure 2015 Scientific Co-chairman
Key Figures

- 4 Days of scientific sessions
- 4,400 Healthcare professionals from 70+ countries
- > 1,440 Abstracts submitted
- +2,000m² Exhibition area
- > 100 Scientific sessions
- + 300 International faculty
- + 20 Industry sessions

1.1 TOTAL ATTENDANCE

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Active delegates (incl Press)</th>
<th>Exhibitors</th>
<th>Accompanying Persons</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009 Nice</td>
<td>3791</td>
<td>105</td>
<td>411</td>
<td>3275</td>
</tr>
<tr>
<td>2010 Berlin</td>
<td>3344</td>
<td>68</td>
<td>457</td>
<td>2819</td>
</tr>
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<td>2011 Gothenburg</td>
<td>2535</td>
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<td>317</td>
<td>2189</td>
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<td>3673</td>
<td>362</td>
<td>3311</td>
<td>3311</td>
</tr>
<tr>
<td>2013 Lisbon</td>
<td>4470</td>
<td>390</td>
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<tr>
<td>2014 Athens</td>
<td>4433</td>
<td>380</td>
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<td>4433</td>
<td>380</td>
<td>4053</td>
<td>4053</td>
</tr>
</tbody>
</table>
1.2 ACTIVE DELEGATES: BREAKDOWN BY REGION

2013: Total 4080
Lisbon

2014: Total 4053
Athens

Heart Failure Industry Prospectus 2015
Heart Failure Industry Prospectus 2015 - Preliminary Schedule

**Thursday, 21 May**
- 8:00 - 10:00: Exhibition build-up
- 10:00 - 12:00: Industry Registration
- 12:00 - 14:00: Lunch Break
- 14:00 - 18:00: Public Registration
- 18:00 - 20:00: Networking Reception in Exhibition

**Friday, 22 May**
- 8:00 - 10:00: Exhibition build-up
- 10:00 - 12:00: Speaker Service Centre
- 12:00 - 14:00: Lunch Break
- 14:00 - 18:00: Registration
- 18:00 - 20:00: Evening Reception

**Saturday, 23 May**
- 8:00 - 10:00: Exhibition
- 10:00 - 12:00: Registration
- 12:00 - 14:00: Satellite Symposia
- 14:00 - 18:00: WC-AHF Sessions
- 18:00 - 20:00: Inaugural Session

**Sunday, 24 May**
- 8:00 - 10:00: Registration
- 10:00 - 12:00: Speaker Service Centre
- 12:00 - 14:00: Lunch Break
- 14:00 - 18:00: Exhibition
- 18:00 - 20:00: Evening Reception

**Monday, 25 May**
- 8:00 - 10:00: Registration
- 10:00 - 12:00: Speaker Service Centre
- 12:00 - 14:00: Lunch Break
- 14:00 - 18:00: Exhibition
- 18:00 - 20:00: Evening Reception

**Tuesday, 26 May**
- 8:00 - 10:00: Registration
- 10:00 - 12:00: Speaker Service Centre
- 12:00 - 14:00: Lunch Break
- 14:00 - 18:00: Exhibition
- 18:00 - 20:00: Evening Reception

**Hands-on Tutorials** (Sunday to Monday)
- 8:00 - 10:00: Satellite Symposia
- 10:00 - 12:00: EOS
- 12:00 - 14:00: CB
- 14:00 - 16:00: Scientific Sessions
- 16:30 - 18:00: Scientific Sessions
- 18:00 - 20:00: Scientific Sessions

**Other Activities**
- 8:00 - 10:00: EOS
- 10:00 - 12:00: CB
- 12:00 - 14:00: ECS
- 14:00 - 16:00: Scientific Sessions
- 16:30 - 18:00: Scientific Sessions
- 18:00 - 20:00: Scientific Sessions

**Exhibition Dismantling**
- 20:00 - 22:00

**Timeslots**
- AM: 10:00 - 12:00
- PM: 14:00 - 16:00

**Additional Information**
- Experts on the spot (more info page 12)
- EOS: Experts on the spot
- CB: Coffee Break
- WC-AHF: World Congress on Acute Heart Failure Sessions
Heart Failure 2015 - Scientific Programme

Congress Main Theme
Heart Failure taking centre stage: drugs, devices and multidisciplinary care

Key Features
• Latest Updates, Late Breaking Science
• HFA Focus, clinical cases discussed by International Leading Experts
• Main Sessions, Debates and Symposia
• Current evidence-based management & New and emerging therapies Tracks
• Highlight Sessions
• Extensive Abstract based programme and new presentation format in the Agora
• Local track in Spanish organised in collaboration with the Spanish Heart Failure and Heart Transplant Working Group of the Spanish Society of Cardiology
• Joint Sessions in collaboration with our International partners
• New: Clinical Cases Presentations

The Second Edition of the World Congress on Acute Heart Failure
• A dedicated event on acute heart failure
• A complete programme from Saturday morning until Sunday lunch time including symposia, debates, Late Breaking Trials and educational “How-To” sessions

Main Topics
• Acute heart failure
• Advance heart failure
• Basic and Translational Science
• Cardiomyopathies
• Co-morbidities and heart failure
• Disease Management
• Drug therapy
• Heart Failure with Preserved Ejection Fraction
• Imaging & Biomarkers
• Interventions, CRT and Devices
• Patient care
• Surgery and Heart Transplantation
• Telemonitoring
Abbott Vascular
ALERE
Armstrong Medical Ltd
Bayer HealthCare Pharmaceuticals, Bayer Pharma AG
BioVentrix Inc
Bristol-Myers Squibb / Pfizer
CardioKinetic Inc.
Cardiorentis AG
Charité University Berlin
GE Healthcare
Heartware
Ioannis Konstantaras
LoneStar Heart Inc
Medscape / theheart.org
Medtronic
Mesepere Life Science Inc.
New NI Medical
Novartis Pharma AG
Orion Pharma
Pfizer Ltd
ResMed
Roche Diagnostics LTD.
SERVIER
St Jude Medical
Thermo Fisher Scientific
The Heartorg from WebMd
Vifor Pharma
Wiley
Wisepress medical Bookshop
Zoll Medical Corporation
Exhibition

The exhibition will be an integral part of the congress in Seville and delegates will be invited to discover the latest products and technologies on the many educational stands throughout the event.

Showcase your products, services and activities to over 4 400 delegates from over 70 countries.

Exhibition Timetable:

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>21-22 May</td>
<td>Build-up 08.00-20.00</td>
</tr>
<tr>
<td>23 May</td>
<td>Decoration 08.00-10.00</td>
</tr>
<tr>
<td></td>
<td>Open 10.00-20.30</td>
</tr>
<tr>
<td></td>
<td>Inaugural Session 17.45-19.00</td>
</tr>
<tr>
<td></td>
<td>Networking Reception 19.00-21.00</td>
</tr>
<tr>
<td>24-25 May</td>
<td>Open 9.00-18.00</td>
</tr>
<tr>
<td>26 May</td>
<td>Closed</td>
</tr>
<tr>
<td></td>
<td>Dismantling 13.00-20.00</td>
</tr>
</tbody>
</table>
Exhibition Space

Provide delegates with a unique opportunity to catch a glimpse of the continuous therapeutic and technological developments in the Heart Failure discipline by showcasing your products in the exhibition.

<table>
<thead>
<tr>
<th>Price</th>
<th>Industry</th>
<th>Publishers, booksellers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum exhibition space</td>
<td>9 m² min</td>
<td>6 m² min</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Stand size between:</th>
<th>Number of free badges:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>General</td>
</tr>
<tr>
<td>9 and 49 m²</td>
<td>5</td>
</tr>
<tr>
<td>50 and 99 m²</td>
<td>9</td>
</tr>
<tr>
<td>100 m² +</td>
<td>13</td>
</tr>
</tbody>
</table>

General Exhibitor badges will not allow access to the scientific sessions of the congress except for those sessions sponsored by the exhibitor.

Scientific Exhibitor badges will allow access to the scientific sessions of the congress.

Price for additional badges: €40 excl. VAT

Stands will be assigned on a first come, first served basis.

Application deadline: 30 November 2014
Industry Sponsored Sessions
Satellite Symposia

Companies are cordially invited to organise a series of Industry Sponsored Sessions to be included in the Heart Failure 2015 scientific programme. These sessions are the perfect forum for delegates to learn and exchange on the latest scientific information and developments from the industry. Satellite Symposia will be held within the congress centre in lecture rooms ranging in capacity from 120 to 1300 seats. A limited number of timeslots have been made available for Satellite Symposia. Satellite Symposia organisers may organise receptions or distribute lunch boxes before or after the session. Satellite Symposia will be assigned on a first come, first served basis.

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Start Time</th>
<th>Duration</th>
<th>Exhibitor Price</th>
<th>Non-Exhibitor Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday</td>
<td>23 May 2015</td>
<td>12:15 - 13:15</td>
<td>60 mins</td>
<td>€36 000</td>
<td>€41 000</td>
</tr>
<tr>
<td></td>
<td>23 May 2015</td>
<td>12:15 - 13:45</td>
<td>90 mins</td>
<td>€41 000</td>
<td>€46 000</td>
</tr>
<tr>
<td>Sunday</td>
<td>24 May 2015</td>
<td>12:45 - 13:45</td>
<td>60 mins</td>
<td>€38 000</td>
<td>€43 000</td>
</tr>
<tr>
<td></td>
<td>24 May 2015</td>
<td>12:45 - 14:00</td>
<td>75 mins</td>
<td>€41 000</td>
<td>€46 000</td>
</tr>
<tr>
<td></td>
<td>24 May 2015</td>
<td>18:15 - 19:15</td>
<td>60 mins</td>
<td>€34 000</td>
<td>€39 000</td>
</tr>
<tr>
<td>Monday</td>
<td>25 May 2015</td>
<td>12:45 - 13:45</td>
<td>60 mins</td>
<td>€38 000</td>
<td>€43 000</td>
</tr>
<tr>
<td></td>
<td>25 May 2015</td>
<td>12:45 - 14:00</td>
<td>75 mins</td>
<td>€41 000</td>
<td>€46 000</td>
</tr>
<tr>
<td></td>
<td>25 May 2015</td>
<td>18:15 - 19:15</td>
<td>60 mins</td>
<td>€34 000</td>
<td>€39 000</td>
</tr>
<tr>
<td></td>
<td>25 May 2015</td>
<td>18:15 - 19:45</td>
<td>90 mins</td>
<td>€41 000</td>
<td>€46 000</td>
</tr>
</tbody>
</table>

The following items are included in the price of a Satellite Symposium:

- Room rental
- 1 Invite included in the Industry Programme
- 1 Weblink
- 1 Information Screen
- 1 Room Hostess
- Access and use of audiovisual equipment in lecture room

Companies organising a non-exhibitor Symposia will be provided with an allocation of 5 Scientific Badges and 5 General Badges.
**NEW** Experts on the Spot

These new Experts on the Spot sessions will provide delegates attending or interested in Satellite Symposia with a further opportunity to question and exchange with topic experts in a concise and interactive format. The Experts on the Spot session will be 30 minutes to take place during the coffee breaks as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday 24 May</td>
<td>10:15 - 10:45</td>
<td>€6 000</td>
</tr>
<tr>
<td>Sunday 24 May</td>
<td>15:50 - 16:20</td>
<td></td>
</tr>
<tr>
<td>Monday 25 May</td>
<td>10:15 - 10:45</td>
<td></td>
</tr>
<tr>
<td>Monday 25 May</td>
<td>15:50 - 16:20</td>
<td></td>
</tr>
</tbody>
</table>

These short “camp-fire” style sessions will be arranged in the new state of the art AGORA located in the vicinity of the Exhibition and designed to ensure experts interact with delegates. Experts on the Spot sessions are complimentary to Satellite Symposia programmes and a Satellite Symposium is a condition for application. The session organiser is permitted to invite speakers different from those participating in the Satellite Symposium, the topic must however be in line with the Satellite Symposium.

**Hands-On Tutorials**

Companies will have the means of associating with the educational requirements of delegates in an exclusive and intimate environment through the organisation of Hands-On Tutorials. These industry supported tutorials will provide participants with an opportunity for hands-on, one-on-one learning from leading experts in specific areas of expertise. Supporting companies can run tutorials between 8:30am – 6:00pm from Sunday through Monday. Tutorials can cater for up to 25 pax maximum per session. The tutorial programme will provide key take-home skills for the participant.

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitors</td>
<td>€15 000</td>
</tr>
<tr>
<td>Non-Exhibitors</td>
<td>€20 000</td>
</tr>
</tbody>
</table>

The following items are included in the price of a Hands-On Tutorial:
- Room rental
- 1 Invite in Industry Programme
- 1 Weblink
- Electricity, air-conditioning, tables, chairs

**Note:**
- The full list of equipment will be communicated upon room assignment. Cost of additional equipment, furniture, food and beverage will be at the expense of the sponsor.
- Industry Sponsored Sessions will be assigned on a first come, first served basis.
- Industry Sponsored Sessions Programmes will be published in the Heart Failure Final Programme on the Heart Failure Scientific Programme & Planner (SPP), webpages and on the Mobile App.
- All Industry Sponsored Sessions programmes are subject to Heart Failure Congress Programme Committee approval.

**Application deadline:** 30 November 2014
Sponsorship, Advertising & Promotional Opportunities

A wide range of services for congress attendees are available for sponsorship by our industry partners providing essential support for the congress and opportunity for novel communication to the healthcare profession.

Please note: The use of product names identifying product logos, misleading names that could be perceived as product names, registered trademarks are strictly limited and are only permitted for products and services where product promotion is clearly stated.

Sponsorship items will be assigned on a first come, first served basis.
Application deadline: 30 November 2014
<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price (excl. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Congress Bags Exclusive Sponsorship</strong></td>
<td>Secure high corporate visibility and association with the congress by exclusive sponsorship of the Heart Failure 2015 congress bag distributed to each registered delegate.</td>
<td>SOLD OUT</td>
</tr>
<tr>
<td><strong>Lifespan:</strong></td>
<td>Congress permanent archive/reference material</td>
<td></td>
</tr>
<tr>
<td><strong>Delegate Badge Laces Exclusive Sponsorship</strong></td>
<td>The popular and highly visible official Heart Failure 2015 badge laces are available for exclusive sponsorship. The sponsor’s name and logo will be printed on the badge laces, distributed to all participants. Units supplied: 4,000.</td>
<td>€15 000</td>
</tr>
<tr>
<td><strong>Lifespan:</strong></td>
<td>Congress</td>
<td></td>
</tr>
<tr>
<td><strong>Eblast</strong></td>
<td><strong>Product Advertising permitted for exhibition only</strong>&lt;br&gt;Reach out to Heart Failure 2015 pre-registered delegates 2 weeks and/or 3 days prior the congress via an electronic invitation to your exhibition space, or Industry Sponsored Sessions.&lt;br&gt;A customised mailing created exclusively will be mailed to approximately 2500 delegates on 6 May 2015 and to 4000 delegates on 20 May 2015.&lt;br&gt;Due to the limited number of electronic invitations, be sure to reserve early.</td>
<td>€6 500 Per advert, per date</td>
</tr>
<tr>
<td><strong>Lifespan:</strong></td>
<td>Congress</td>
<td></td>
</tr>
<tr>
<td><strong>Final Programme Advertisements</strong></td>
<td><strong>Product Advertising Allowed</strong>&lt;br&gt;The Final Programme hard copy contains the full scientific programme details, including Industry Sponsored Sessions information and congress references outlines. Hard copies will be placed in the official congress bag and distributed to each delegate, offering maximum exposure and recognition to the sponsor.</td>
<td>SOLD OUT</td>
</tr>
<tr>
<td><strong>Lifespan:</strong></td>
<td>Congress permanent archive / reference material</td>
<td></td>
</tr>
<tr>
<td><strong>Final Programme Bookmark</strong></td>
<td><strong>Product Advertising Allowed</strong>&lt;br&gt;The bookmark is attached to the Final Programme and is included in each congress bag. This is a highly visible and effective manner for promotion of a company’s congress activities or general awareness of product innovations.</td>
<td>SOLD OUT</td>
</tr>
<tr>
<td><strong>Lifespan:</strong></td>
<td>Congress permanent archive/reference material</td>
<td></td>
</tr>
</tbody>
</table>
Heart Failure Industry Prospectus 2015

Heart Failure Industry Prospectus has been organised by HFA together with the Congress of Acute Heart Failure to bring visibility to AHF. The World Congress of Acute Heart Failure Association (HFA) and World Congress of Acute Heart Failure will be held in Athens to share their expertise and experiences with you.

All these professionals are present in AHF management. Indeed, AHF offers a great opportunity for young physicians, to come together to share their research, and nurses involved in the HF field to help further focus their research. Finally, combining the First World Congress of Acute Heart Failure with key opinion leaders and interactions with senior researcher, we anticipated to attend the World Congress permanent archive/reference material.

The World Congress of Acute Heart Failure is truly international with key opinion leaders and interactions with senior researcher, we anticipated to attend the World Congress permanent archive/reference material.

Highlights of the World Congress include lectures, workshops, and the Late-Breaking Trial session. The scientific program is dedicated to AHF (10:30-12:00, Mitropoulos lecture rooms), using devices in AHF (10:30-12:00, Aegean Sea lecture rooms), choosing everyday clinical practice (10:30-12:00, Mitropoulos lecture rooms), ways to improve inotropy (8:30, Aegean Sea lecture rooms), diagnosis (8:30, Mitropoulos lecture rooms), and post discharge managing kidney (16:15, Aegean Sea lecture rooms).

There is also a dedicated section for AHF during the meeting. There are also opportunities for on-site promotion and advertisements in the form of panels, banners, towers and others may be available. Please contact us for further details at industry@escardio.org

None of the sponsorship and advertising opportunities listed in this chapter are open to product promotion unless clearly indicated; corporate names and logos are allowed but product names, product logos, trademarks or misleading references will be refused by the ESC.

### Product

<table>
<thead>
<tr>
<th>Description</th>
<th>Price (excl. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Heart Failure Congress News</strong></td>
<td><strong>€15 000</strong></td>
</tr>
<tr>
<td><strong>Exclusive Sponsorship</strong></td>
<td><strong>Back Cover Advert for 4 days</strong></td>
</tr>
<tr>
<td>The Heart Failure Congress News is the official Congress newspaper distributed onsite and posted online. It contains the latest news on heart failure, including congress highlights, and presents an exceptional opportunity for an exclusive sponsor to advertise on the back cover, on all 4 editions.</td>
<td></td>
</tr>
<tr>
<td><strong>Lifespan:</strong></td>
<td>Congress permanent archive/reference material</td>
</tr>
</tbody>
</table>

| **Industry Programme with integrated Notepad** | **SOLD OUT** |
| **Product Advertising Allowed** | |
| We combined practicality with design and created a highly attractive Notepad & Pen that will please delegates but also offer exceptional exposure for industry activities at Heart Failure. The main sponsor of this product will have 3 advertisements in the catalogue as well as their logo on the pen. |
| **Lifespan:** | Congress permanent archive / reference material |

| **Mobile App - Product advertising allowed** | **SOLD OUT** |
| **Lifespan:** | Congress |
| An innovative way for a sponsor to reach delegates by offering a mobile version of the Finale Programme to enhance their onsite experience. This environmentally-friendly initiative is for smart phones & tablets. |

| **Screencast - voice and slides** | €2 500 |
| **Lifespan:** | |
| The screencast will capture your speaker’s voice (no video) and panel discussion in a standard format. Sessions will be sent to sponsor. You are obliged to use the Speaker Service Centre to avail of this price. |

| **Webcast - video and slides** | €10 000 |
| **Lifespan:** | |
| The webcast will capture the live video and panel discussion in a standard format. Sessions will be sent to sponsor. You are obliged to use the Speaker Service Centre to avail of this price. |

### On-site Promotion/Advertisements

Various opportunities for on-site promotion/advertisements in the form of panels, banners, towers and others may be available. Please contact us for further details at industry@escardio.org

### Reminder:

None of the sponsorship and advertising opportunities listed in this chapter are open to product promotion unless clearly indicated; corporate names and logos are allowed but product names, product logos, trademarks or misleading references will be refused by the ESC.
Partner Services

Function Spaces
The ESC allows companies to host a limited number of guests and organise small and informal meetings (approx. 20 pax) in a range of fully furnished rooms available within the congress centre. No training or showcasing of products/therapies may take place in the Function Spaces.

Companies are responsible for AV equipment and catering arrangements.

Price available on request.

Closed Industry Meetings
During available time slots, fully furnished and AV equipped lecture rooms can be used to organise closed industry meetings which are on invitation only. The following rules apply to this meeting category:

• Meeting is “closed” and on invitation only.
• Maximum attendance is 150 guests.
• Meeting is not promoted in the congress centre or in any Heart Failure 2015 publications.

Closed Industry Meetings – Price
• 60-minute meeting €3 000
• Additional cost per increment of 30mins €1 500

Permitted meeting types:
Company staff meeting, congress briefing, investigators meeting, clinical trial updates.

Strictly forbidden: meeting with any formal presentations for delegates.

Application deadline: 30 November 2014
## Key Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Online registration opens</td>
<td>14 November 2014</td>
</tr>
<tr>
<td>Call for Abstracts</td>
<td>14 November 2014 to 14 January 2015</td>
</tr>
<tr>
<td>Call for Clinical Cases</td>
<td>26 January 2015 to 26 February 2015</td>
</tr>
<tr>
<td>Call for Late Breaking Science</td>
<td>2 March 2015 to 1 April 2015</td>
</tr>
<tr>
<td>Early fee registration deadline</td>
<td>23 March 2015</td>
</tr>
<tr>
<td>Late registration deadline</td>
<td>20 April 2015</td>
</tr>
<tr>
<td>Last minute registration deadline</td>
<td>16 May 2015</td>
</tr>
<tr>
<td>Heart Failure 2015 Congress, Seville, Spain</td>
<td>23 - 26 May 2015</td>
</tr>
</tbody>
</table>
All Exhibition, Satellite and Sponsorship forms should be completed, signed and returned as soon as possible, items will be assigned on a first come, first served basis.

Returning a signed Order Form implies a tacit agreement of the Heart Failure 2015 Guidelines for Industry Participation.

The Heart Failure 2015 Guidelines for Industry Participation will be communicated to the participating companies in due course to help with the organisation of the event.

All Terms and Conditions regarding your participation will be detailed in these Guidelines for Industry Participation.

Should you require any further information regarding the application process, please contact us at industry@escardio.org