Industry Site Visit
Agenda

10:00 – 11:00  Presentation of Heart Failure 2016

11:00 – 12:00  Tour of the building

12:00 – 14:00  Working lunch – individual meetings
Welcome to Heart Failure 2016
featuring the 3rd edition of the World Congress on Acute Heart Failure

Chairpersons of the Scientific Programme

Prof. Aldo P Maggioni
(Florence, IT), FESC, FHFA

Prof. Massimo F Piepoli
(Piacenza, IT), FESC, FHFA

Prof. Giuseppe M C Rosano
(Roma, IT), FESC, FHFA

Heart Failure Association of the ESC

Prof. Gerasimos Filippatos
(Athens, GR), FESC, FHFA
HFA President

Prof. Frank Ruschitzka
(Zurich, CH), FESC, FHFA
HFA President-Elect

Prof. Stefan Anker
(Gottingen, DE), FESC, FHFA
HFA Past-President

www.escardio.org/HFA
Key facts from Heart Failure congresses

- **4 days** of scientific sessions
- **4 700+** healthcare professionals from **90+** countries
- **1 700+** abstracts & clinical cases submitted
- **7 Lecture rooms**
- **100+ sessions**
- **300+ international Faculty from 40+ different countries**
- **21 hours of CME credits**

[www.escardio.org/HFA](http://www.escardio.org/HFA)
Past congresses – attendance and abstract submission

2015 Records
- 1,788 abstracts & clinical cases
- 4,791 participants

2014
- 1,444 abstracts
- 4,433 participants

2013
- 1,515 abstracts
- 4,470 participants

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

**TOP 10 COUNTRIES**

<table>
<thead>
<tr>
<th></th>
<th>2014 Athens</th>
<th>2015 Seville</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Russian Fed.</td>
<td>Spain</td>
</tr>
<tr>
<td>2</td>
<td>Greece</td>
<td>Russian Fed.</td>
</tr>
<tr>
<td>3</td>
<td>Portugal</td>
<td>Portugal</td>
</tr>
<tr>
<td>4</td>
<td>Italy</td>
<td>Italy</td>
</tr>
<tr>
<td>5</td>
<td>Spain</td>
<td>Germany</td>
</tr>
<tr>
<td>6</td>
<td>UK</td>
<td>UK</td>
</tr>
<tr>
<td>7</td>
<td>Germany</td>
<td>Morocco</td>
</tr>
<tr>
<td>8</td>
<td>Brazil</td>
<td>Poland</td>
</tr>
<tr>
<td>9</td>
<td>Japan</td>
<td>Romania</td>
</tr>
<tr>
<td>10</td>
<td>Ukraine</td>
<td>Ukraine</td>
</tr>
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</table>

### Registration

**TOP 10 COUNTRIES**

<table>
<thead>
<tr>
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<th>2014 Athens</th>
<th>2015 Seville</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Greece</td>
<td>Spain</td>
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<tr>
<td>2</td>
<td>Italy</td>
<td>Italy</td>
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<tr>
<td>3</td>
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<td>4</td>
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<tr>
<td>6</td>
<td>UK</td>
<td>Netherlands</td>
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<tr>
<td>7</td>
<td>Russian Fed.</td>
<td>USA</td>
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<tr>
<td>8</td>
<td>Spain</td>
<td>UK</td>
</tr>
<tr>
<td>9</td>
<td>Netherlands</td>
<td>Russian Fed.</td>
</tr>
<tr>
<td>10</td>
<td>Switzerland</td>
<td>Portugal</td>
</tr>
</tbody>
</table>
Host city – Florence

www.escardio.org/HFA
Access to Florence

Getting to Florence

- By plane to Firenze Airport
- By plane to Pisa: 50min transfer by shuttle
- By train to Firenze Santa Maria Novella

From the airport => city

- By taxi: 20 minutes, approx. 20€ flat rate
- By bus: 30 minutes, stop at the train station. Non-stop from 05:30 – 00:30, "Vola in Bus »

<table>
<thead>
<tr>
<th>TO/FROM</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>PARIS</td>
<td>8 / day</td>
</tr>
<tr>
<td>FRANKFURT</td>
<td>6 / day</td>
</tr>
<tr>
<td>LONDON City / Gatwick</td>
<td>4 / day</td>
</tr>
<tr>
<td>MUNICH</td>
<td>4 / day</td>
</tr>
<tr>
<td>AMSTERDAM</td>
<td>3 / day</td>
</tr>
<tr>
<td>ZURICH</td>
<td>3 / day</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TO/FROM</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROME</td>
<td>90 min</td>
</tr>
<tr>
<td>MILAN</td>
<td>100 min</td>
</tr>
<tr>
<td>VENICE</td>
<td>120 min</td>
</tr>
<tr>
<td>NAPLES</td>
<td>150 min</td>
</tr>
</tbody>
</table>
In Florence: everything is within walking distance

1 Fortezza da Basso to
2 Train station
Santa Maria Novella
5 minute walk
3 Duomo Santa Maria del Fiore
15 minute walk
4 Palazzo Vecchio
20 minute walk
5 Piazzale Michelangelo
40 minute walk
SPADOLINI PAVILION
(GROUND FLOOR)
Registration
Exhibition
Posters
Agora
HFA Members Lounge
CPR Workshops
Catering & seating areas

PALAZZINA LORENESE
(FIRST FLOOR)
Hands on Tutorials
Function Spaces

RONDINO
Lecture Room 4 (315pax)

SPADOLINI PAVILION
(GROUND FLOOR)
Registration
Exhibition
Posters
Agora
HFA Members Lounge
CPR Workshops
Catering & seating areas

PALAZZINA LORENESE
(GROUND FLOOR)
Speaker Service Centre

PALAZZINA LORENESE
(FIRST FLOOR)
Lecture Room 6 (140pax)

SCHERMA
(FIRST FLOOR)
Lecture Room 6 (140pax)

GHIAIE
Lecture Room 3 (400pax)

TEATRINO LORENESE
Lecture Room 5 (280pax)

CAVANIGLIA PAVILION
Lecture Room 1 (800pax)
Lecture Room 2 (500pax)

CAVANIGLIA PAVILION
Lecture Room 1 (800pax)
Lecture Room 2 (500pax)
Main theme & Highlight on

Heart Failure:

state of the art

Launch of the 2016 ESC Guidelines for the diagnosis and treatment of acute and chronic heart failure
Heart Failure 2016
featuring the 3rd edition of the World Congress on Acute Heart Failure

“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.”

- A complete programme on Saturday 21st May including
  - Symposia, debates, educational sessions & Late Breaking Trial presentations …
  - Launch of the ESC Guidelines
  - Abstract-based sessions including oral presentations & posters
  - Industry sessions & workshops

- A dedicated track continuing throughout the Heart Failure congress

1 registration, 1 place, 2 congresses!

www.escardio.org/HFA
Local Track
In collaboration with the *Italian Federation of Cardiology (FIC)* and its dedicated *Working Group on Heart Failure* & the *Italian Society of Cardiology (SIC)*
• 4 sessions in Italian
• 4 sessions in English
• Programme under review for Italian CME accreditation - **New**

HFA Eugene Braunwald Lecture
• Recognise *internationally renowned* expert in the field of Heart Failure
• Keynote lecture during **Inaugural session**

HFA Philip Poole Wilson Lecture
• Recognise dedication to the *future generations* of Heart Failure specialists
• Keynote lecture as an introduction to either the **Young Investigator Award**: Clinical or Basic science competitions

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

• HFA Focus sessions
  • Case-based presentations
  • Interactive voting via the Heart Failure Mobile App

• « What’s new in Industry? 
  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.

Focus on: the abstract-based programme

• Abstract sessions in the AGORA
  • Clinical Cases presentations
  • Rapid Fire abstract presentations
  • Young Investigator abstract presentations

• Poster presentations
  • Day long sessions
  • Poster discussions with experts
Heart Failure faculty – key facts

Faculty per region

- Africa (non ESC): 1
- Asia Pacific: 15
- ESC: 229
- North America: 40
- South & Central America: 4

Grand Total: 289

Faculty – TOP 10

- Spain: 53
- United States of America: 38
- Germany: 31
- United Kingdom: 26
- Italy: 13
- Netherlands: 8
- Switzerland: 8
- Greece: 5
- France: 4
- Sweden: 1

www.escardio.org/HFA
Also at Heart Failure 2016

- **CPR Workshops**
  - Organised in collaboration with the European Resuscitation Council since 2014

- **HFA Career Café**
  - The platform for young specialists to present their career project to HF KOLs
  - Open to: all delegates under 40
  - Face to face meetings, registration in advance
  - Pilot event during Heart Failure 2016 on Saturday morning

- **Launch of the HFA Certification exam**
  - Pilot event at Heart Failure 2016 on Tuesday afternoon
  - Registrations open early 2016
Changes on Saturday morning

- Full coffee break from 10:00 to 11:00
- Opening of the Exhibition at 10:00

Official congress dinners

- HFA President’s Dinner on Friday 20 May
- HF Faculty Dinner on Sunday 21 May
## Congress timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstract submission</td>
<td>Open: 13 Nov – 13 Jan</td>
<td>Results: March 2016</td>
</tr>
<tr>
<td>Clinical Cases submission</td>
<td>Open: 26 Jan – 26 Feb</td>
<td>Results: March 2016</td>
</tr>
<tr>
<td>Late Breaking Science</td>
<td>Open: 29 Feb – 30 March</td>
<td>Results: April 2016</td>
</tr>
<tr>
<td>Mobile Application</td>
<td>Evolutive - interactive</td>
<td>Online January 2016</td>
</tr>
<tr>
<td>Scientific Programme &amp; Planner</td>
<td>Online</td>
<td>December 2015</td>
</tr>
<tr>
<td>Advance Programme</td>
<td>Print &amp; online</td>
<td>January 2016</td>
</tr>
<tr>
<td>Final Programme</td>
<td>Print &amp; online</td>
<td>May 2016</td>
</tr>
<tr>
<td>Early fee</td>
<td>21 March</td>
<td></td>
</tr>
<tr>
<td>Late fee</td>
<td>18 April</td>
<td></td>
</tr>
<tr>
<td>Last minute</td>
<td>14 May</td>
<td></td>
</tr>
</tbody>
</table>
Your Suppliers contacts

- **Venue**
  Fortezza da Basso
  Viale Filippo Strozzi 1
  50129 Firenze, Italy
  Email: info@firenzefiera.it
  Web Site: [www.firenzefiera.it](http://www.firenzefiera.it)

- **Exhibitor Services**
  To be announced

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

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

- **Catering: Gerist**
  Elisabetta Andrei
  e.andrei@gerist.it

- **Official Agency for AIFA submission: AIM Group Int.**
  Christina Ghidoli
  c.ghidoli@aimgroup.eu

www.escardio.org/HFA
Exhibition Area

2000 m² of exhibition
- Poster/ HFA Members lounge, Agora
- Between lectures rooms 1, 2, 5
Exhibition Area

Exhibition integrates:
- Cash Bar in the Exhibition
- Coffee breaks in Exhibiton
- Free Wifi for delegates
### 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 19 May 2016</td>
<td>08:00 – 20:00</td>
<td>Exhibition build-up</td>
</tr>
<tr>
<td>Friday 20 May 2016</td>
<td>08:00 – 20:00</td>
<td>Exhibition build-up</td>
</tr>
<tr>
<td>Saturday 21 May 2016</td>
<td>08:00 – 10:00</td>
<td>Stand decoration</td>
</tr>
<tr>
<td></td>
<td>10:00 – 20:30</td>
<td><strong>Exhibition OPEN</strong></td>
</tr>
<tr>
<td></td>
<td>19:00 – 20:30</td>
<td>Networking Reception in the exhibition</td>
</tr>
<tr>
<td>Sunday 22 May 2016</td>
<td>09:00 – 18:00</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td>Monday 23 May 2016</td>
<td>09:00 – 18:00</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td></td>
<td>18:00 – 20:00</td>
<td><strong>Exhibition closed, Removal of valuable</strong></td>
</tr>
<tr>
<td>Tuesday 24 May 2016</td>
<td>09:00 – 13:00</td>
<td>Exhibition CLOSED</td>
</tr>
<tr>
<td></td>
<td>13:00 – 20:00</td>
<td>Dismantling</td>
</tr>
</tbody>
</table>

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

**Satellite Symposia**
- Saturday 21 May 2016  From 12:15 (60, 75 or 90 min.)
- Sunday 22 May 2016   From 12:45 (60 or 75 min.)
- From 18:15 (60 or 90 min.)
- Monday 23 May 2016    From 12:45 (60 or 75 min.)
- From 18:15 (60 or 90 min.)

**Experts on the Spot**
- Sunday 22 May 2016    10:15 – 10:45  30 minutes
  15:45 – 16:15  30 minutes
- Monday 25 May 2016    10:15 – 10:45  30 minutes
  15:45 – 16:15  30 minutes

**Hands-on Tutorials**
5 Hands-On Tutorial Rooms btwn 44m² and 50m²
Sponsored Sessions – Lecture rooms

HF2016 | Layout

| Lecture Room 1 | 800 pax |
| Lecture Room 2 | 500 pax |
| Lecture Room 3 | 400 pax |
| Lecture Room 4 | 315 pax |
| Lecture Room 5 | 280 pax |
| Lecture Room 6 | 140 pax |

PALAZZINA LORENSE (FIRST FLOOR)
Hands on Tutorials
Function Spaces

POLVERIERA
HFA Meeting Room 1

RONDINO
Lecture Room 4 (315pax)

SPADOLINI PAVILION (GROUND FLOOR)
Registration
Exhibition
Posters
HFA Member’s Lounge
CPR Workshops
Agora
Catering Areas
Offices

TEATRINO LORENSE
Lecture Room 5 (280pax)

GHIAIE
Lecture Room 3 (400pax)

SCHERMA (FIRST FLOOR)
Lecture Room 6 (140pax)

BASILICA
EXAM Room (on option)

ENTRANCE

CAVANIGLIA PAVILION
Lecture Room 1 (800pax)
Lecture Room 2 (500pax)
Faculty involved in HFA Scientific Programme & in Sponsored Sessions – Rule:

1) President or Congress Committee Chair
   The ESC covers everything (Travel, Hotel, Registration)

2) Other Faculty (not President nor Congress Committee Chair)
   Registration: Covered by ESC
   Hotel: 1 night will be re-invoiced to the sponsor/session
   Travel: Not covered by ESC
Sponsorship

Congress Bag Sold
Delegate Badge Holder Sold
Mobile App Sold
Final Programme back cover Sold
Bookmark in Final Programme Sold
Industry Programme Sold

Still Available

- Final Programme inside front cover (9K€) (*Product advertisement permitted*)
- Final Programme inside back cover (8K€) (*Product advertisement permitted*)
  (Quantity printed: 4300 )

- Congress News back cover advert the 4 days (15K€)
  (In 2015: 7000 copies distributed over the 4 days)

- eBlast Thursday 5 May & Wednesday 18 May (6,5K€/eBlast)

- Webcast (10K€) – Screencast – (2,5K€)

- On site Advertising offer will follow

<table>
<thead>
<tr>
<th>eBlast Heart Failure 2015</th>
<th>8 May 2015</th>
<th>20 May 2015</th>
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<tbody>
<tr>
<td>Total email delivered</td>
<td>1849</td>
<td>2149</td>
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<tr>
<td>Total emails opened</td>
<td>1571</td>
<td>1449</td>
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<tr>
<td>Total emails opened rate</td>
<td>84,96%</td>
<td>67,43%</td>
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</tbody>
</table>
Meeting rooms – Function Spaces

Included: Light, electricity, daily cleaning and air conditionning.
### Key Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>30/11/2015</td>
<td>Application Deadline</td>
</tr>
<tr>
<td>27/01/2016</td>
<td>Deadline for the complete scientific programme of Satellite Symposia, Experts on the spot and Hands-On Tutorials</td>
</tr>
<tr>
<td>Beginning of February 2016</td>
<td>Congress Guidelines available</td>
</tr>
<tr>
<td>17/02/2016</td>
<td>Deadline for the Product or Company Description</td>
</tr>
<tr>
<td>End of February 2016</td>
<td>Scientific Programme Approval by CPC</td>
</tr>
<tr>
<td>Mid-March 2016</td>
<td>Deadline for Industry Programme Advert approval</td>
</tr>
<tr>
<td>16 March 2016</td>
<td>Deadline to submit stand designs. Deadline to provide final version of Scientific Programmes</td>
</tr>
<tr>
<td>22 March 2016</td>
<td>Deadline to submit AIFA content for approval (60 days before the event start)</td>
</tr>
<tr>
<td>13 April 2016</td>
<td>Deadline to declare stand activities and items for distribution</td>
</tr>
<tr>
<td>27 April 2016</td>
<td>Deadline to order free exhibitors badges</td>
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</table>