

Heart Failure 2016

3rd World Congress on Acute Heart Failure



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HF & WCAHF 2015 – Industry Debrief Agenda

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- Introduction
- Congress Overview
- New at Heart Failure 2016
- Congress figures
- Industry presence
- **Industry Feedback**
- Heart Failure 2017

Heart Failure 2016 in a nutshell

4 days of scientific sessions

6 112 healthcare professionals from **70+** countries

2 010 abstracts & clinical cases submitted



7 Lecture rooms
108 sessions

277 international Faculty from **38** different countries

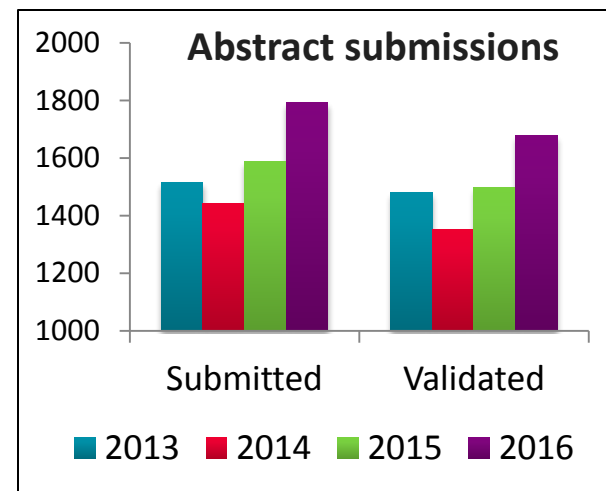
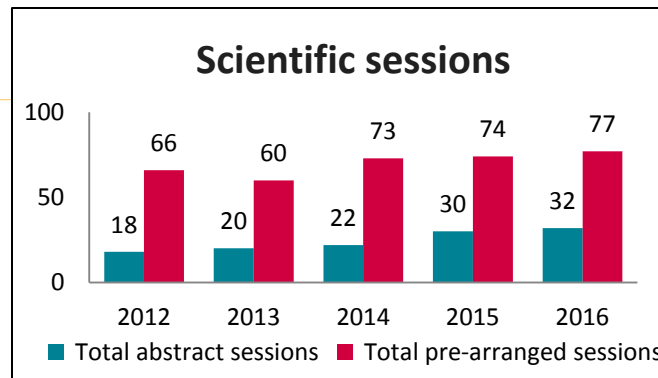
21 hours of CME credits



Scientific programme

- 6 Lecture rooms + Agora
- 277 faculty from 38 countries
- 108 scientific programme sessions
 - 21 hours of CME credits
 - 77 pre arranged / 31 abstract-based
- 2 010 abstracts & clinical cases submitted

'Heart Failure: state of the art'

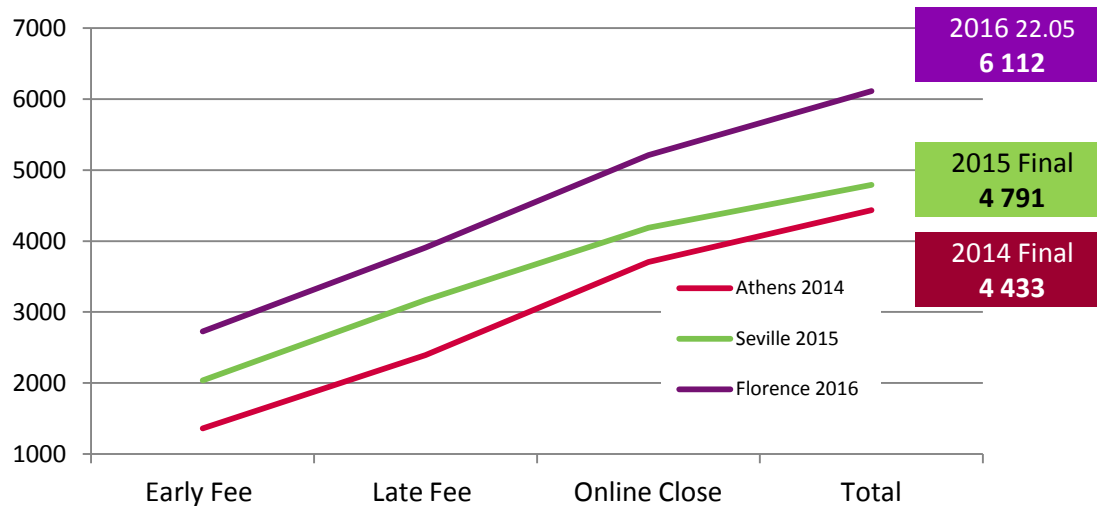


Registration

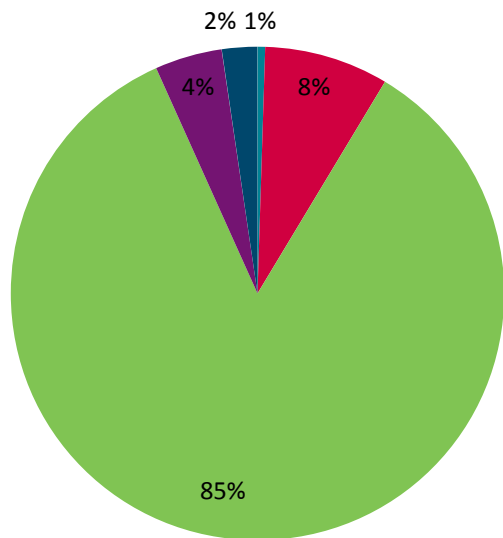
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Record total attendance of **6 112** (22.05)

5 647 active delegates



Registration – delegate origin



■ Africa ■ Asia Pacific ■ ESC ■ North America ■ South & Central America

Country TOP 10	Count	~2015	Abstracts submitted
Italy	1 441	+ 1 140	280
Germany	406	+198	85
Spain	253	-819	118
United Kingdom	211	+64	75
France	208	+49	27
Netherlands	200	+42	31
United States of America	194	+38	47
Belgium	171	+74	18
Greece	152	-17	33
Switzerland	152	+36	9

Also at Heart Failure 2016

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- Presentation of the 2016 European Guidelines on cardiovascular disease prevention in clinical practice
- HoT Walk
 - Organised by the FIC in collaboration with the HoT of the HFA
- CPR Workshops



FIC Federazione Italiana di Cardiologia
Italian Federation of Cardiology



New projects at Heart Failure 2016

 HFA Career Cafe 2016



Virtual Case Area



 **HFA News**
Video highlights from Heart Failure congresses

Congress resources

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What type of resources are available?

- Abstracts
- Slides
- Videos

How to access the resources ?



- e-Library
- Scientific Programme & Planner: *HFA Members only*

SP&P

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Industry Presence

Industry Debrief



HF & WCAHF 2016 – Industry Debrief Exhibition

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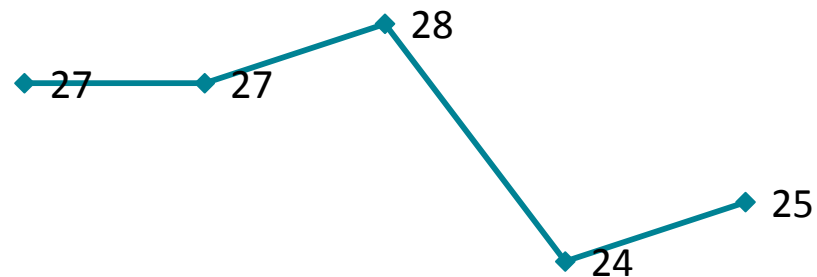
Exhibition, m² occupied

◆ Exhibition, m² occupied



Number of Exhibitors

◆ Number of Exhibitors



2011	2012	2013	2014	2015	2016	2012	2013	2014	2015	2016
Gothberg	Belgrade	Lisbon	Athens	Seville	Florence	Belgrade	Lisbon	Athens	Seville	Florence

HF & WCAHF 2016 – Industry Debrief Exhibitors

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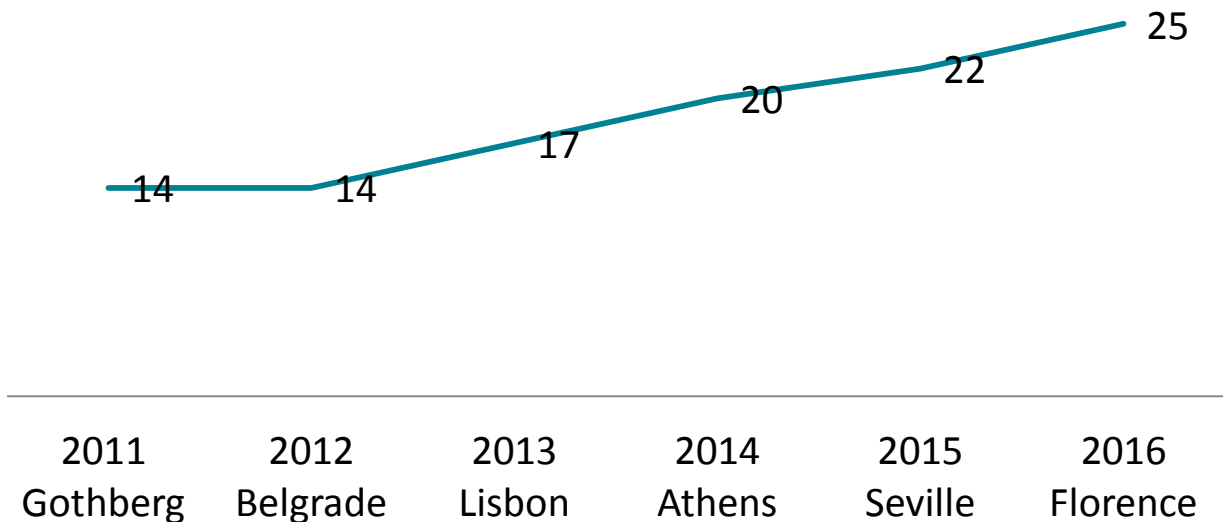
Account Name	Quantity (sqm)
Novartis Pharma AG	166
SERVIER INTERNATIONAL	119,5
The Alliance BMS / Pfizer	71
European Society of Cardiology	56
Bayer Pharma AG	49
Orion Pharma	36
Vifor Pharma Italia srl	30
Heartware Inc	24
Medtronic International Trading SARL	22,5
Critical Diagnostics	18
Thermo Fisher Scientific	18
Zoll CMS GmbH	16
CVRx, Inc.	15
St Jude Medical Coordination Center BVBA	15
Fondazione Internazionale Menarini	12
GE Healthcare Ltd	12
John Wiley & Sons Ltd	12
Abbott Vascular International BVBA	9
Atcor Medical	9
Health in Code SL	9
Hellenic Cardiological Society	9
Integrated Sensing Systems	9
MDE Co. Ltd.	9
scPharmaceuticals	9
Wisepress Online Bookshop Ltd	8
TOTAL	763

HF & WCAHF 2016 – Industry Debrief Sponsored Sessions



Sponsored Sessions

— Sponsored Sessions



HF & WCAHF 2016 – Industry Debrief

Sponsored Sessions attendance

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Account Name	Time slot	Room reference	Participation	Rooms filling %
Saturday 21 May				
Abbott Vascular International BVBA	12:45 - 13:45 (60 mins)	Rome (315 seats)	462	147%
Charite - Campus Virchow-Klinikum (CVK)	12:45 - 13:45 (60 mins)	Paris (500 seats)	575	115%
Novartis Pharma AG	12:45 - 14:00 (75 mins)	London (800 seats)	800	100%
Physicians Academy for Cardiovascular Education	12:45 - 13:45 (60 mins)	Athens (280 seats)	280	100%
scPharmaceuticals	12:45 - 13:45 (60 mins)	Berlin (400 seats)	360	90%
Sunday 22 May				
Physicians Academy for Cardiovascular Education	10:15 - 10:45 (30 mins)	Agora (50 seats)	170	340%
Bayer Pharma AG	12:45 - 14:00 (75 mins)	Berlin (400 seats)	250	63%
Charite - Campus Virchow-Klinikum (CVK)	12:45 - 13:45 (60 mins)	Paris (500 seats)	200	40%
Medtronic International Trading SARL	12:45 - 14:00 (75 mins)	Athens (280 seats)	280	100%
Novartis Pharma AG	12:45 - 14:00 (75 mins)	London (800 seats)	700	80%
Novartis Pharma AG	15:50 - 16:20 (30 mins)	Agora (50 seats)	300	600%
Vifor Pharma Italia srl	12:45 - 14:00 (75 mins)	Rome (315 seats)	425	135%
Zoll CMS GmbH	12:45 - 13:45 (60 mins)	Barcelona (140 seats)	140	100%
Bayer Pharma AG	18:15 - 19:45 (90 mins)	Berlin (400 seats)	142	36%
SERVIER INTERNATIONAL	18:15 - 19:45 (90 mins)	Paris (500 seats)	400	80%
Monday 23 May				
Charite - Campus Virchow-Klinikum (CVK)	12:45 - 13:45 (60 mins)	Paris (500 seats)	515	103%
St Jude Medical Coordination Center BVBA	12:45 - 14:00 (75 mins)	Athens (280 seats)	280	100%
Vifor Pharma Italia srl	12:45 - 13:45 (60 mins)	Berlin (400 seats)	435	109%
Vifor Pharma Italia srl	10:15 - 10:45 (30 mins)	Agora (50 seats)	300	600%
Physicians Academy for Cardiovascular Education	12:45 - 14:00 (75 mins)	Rome (315 seats)	400	127%
Physicians Academy for Cardiovascular Education	15:50 - 16:20 (30 mins)	Agora (50 seats)	100	200%
Charite - Campus Virchow-Klinikum (CVK)	18:15 - 19:15 (60 mins)	Berlin (400 seats)	72	18%

HF & WCAHF 2016 – Industry Debrief

Industry figures

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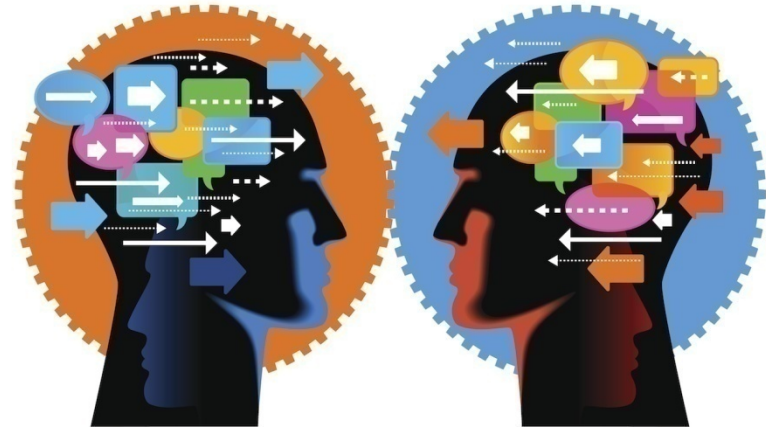
Account Name	Product Name	Audience reached (as of 22/5/16)
Bayer	Heart Failure Congress News - Back Cover advert for 4 days	7 000 printed copies + 864 online views 23.05
Charité	Screencast	Post congress audience
Novartis	Industry Programme with Integrated Notepad	4 500 printed copies + 199 online views
Novartis	Final Programme Back Cover Advert	4 500 printed copies + 5 418 online views
Novartis	Bookmark in Final Programme	4 000 printed copies
Novartis	Video highlights from Heart Failure 2016	Post congress audience
Novartis	Lecture Room Berlin pavilion banner	5 647 active delegates / 6 112 total
Novartis	Banner on Cavaniglia	5 647 active delegates / 6 112 total
Novartis	Sitting Cubes X 2	5 647 active delegates / 6 112 total
Novartis	Column Branding x 2	5 647 active delegates / 6 112 total
Novartis	eBlast (18/05/16)	2431 recipients
Novartis	Webcast	Post congress audience
scPharmaceuticals	Screencast	Post congress audience
scPharmaceuticals	Congress Bag	4 000
scPharmaceuticals	Delegate Badge Holder	4 000
Vifor	Screencast	Post congress audience
SERVIER	Mobile App	3 966 (23.05) vs 2 736 in 2015, 45% increase
SERVIER	Glass branding between exhibition and Poster	5 647 active delegates / 6 112 total
Vifor	Screencast	Post congress audience
Zoll	Column Branding	5 647 active delegates / 6 112 total

HF & WCAHF 2016 – Industry Debrief

Industry feedback

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- Pre Congress
 - Organisation
 - Promotion & Communication
- During the Congress
 - Rooms
 - Exhibition
 - Sponsored Sessions
 - Sponsorship
 - Scientific Programme
 - Venue, Hotels, City
 - Registration
- Suggestions



Heart Failure Congress 2017

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Congress organised by the Heart Failure association of the ESC

Heart Failure
2017 and 4th World Congress
on Acute Heart Failure

Save the date

Paris
France

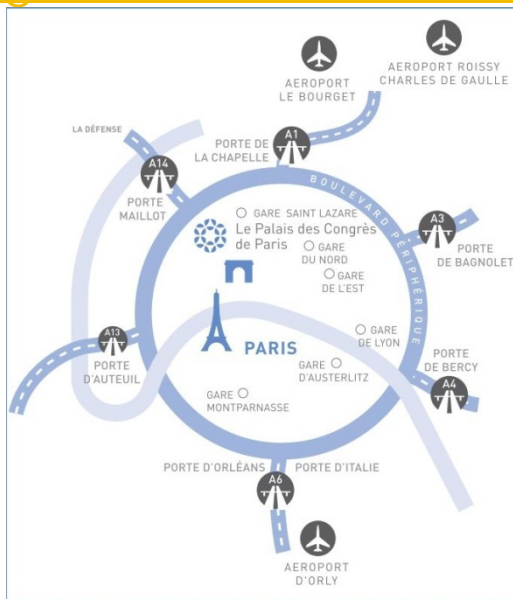
29 April - 2 May

Heart Failure: rendez-vous with the future

www.escardio.org/HFA #heartfailure2017



Congress center: Porte Maillot



www.escardio.org/HFA

Accrued point system @ Heart Failure 2017

NEW FOR 2017

ACCRUED POINT SYSTEM

- The Accrued Point System is aimed at recognising long term commitment and investment by industry partners in the HF Congress.
- Points will be calculated based on an accumulation over past 4 years with the following calculation:
 - 5 participation points are awarded for exhibiting at Heart Failure congress
 - 1 point per 9 m² on the exhibition
 - 1 point per 2,5K€ spent on sponsored session
 - 1 point per 2,5K€ spent on sponsorship
 - 1 point per 9 full paid registration (on group registration only)

Next steps:

- 1) Calculation will be made and shared individually before the 30/06/16.
- 2) Industry Partners will have until the 15/7/16 (2 weeks) to make any comments . No modifications will be possible post 15/07.
- 3) Accrued Point Ranking will be published in Heart Failure 2017 Industry Prospectus available end August.
- 4) Products will be assigned based on the published ranking.