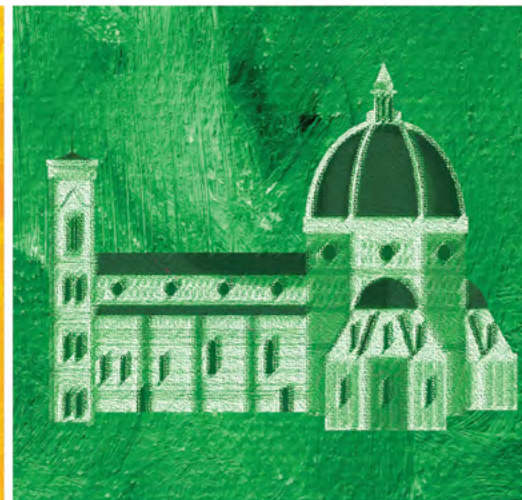


HEART FAILURE

CONGRESS ORGANISED BY THE HEART FAILURE ASSOCIATION OF THE ESC

2016

Industry
Prospectus



21-24 May
Florence
Italy

Heart Failure:
state of the art



www.escardio.org/HFA

#heartfailure2016



Essential Information

Annual Meeting of the Heart Failure Association of the ESC

ESC - European Heart House
Les Templiers - 2035 Route des Colles
CS 80179 Biot

06903 Sophia Antipolis cedex, France

Tel.: +33 (0)4 92 94 76 00

Fax: +33 (0)4 92 94 76 01

Email: HFA@escardio.org

Website: www.escardio.org/HFA

Venue

Fortezza da Basso

Viale Filippo Strozzi, 1
50129 Florence, Italy

Tel.: +39 055 49721

Email: info@firenzefiera.it

Website: www.firenzefiera.it



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

Ms Maud Payssé

Email: heartfailureservices@escardio.org

Sponsorship

Ms Samantha Bickham

Email: sponsorship@escardio.org

Congress Management

Ms Alexandra Gamard

Email: HFsecretariat@escardio.org

Hotels & Social Events

Ms Tina Oldenburg

Email: HFhotels@escardio.org

Welcome to Florence for Heart Failure 2016

Dear Industry Partners

Following our record breaking Heart Failure 2015 in Seville, we have exciting plans for a dynamic Heart Failure Congress in 2016. We have the great pleasure to announce that the world's leading international congress on Heart Failure will be held in Florence, Italy from 21 to 24 May 2016.

Under the motto “**State of the Art**” the congress will highlight the latest developments in heart failure with regards to diagnosis, prediction of outcomes, and the management of heart failure with drugs, devices and interventions.

We will also unveil the **new ESC Guidelines ‘For the diagnosis and treatment of acute and chronic heart failure’**, written under the auspices of the ESC Committee for Practice Guidelines and developed in collaboration with the Heart Failure Association of the ESC. In this regard, a particular emphasis throughout the programme will be based on the implementation of the new guidelines to further improve diagnosis and management of acute and chronic heart failure.

In view of the great success of the **Acute Heart Failure programme that we started in Athens and Seville**, we will maintain and expand this Acute Heart Failure track which will now run throughout the scientific programme, starting on Saturday 21 May.

As the world's largest and most influential **international meeting on heart failure, Heart Failure 2016 will maintain the most important platform for scientific exchange and networking in heart failure worldwide.**

Heart Failure 2016 will bring our delegates the latest updates, comprehensive knowledge from international experts, clinical practice sessions with essential take home messages for direct implementation into daily practice.

We cordially invite you to **join us in the preparations of this one of a kind event for all heart failure specialists around the world.** The science and research from our industry partners are integral to the success of the event and we are looking forward to collaborating with you in the upcoming months on building once again a **must-attend congress.**

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

Heart Failure 2016 Scientific Chairpersons

Aldo P. Maggioni (Florence, IT)

Massimo F. Piepoli (Piacenza, IT)

Giuseppe M. C. Rosano (Roma, IT)

Gerasimos S. Filippatos (Athens, GR)

President of the HFA

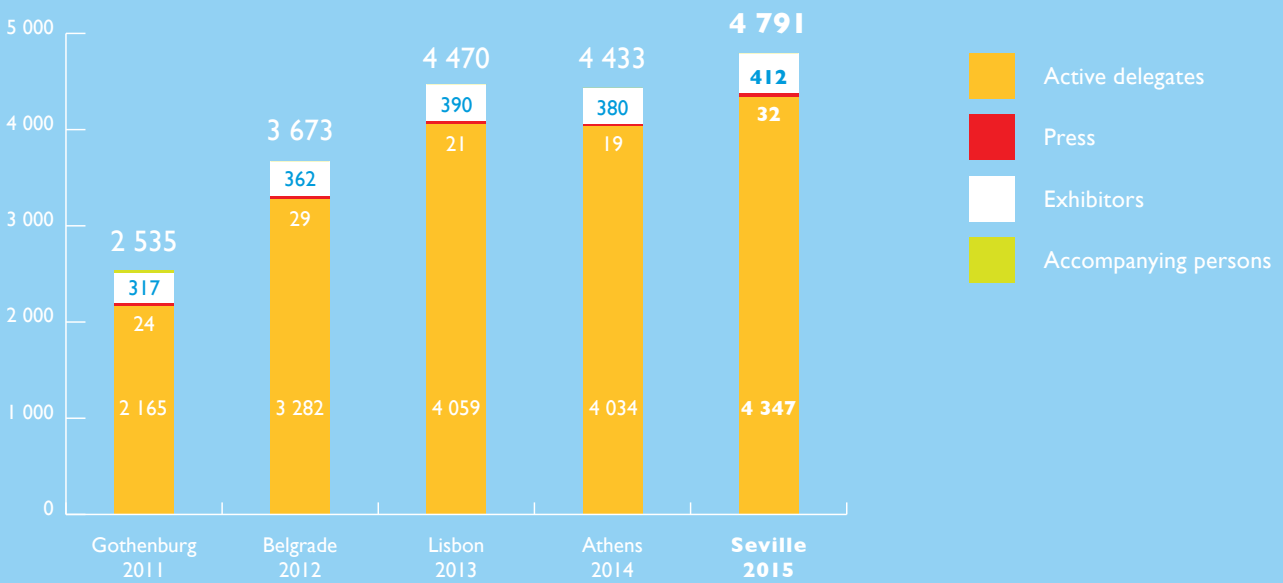
Frank Ruschitzka (Zurich, CH)

President Elect of the HFA

Key Figures

-  **4 days of scientific sessions**
-  **+4 700 healthcare professionals from 90+ countries**
-  **+1 700 abstracts & cases submitted**
-  **+2 000m² exhibition area**
-  **+100 scientific sessions**
-  **+300 international faculty**
-  **+20 industry sessions**

1.1 TOTAL ATTENDANCE



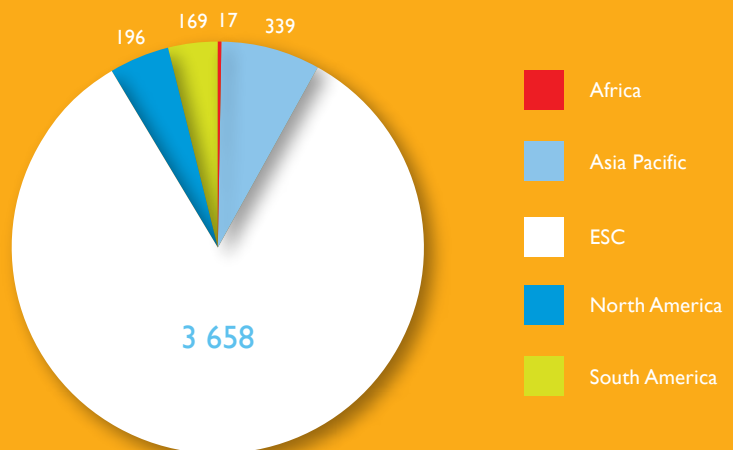
1.2 ACTIVE DELEGATES: KEY STATISTICS HEART FAILURE 2015

1. TOP 20 COUNTRY OF ORIGIN

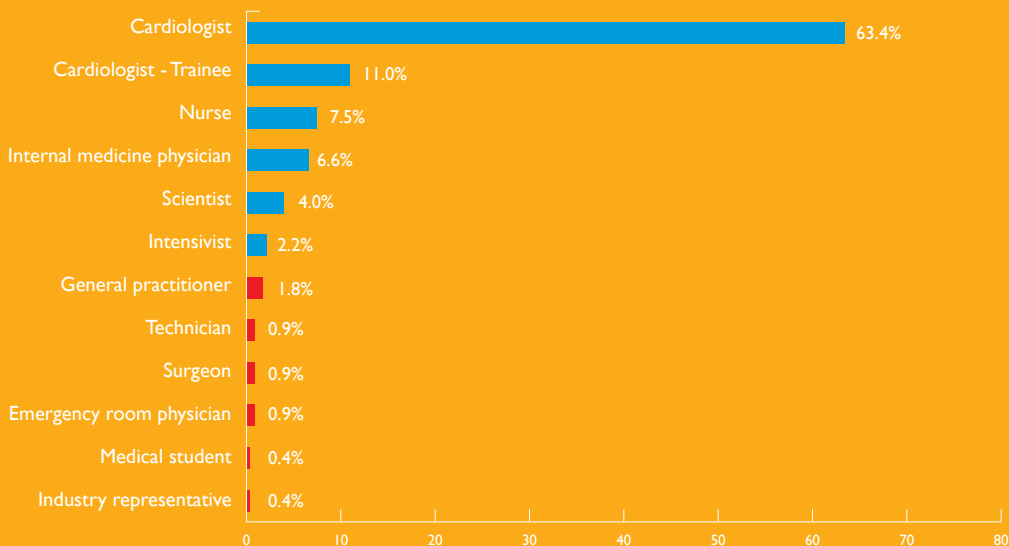
Rank	Country	Athens 2014	Seville 2015	Rank	Country	Athens 2014	Seville 2015
1	Spain	123	1 072	11	Switzerland	83	116
2	Italy	222	301	12	Serbia	68	100
3	Germany	218	208	13	Belgium	66	97
4	Greece	1 418	169	14	Romania	44	85
5	France	136	159	15	Bulgaria	21	79
6	Netherlands	123	156	16	India	76	78
7	United States of America	135	154	17	Austria	38	64
8	United Kingdom	132	147	18	Poland	40	64
9	Russian Federation	124	121	19	Sweden	48	56
10	Portugal	61	116	20	Japan	50	45

2. BREAKDOWN BY REGION

Seville 2015: Total 4 379*
 *Includes active delegates & press

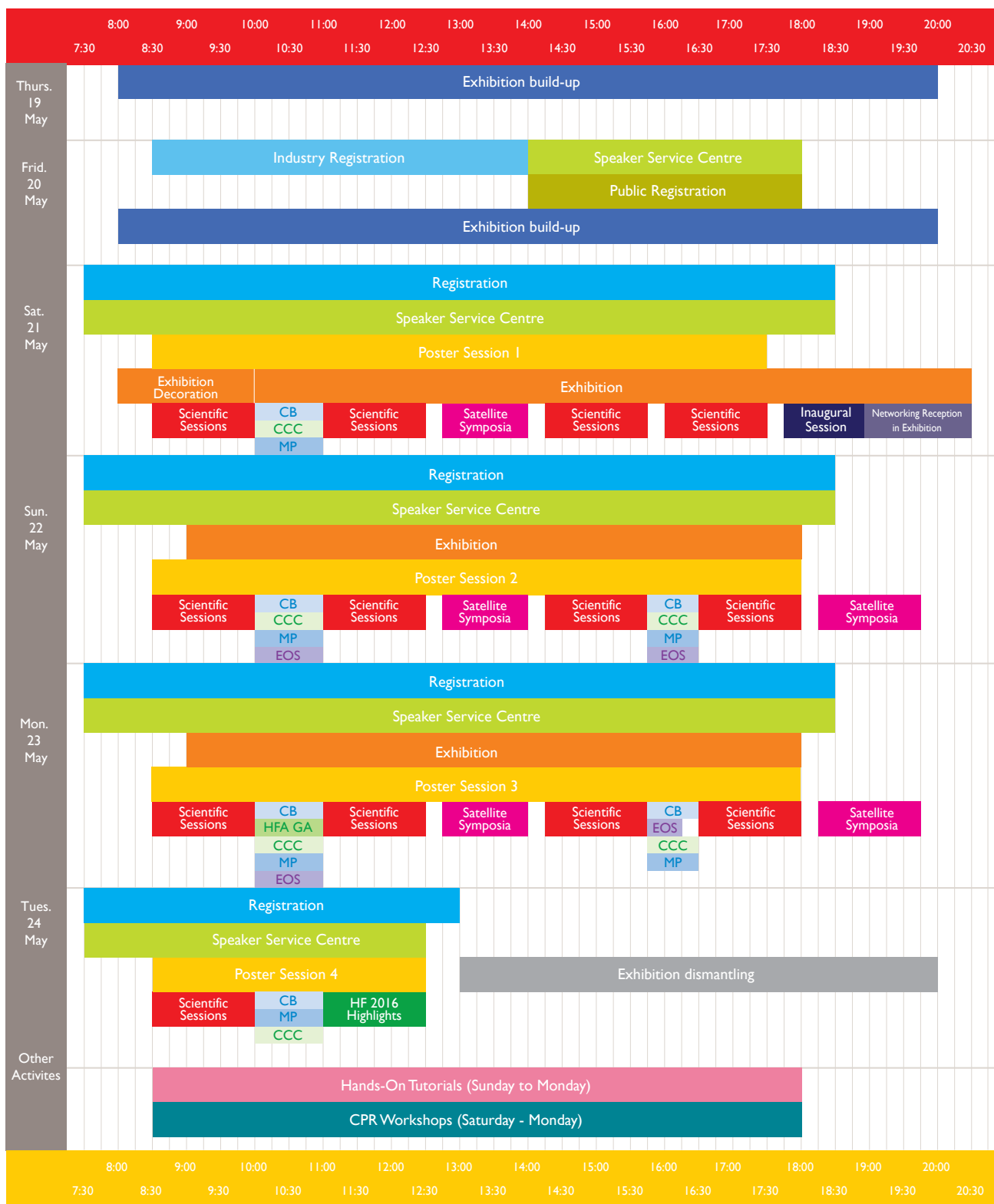


3. BREAKDOWN BY SPECIALTY



This data is issued from the post congress survey (representative of the respondents)

Heart Failure 2016 - Preliminary Schedule



- EOS Experts On the Spot sessions
- CB Coffee Break
- MP Moderated Poster sessions
- CCC Clinical Case Corner sessions

About the Heart Failure Association of the ESC

With a mission of 'To improve quality of life and longevity, through better prevention, diagnosis and treatment of heart failure, including the establishment of networks for its management, education and research' HFA is a worldwide reference for education in the field of heart failure and to also disseminate this knowledge to a younger audience. The Association will soon be celebrating the tenth anniversary of its foundation. Over the last decade we have undergone an extraordinary growth and developed into a vibrant organisation that has done much to raise the profile of heart failure (HF) in Europe.

We represent the organisation for healthcare professionals working in HF, and currently boast more than 8 000 members, most of whom are interested in actively participating in HFA activities. This has allowed us to set up an exceptional international network across all continents and numerous activities with the support and close collaboration of more than 50 national societies and HF working groups.



Key reasons to sponsor

- Next year's congress will be held from 21-24 May 2016 in Florence, Italy. The Heart Failure annual congress attracts close to 5 000 participants who come from all over the world, representing cardiologists, general practitioners, internists, intensivists, emergency room physicians, basic and translational scientists, nurses, technicians, medical students and the industry. The congress spotlight "State of the Art" will highlight the latest methods to make a heart failure diagnosis, predict patient outcomes, manage heart failure with drugs and devices and efficiently structure clinical services according to the new 'Guidelines for the treatment of acute and chronic heart failure' that will be released at the congress.



Key reasons to attend

- Dynamic scientific content that provides a natural interactive platform for all professions interested in comorbidities, specifically: cancer, COPD, obesity, atrial fibrillation, iron deficiency, hypertension, metabolic dysfunction, sarcopenia, hyperkalemia and also the highly anticipated launch of the ESC 'Guidelines for the diagnosis and treatment of acute and chronic heart failure' written under the auspices of the ESC Committee for Practice Guidelines and developed in collaboration with the Heart Failure Association of the ESC during the congress.
- Guaranteed interaction with esteemed KOLs in the field. The congress brings together the finest international health experts to present their research and translate it into usable knowledge for all attendees.
- Specific sessions dedicated to our young cardiologists on devices, invasive and non-invasive diagnosis.
- Tracks for general practitioners and other professionals.



Key networking & educational opportunities

- Medical specialties sharing common or related issues are represented with the sister societies.
- Joint sessions with international associations offering even more possibilities for an international audience and networking.
- Young cardiologists to renowned experts are present offering opportunities for dialogue with senior cardiologists as well as the future stars of the field.
- The opportunity to present your latest developments to an enthusiastic audience all the while educating them.



Key topics to be addressed

- Acute and Chronic Heart Failure
- Atrial Fibrillation
- Basic Science
- Cancer treated patients
- Devices
- Diabetes
- Drug therapy and drug-drug interaction
- Generics
- Hypertension
- Imaging in heart failure
- Ischaemic heart disease
- Lipids
- Metabolic dysfunction
- New therapies/pharmacology
- Non invasive diagnosis
- Renal and hepatic impairment
- Sleep apnoea/COPD
- Special populations (ageing, women and minorities)
- Translational research

Industry @ Heart Failure 2015

Past industry partners participation

Abbott Vascular
Alere International Ltd
Bayer HealthCare
Bristol-Myers Squibb/Pfizer Alliance
Cardiorentis AG
Critical Diagnostics
CVRx, Inc.
GE Healthcare
HeartWare
Integrated Sensing Systems
Medtronic
Navus Consulting GmbH
Novartis Pharma AG
Orion Pharma
Oxford University Press
Pharma Nord
ResMed
ScPharmaceuticals
SERVIER
Sigma-Tau S.p.A.
St. Jude Medical
Takeda Pharmaceuticals
Thermo Fisher Scientific
Vifor Pharma
Wiley
Wisepress Medical Bookshop
ZOLL Medical Corporation
ZS Pharma



Exhibition

The exhibition will be an integral part of the congress in Florence 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 4 700 delegates from over 90 countries.

Exhibition Timetable

Thursday 19 May 2016	08:00 – 20:00	Build-up
Friday 20 May 2016	08:00 – 20:00	Build-up
Saturday 21 May 2016	08:00 – 10:00	Decoration
	10:00 – 20:30	Open
	17:45 – 19:00	Inaugural Session
	19:00 – 20:30	Networking Reception
Sunday 22 May 2016	09:00 – 18:00	Open
Monday 23 May 2016	09:00 – 18:00	Open
Tuesday 24 May 2016	09:00 – 13:00	Closed
	13:00 – 20:00	Dismantling

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.

	Industry	Publishers, Booksellers
Price	€440/m ²	€330/m ²
Minimum exhibition space	9m ² min	6m ² min



Exhibitor Badges

Exhibitors are entitled to a certain number of free badges. The number of free badges for each exhibitor will be determined according to the floor space allocated as shown here.

Stand size between	Number of free badges	
	General	Scientific
9 and 49m ²	5	5
50 and 99m ²	9	9
100m ² +	13	13

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 2015

Industry Sponsored Sessions



Satellite Symposia

Companies are cordially invited to organise a series of industry sponsored sessions to be included in the Heart Failure 2016 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 140 to 800 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.

			Exhibitor Price	Non-Exhibitor Price
Saturday 21 May 2016	12:45 - 13:45	60 mins	€36 000	€46 000
	12:45 - 14:00	75 mins	€39 000	€49 000
	12:45 - 14:15*	90 mins	€41 000	€51 000
Sunday 22 May 2016	12:45 - 13:45	60 mins	€40 000	€50 000
	12:45 - 14:00	75 mins	€43 000	€53 000
	18:15 - 19:15	60 mins	€36 000	€46 000
	18:15 - 19:45	90 mins	€43 000	€53 000
Monday 23 May 2016	12:45 - 13:45	60 mins	€40 000	€50 000
	12:45 - 14:00	75 mins	€43 000	€53 000
	18:15 - 19:15	60 mins	€36 000	€46 000
	18:15 - 19:45	90 mins	€41 000	€51 000

*Limited to one room only (800 pax.)



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

- Room rental
- One invite included in the Industry Programme
- One weblink
- One 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.

Experts on the Spot

These 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:

	Price
Sunday 22 May 10:15 - 10:45	€6 000
Sunday 22 May 15:45 - 16:15	
Monday 23 May 10:15 - 10:45	
Monday 23 May 15:45 - 16:15	

These short 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 Symposia 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 08:30 - 18:00 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.

The following items are included in the price of a Hands-On Tutorial:

- Room rental
- One invite in Industry Programme
- One weblink

	Price
Exhibitors	€15 000
Non-Exhibitors	€20 000



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), Industry Programme and on the Mobile App.
- All Industry Sponsored Sessions programmes are subject to Heart Failure Congress Programme Committee approval.

Application deadline: 30 November 2015

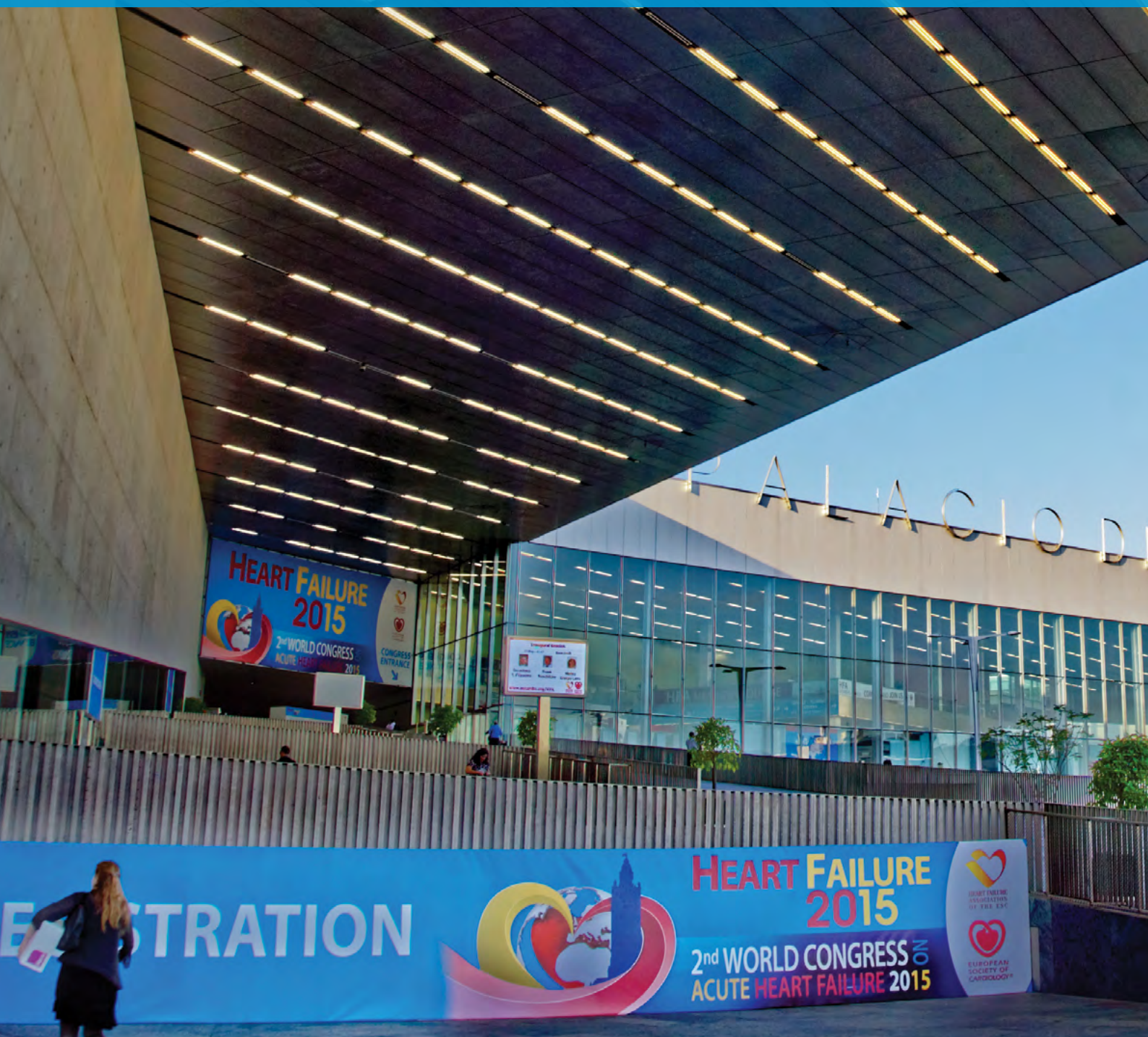
Sponsorship, Advertising & Promotional Opportunities

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.

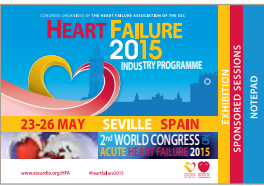
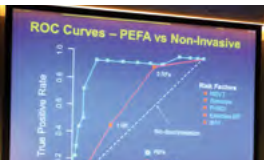


Please note: the use of product names identifying product logos, misleading names that could be perceived as product names, registered trademarks are strictly limited and are only permitted for products and services where product promotion is clearly stated.

Sponsorship items will be assigned on a first come, first served basis.

Application deadline: 30 November 2015



Product	Description	Price (excl. VAT)
	<p>Congress Bags Exclusive Sponsorship Secure high corporate visibility and association with the congress by exclusive sponsorship of the Heart Failure 2016 congress bag distributed to each registered delegate.</p> <p>Lifespan: congress permanent archive/reference material</p>	<p>€10 000 <i>incl. production</i></p>
	<p>Delegate Badge Laces Exclusive Sponsorship The popular and highly visible official Heart Failure 2016 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.</p> <p>Lifespan: congress</p>	<p>€15 000 <i>incl. production</i></p>
	<p>Eblast Product advertising permitted for exhibition only Reach out to Heart Failure 2016 pre-registered delegates two weeks and/or three days prior the congress via an electronic invitation to your exhibition space, or Industry Sponsored Sessions. A customised mailing created exclusively will be mailed to approximately 2 500 delegates on 5 May 2016 and to 4 000 delegates on 18 May 2016. Due to the limited number of electronic invitations, be sure to reserve early.</p> <p>Lifespan: Pre-congress, congress</p>	<p>€6 500 <i>Per advert, per date</i></p>
	<p>Final Programme Advertisements Product advertising allowed 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.</p> <p>Lifespan: congress permanent archive/reference material</p>	<p>€15 000 <i>Back cover advert</i></p> <p>€9 000 <i>Inside front cover advert</i></p> <p>€8 000 <i>Inside back cover advert</i></p>
	<p>Final Programme Bookmark Product advertising allowed 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.</p> <p>Lifespan: congress permanent archive/reference material</p>	<p>€15 000</p>

Product	Description	Price (excl. VAT)
	<p>Heart Failure Congress News Exclusive sponsorship</p> <p>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.</p> <p>Lifespan: congress permanent archive/reference material</p>	<p>€15 000</p> <p>Back cover advert for 4 days</p>
	<p>Industry Programme with integrated Notepad Product advertising allowed</p> <p>We combined practicality with design and created a highly attractive Notepad 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.</p> <p>Lifespan: congress permanent archive / reference material</p>	<p>€12 000</p>
	<p>Mobile App Product advertising allowed</p> <p>An innovative way for a sponsor to reach delegates by offering a mobile version of the Final Programme to enhance their onsite experience. This environmentally-friendly initiative is for smart phones & tablets. This year Mobile App will be available as of February 2016 in an Advanced Programme format.</p> <p>Lifespan: Pre-congress, congress</p>	<p>€20 000</p>
	<p>Screencast - voice and slides</p> <p>The screencast will capture a speaker's voice (no video) and panel discussion in a standard format. Screencast files will be sent to Sponsors after the congress. You are obliged to use the services of the Speaker Service Centre to avail of this price.</p>	<p>€2 500</p>
	<p>Webcast - video and slides</p> <p>The webcast will capture the live video and panel discussion in a standard format. Webcast files will be sent to sponsor after the congress. You are obliged to use the services of the Speaker Service Centre to avail of this price.</p>	<p>€10 000</p>
	<p>On-site Promotion/Advertisements</p> <p>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</p>	

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 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 2016 publications.

Closed Industry Meetings – Price

- 60 mins 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 2015

Key Dates

Online registration opens	13 November 2015
Call for abstracts	13 November 2015 to 13 January 2016
Call for clinical cases	25 January 2016 to 24 February 2016
Call for Late Breaking Science	29 February 2016 to 30 March 2016
Early fee registration deadline	21 March 2016
Late fee registration deadline	18 April 2016
Last minute fee registration deadline	14 May 2016
Heart Failure 2016, Florence, Italy	21 - 24 May 2016

Application & Guidelines for Industry Participation at Heart Failure 2016

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 2016 'Guidelines for Industry Participation'.

The Heart Failure 2016 '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

 Xarelto

 Xarelto
rivaroxaban



For all other information please contact:

European Society of Cardiology

European Heart House

Les Templiers - 2035 Route des Colles

CS 80179 Biot

06903 Sophia Antipolis cedex, France

Tel: +33 (0)4 92 94 76 00 - Fax: +33 (0)4 92 94 76 01

Email: industry@escardio.org

www.escardio.org

