Industry Site Visit

Heart Failure 2018

31 October 2017

www.escardio.org/heartfailure
Agenda

10:00 – 11:00  Presentation of Heart Failure 2018

11:00 – 13:00  Tour of the building

13:00 – 15:00  Working lunch – individual meetings
Welcome on behalf of the HFA

Prof. Mitja Lainscak (Slovenia)
Congress chairperson

Prof. Frank Ruschitzka (Switzerland)
HFA President

Prof. Petar Seferovic (Serbia)
HFA President Elect

Prof. Gerasimos Filippatos (Greece)
HFA Immediate Past President
Your ESC Contacts

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**Industry Services Team**

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**Congress Manager**

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**Hotels & Social Events**

Tina Oldenburg: HFhotels@escardio.org

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**Registration**

John Bakker: HFregistration@escardio.org
Industry Partners

Abbott Vascular International BVBA
Abbott Vascular International BVBA
Bayer AG
Boston Scientific International SA
Boston Scientific Medizintechnik
Novartis Pharma AG
Novartis Pharma AG
Novartis Pharma AG
Novartis Pharma AG
Orion Pharma
Roche Diagnostics International Ltd
SERVIER INTERNATIONAL
SERVIER INTERNATIONAL
Vifor (International) AG
GKPharma (Vifor agency)

Els
Marie-Laure
Angela Rogalla
Giorgio
Katie
Heike
Henry
Rajesh
Ying
Pirita
Zahira
Sophie
Carole
Yasmine
Katy

Maes
Schenck
von Bieberstein
Corbucci
Thurau
Schwende
Maseruka
Jangra
Chen
Einimö-Ranta
Servera
Nisse-Durgeat
Choplin
Draz
Pocock
Your Suppliers Contacts

Congress Center Manager
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StandOut
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Tel: +49 30 4403 4711
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Catering
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GERSTNER
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Badge Readers: LENI EURODOC
Candy Mc Culloch
cmcculloch@leni.fr
HEART FAILURE 2018

VIENNA 26 - 29 MAY

4 days of scientific exchange
5 000+ healthcare professionals
2 100+ abstracts and cases submitted
120+ scientific sessions
300+ expert faculty members
100+ countries represented
45+ industry sessions / workshops

www.escardio.org/heartfailure

The world’s largest meeting on heart failure
Congress timeline

Programme

November
- Finalisation of the programme
- Faculty invitations sent

December
- Advance Programme
  (print & online)

January
- Mobile App available

Call for science

2 November – 12 January
- Call for abstracts & clinical cases

6 – 30 March
- Call for Late Breaking Trials
Past congresses – attendance & abstract submission

2017
- 2,198 abstracts & clinical cases
- 5,024 total participants

2016 - records
- 2,010 abstracts & clinical cases
- 6,148 participants

2015
- 1,812 abstracts & clinical cases
- 4,791 participants
## Top 10 countries of origin

### Delegates

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### Abstract submitters

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**Congress schedule**

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<td>Satellite Symposium</td>
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*Note: Times are approximate.*
Scientific programme

Evolution of sessions

In 2018
- 6 Lecture rooms + 1 HUB + Agora
- More than 120 scientific programme sessions
- We are expecting more than 270 faculty from all over the world
- Programme will be submitted to EACCME for accreditation

Innovative content in 2017

• Guidelines into Practice track
• HFA Championships
• HFA Grand Debates
• Off the record with experts
• Ask questions to the chairpersons
Globally, there is a very good attendance within the sessions in 2017, despite the decrease in the total participation.

In 2017, the scientific programme was recognised for its variety and its quality, which is probably a factor of the increased attendance in the sessions.
Faculty – key facts

Faculty per ESC Region

- Africa (non ESC)
- Asia Pacific
- ESC
- North America
- South & Central America

Faculty per gender

- Female
- Male

Faculty - top 10 country of origin

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Host city: Vienna
Vienna: a dual strategy

Vienna is a major international congress destination, renowned for its easy access to Europe but also to the rest of the world.

1- Retain the ‘core’ HF audience from major western European countries such as Italy, Germany, France, Spain, UK ...

2- Increase the reach of the HFA towards Eastern Europe with a strong focus on the ‘Local Organising Committee’ countries: Austria, Czech Republic, Slovakia, Hungary, Slovenia, Switzerland

++ proximity of Russia, Serbia, Romania ...
Local development strategy

**HF-DACH 2018**
- Collaboration between the HFA, and the Austrian, Swiss, German Working Groups on Heart Failure
- DACH congress on Friday 25 May
- Local sessions on Saturday 26 May at Heart Failure 2018
- 2 congresses, 1 fee

**Special registration incentives**
- Free registration for local abstract submitters <35 years old & undergraduate medical students
- Local residents fee
- Special promotions for HFA Members from the Local Organising Committee countries
- Congress grants
City overview

Congress venue
Messe Wien

1- Faculty Hotel
Courtyard by Marriott Messe

2- HFA Board Hotel
Imperial Hotel Vienna

3- Faculty Dinner
Palais Liechtenstein
Vienna: a popular congress destination

**Excellent accessibility**
- Direct flights from major European cities
- From the airport to the city centre:
  - City Airport Train (CAT)
    - 16mn
    - Every 30 minutes
    - Price single 12€ / Return 19€
  - Express train S7: 4,20€
  - Taxi companies: 40€ minimum
- Excellent railway network
- Good connections by motorway

**Accommodations**
- 500 rooms on the spot
- 2000 rooms in walking distance
- 30 000 rooms throughout the city

**A long-standing history with the ESC**

**ESC Congress 2007**

**EuroEcho Imaging 2014**
+ 12% attendance vs 2013

**Acute Cardiovascular Care 2015** – Hofburg

**EHRA 2017**
+ 8.5% attendance vs 2016

**ICNC 2017** – Austria Centre
+ 6.5% attendance vs 2015

**Heart Failure 2018**

**FCVB 2018** – Austria Centre
The venue
• Unique Access to Hall A
• Lecture Room 1
• Agora
• **New in 2018 HUB**
  • Virtual Case Gallery excentred from Hub & Agora
  • 3000 m² Exhibition @ the Heart of the Congress Activities
• **New in 2018 Stand Height Allowance:** From 2.5 – 6 meters height
• Networking Reception from 7-8:30 PM @ HFA stand (Exhibition closes at 6PM)
## Exhibition Timetable

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>Thursday 24 May 2018</td>
<td>08:00 – 20:00</td>
<td>Build-up</td>
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<tr>
<td>Friday 25 May 2018</td>
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<td>Build-up</td>
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<td>Saturday 26 May 2018</td>
<td>08:00 – 10:00</td>
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<td>10:00 – 18:00</td>
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<td>19:00 – 20:30</td>
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### Sponsored Sessions - 3 Formats

#### Satellite Symposia

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#### Experts on the Spots

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#### Practical Tutorials

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<tr>
<td>15:45 - 16:15</td>
<td>30 mins</td>
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(New in 2018)

**Package:**
- 1 Room
- Programme from 8:30 – 18:00
- On Sunday & Monday
- 20 – 50 pax per room
- One-on-One Learning Approach

#### Additional Details

- **6 Lecture Rooms per time slot**
  - Possibility to use HUB
- **224 – 750 pax capacity**
- **Hub and Agora** (2 rooms p/ slot)
- **80 – 150 pax capacity**
- **20 – 50 pax in Theater or Class Room lay-out**

3 rooms available
- 6 Lecture Rooms – Satellite Symposia
- 1 Agora Experts on the Spots
- 1 Hub – Experts on the Spots
- 3 Rooms - Practical Tutorials
## FUNCTION SPACES

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<td>10-40</td>
<td>Galerie 7-8 (divisible)</td>
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<td>Lounge 3-4 (divisible)</td>
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<td>Galerie 19-20 (divisible)</td>
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</table>
**Eblast**

**Pre-congress eBlasts:**
- ~2500 recipients
- < 50% open rate
- Audience: Pre-Registered delegates who have accepted to receive promotional emails
- 15\(^{th}\) May & 23\(^{rd}\) May 2018

**E-Congress News**
- over 8,968* recipients per day
- Opening Rate: ~ 30%

**Post-congress eBlasts:**
- ~ 9070 recipients
- ~30% open rate
- Audience: Delegates + HFA members 2016-2017+ new members since congress.
- 26th June 2018

* Delegates + HFA members 2016-2017
Mobile App

5 023 Delegates
3 703 downloads

Compared evolution between number of delegates and downloads
Splash Adverts & Push Notification

Based on EHRA EUROPACE-CARDIOSTIM 2017 figures: with 3439 downloads of the app

<table>
<thead>
<tr>
<th>Splash screens</th>
<th>Average N° of views</th>
<th>Average time viewed (in sec)</th>
<th>Nº of devices</th>
<th>Nº of views per device</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning splash advert</td>
<td>3860</td>
<td>2,7</td>
<td>1688</td>
<td>2.2</td>
</tr>
<tr>
<td>Afternoon splash advert</td>
<td>1220</td>
<td>2,2</td>
<td>725</td>
<td>1,6</td>
</tr>
</tbody>
</table>

Push notifications are stored in the « Latest News ». For HF Mobile app this section was consulted 13 974 times over the congress period.
Onsite Advertisement

Visual Communication onsite...
• The center artery of the congress is called “the Mall” which leads to all the congress activities
• Many advertising spaces are available at the heart of the Mall
• The delegates will need to go from exhibition, hub and agora, to the sessions in the lecture rooms.
Thursday 2\textsuperscript{nd} November 2017:
Onsite Advertisement Offer – will go Live on (printed version in your Industry Prospectus) & will send you the slides presented today!

10th November 2017:
(Deadline to return Back the Signed Order Form for priority ranked companies)

1st April 2018:
(Deadline for Visuals Onsite Advertisement)

Let’s visit the Building!
Lunch Break
One–to–One meetings and Q&As

Thank You!