



HFA
Heart Failure
Association

Heart Failure & World Congress on Acute Heart Failure 2019

25-28 MAY
ATHENS
GREECE

Organised
by the Heart Failure
Association
of the ESC

Industry Prospectus

HEART FAILURE •
FROM ALPHA α
TO OMEGA Ω

www.escardio.org/heartfailure



ESC
European Society
of Cardiology

Contacts

ORGANISER

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Hotels & Social Events

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VENUE

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Conference Centre
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Website: www.megaron.gr/



Welcome to Heart Failure 2019

Dear Industry Partners,

The Heart Failure Association (HFA) of the ESC is delighted to invite you to support Heart Failure 2019, including the World Congress on Acute Heart Failure. From 25 to 28 May 2019, join the global heart failure communities of the world in Athens for four days of scientific excellence.

With this year's main theme, 'Heart Failure from Alpha to Omega', the congress will present interactive sessions, hands-on or meet the expert sessions, and also provide the tools to apply and interpret the latest scientific and clinical expertise to empower the day-to-day work of heart failure specialists today.

The congress will maintain its position as the most important platform for scientific exchange and networking in heart failure worldwide.

We cordially invite our industry partners to join in the discussions on the latest developments in the field. A number of activities have been created to cater to your needs and we invite you to accompany us in this unique event.

Athens, the cradle of the western civilization, the city where democracy was born, is the ideal venue for a congress with our profile and scope.

We look forward to welcoming you to Athens.



Gerasimos Filippatos (Athens, GR)
Heart Failure 2019 Scientific Chairperson



Petar Seferovic (Belgrade, RS)
HFA President (2018-2020)



About the Heart Failure Association of the ESC

With a mission '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', the HFA is a worldwide reference for education in the field of heart failure for all cardiology professionals, whether they be at the beginning or the height of their career. Over the last decade the HFA has undergone extraordinary growth and has developed into a vibrant organisation that has done much to raise the profile of heart failure in Europe.

We are the largest association of heart failure healthcare professionals with more than 10,000 members worldwide. 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 Heart Failure Societies and Working Groups.

About the Heart Failure Congress

● Key reasons to sponsor

The congress has positioned itself as the leading international event for professionals interested in any aspect of heart failure: from epidemiology, through basic and translational science to prevention, diagnosis, monitoring, prognostication, medical and nursing management.

● Key reasons to attend

- Dynamic scientific content including analysis and updates on the ESC Guidelines on the management of chronic and acute heart failure
- Presentation of world-class research and latest trials from the field
- A scientific offer for young cardiologists and specialists

● Networking & educational opportunities




- Reach both the world-renowned experts as well as the future stars in the field, all in one place
- Heart Failure is a multi-disciplinary specialty that is managed by the Heart Team - this multi-dimensional approach attracts a diverse population of cardiology specialists
- Joint sessions with international associations offer even more possibilities for an international audience and networking

Topic list

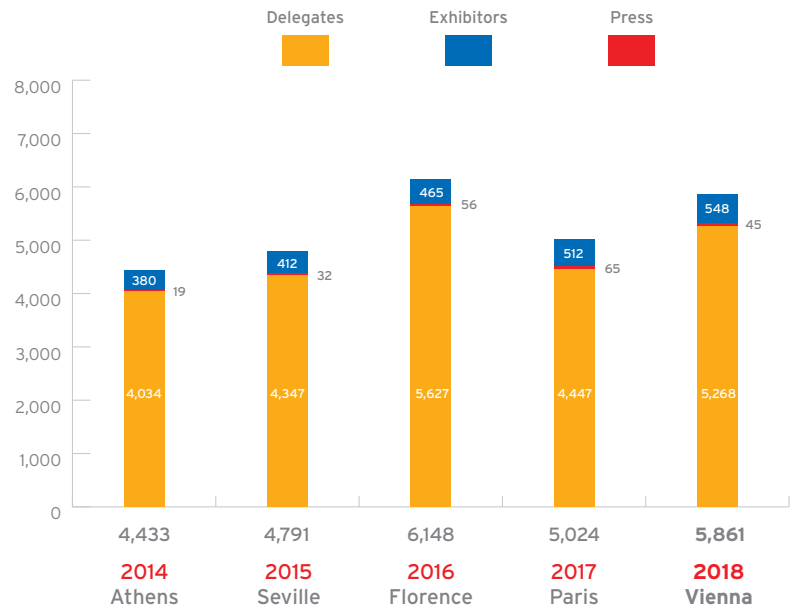
Atrial Fibrillation	Hypertension
Acute Heart Failure	Myocardial Disease
Basic Science	Pharmacology and Pharmacotherapy
Cardiovascular Disease in Special Populations	Pulmonary Circulation, Pulmonary Embolism,
Cardiovascular Nursing	Right Heart Failure
Cardiovascular Surgery	Rehabilitation and Sports Cardiology
Chronic Heart Failure	Risk Factors and Prevention
Coronary Artery Disease (Chronic)	Valvular Heart Disease
Device Therapy	Ventricular Arrhythmias and Sudden Cardiac
e-Cardiology	Death (SCD)

Key Facts and Figures

Heart Failure 2018, Vienna

-  **5,861** Participants
-  **106** Countries represented
-  **286** Faculty
-  **1,844** Abstracts submitted
-  **1,047.5m²** Exhibition area
-  **294** Clinical cases submitted
-  **40** Late breaking trials submitted
-  **56** Industry sponsored sessions

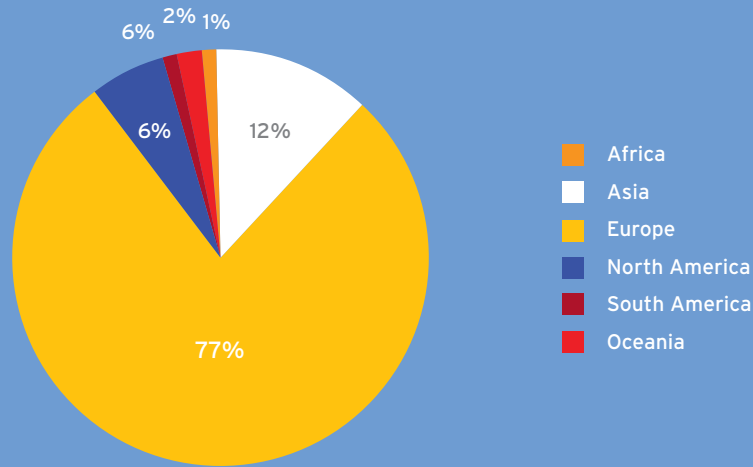
Total Attendance



Delegates: Top 20 countries of origin

Rank	Country	Seville 2015	Florence 2016	Paris 2017	Vienna 2018
1	Austria	63	71	45	808
2	Germany	209	408	231	304
3	Italy	299	1323	224	290
4	United States of America	154	191	229	250
5	Netherlands	153	201	175	233
6	Spain	1063	257	225	200
7	United Kingdom	148	212	193	192
8	Russian Federation	121	118	156	151
9	Switzerland	115	152	151	144
10	Portugal	116	102	113	126
11	Romania	84	123	96	126
12	Greece	170	153	121	117
13	Slovak Republic	33	83	23	107
14	France	159	207	726	104
15	Hungary	20	24	23	104
16	Bulgaria	79	107	67	101
17	Serbia	100	114	99	95
18	Belgium	98	171	138	94
19	Japan	44	60	52	93
20	Sweden	57	75	71	86

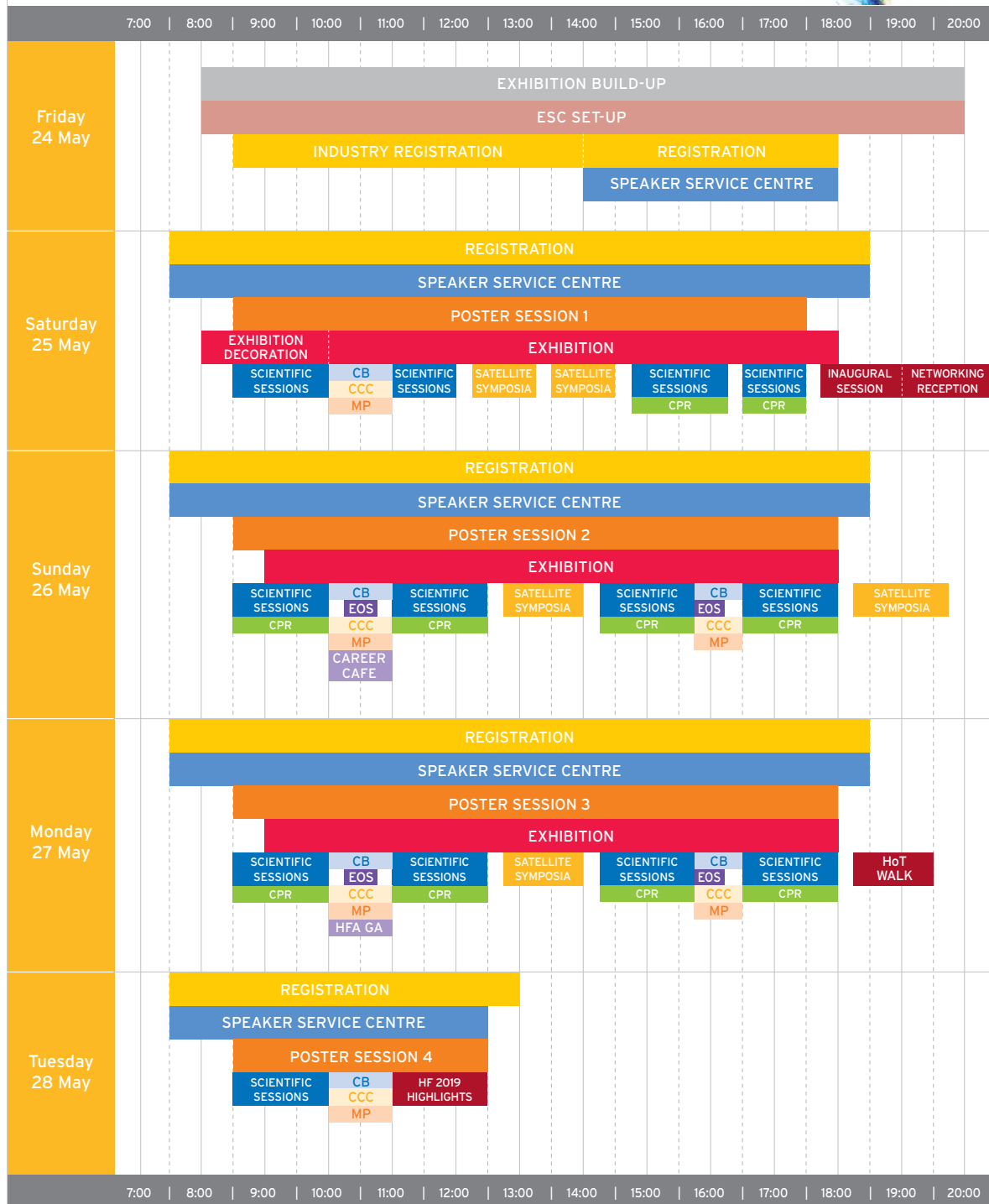
Delegates: Breakdown by region



Delegates: Breakdown by specialty

Profile	Number	% of Event
Physicians - Cardiology	2,310	43,49%
Scientists	293	5,52%
Physicians - Internal Medicine	209	3,94%
Nurse / Nurse Practitioners	165	3,11%
Physicians - Interventional Cardiology	117	2,20%
Physicians - Other Specialty	88	1,66%
Physicians - Cardiac Surgery	50	0,94%
Physicians - General Practice	43	0,81%
Physicians - Intensive Care	33	0,62%
Engineers	27	0,51%
Medical Technicians	18	0,34%
Physicians - Emergency Medicine	17	0,32%
Administrators	12	0,23%
Physicians - Endocrinology	11	0,21%
Paramedics	8	0,15%
Press	8	0,15%
Physicians - Nephrology	7	0,13%
Physicians - Neurology	5	0,09%
Physicians - Vascular Medicine / Angiology	5	0,09%
Physicians - Nuclear Medicine	2	0,04%
Physicians - Radiology	1	0,02%
Other	1,884	35%

Heart Failure 2019 Preliminary Schedule



*Faculty dinner will be held on Sunday 26 May

CB Coffee Break CCC Clinical Case Corner MP Moderated Poster EOS Experts on the spot CPR Cardiopulmonary Resuscitation

HFA GA HFA GA = HFA General Assembly

Industry @ Heart Failure 2018

The ESC gratefully acknowledges the following companies and organisations who have contributed to the success of Heart Failure 2018 including the World Congress on Acute Heart Failure:

Abbott
Abbott Structural Heart
Abiomed
Alnylam Pharmaceuticals
AstraZeneca
Bayer AG
Boehringer
Boehringer Ingelheim International GmbH
Boston Scientific
Charité
CHF Solutions
Critical Diagnostics
CVRx, Inc.
Fresenius Medical Care
Impulse Dynamics
Magnisense SE
Medtronic
Novartis Pharma AG
Orion Pharma
Pfizer
Physicians Academy for Cardiovascular Education
PLC Systemas Medicos / Renalguard
Prothena
Radcliffe Cardiology
RenalGuard Solutions
Roche Diagnostics International Ltd
Servier
Thermo Fisher Scientific
Vifor (International) AG
Wiley
Wisepress Medical Bookshop
Zoll CMS GmbH





Exhibition

The exhibition is an integral part of the congress which provides delegates with the opportunity to exchange with key industry experts on critical areas of development and research in cardiovascular products and therapies. It will be a central hub for scientific discussion and exchange during the congress.

Exhibition Timetable

(may be subject to change)

Wednesday 22 May 2019	14:00 - 20:00	Build-up for stand more than 60m ²
Thursday 23 May 2019	08:00 - 14:00	Build-up for stand more than 20m ²
	14:00 - 20:00	Build-up for all stands
Friday 24 May 2019	08:00 - 20:00	Build-up for all stands
Saturday 25 May 2019	08:00 - 10:00	Stand Decoration*
	10:00 - 18:00	Open
	19:00 - 20:30	Networking Reception at ESC / HFA Stand
Sunday 26 May 2019	09:00 - 18:00	Open*
Monday 27 May 2019	09:00 - 18:00	Open
	18:30 - 22:00	Removal of valuables
Tuesday 28 May 2019	09:00 - 13:30	Closed
	13:30 - 22:00	Dismantling

*The Congress centre will open from 07:30 and Scientific Sessions will start at 08:30. Delegates will pass through the exhibition to access the lecture rooms, therefore exhibitors should take the necessary precautions to secure their stands before the opening of the exhibition.

** During the Networking reception the exhibition is closed. Nevertheless exhibitors are welcome to attend the reception and to network with participants

Exhibitor Space

This space provides 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	6m ²

Cost is for floorspace only (no structure or amenities).

All prices are excluding VAT

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 below.

Stand size between	General exhibitor badges	Scientific exhibitor badges
9 - 49m ²	5	5
50 - 99m ²	9	9
100m ² +	13	13

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

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

Price for additional general exhibitor badges: €40 excluding VAT

Accrued points

- Five points are awarded for exhibiting at Heart Failure 2019.
- The five participation points for exhibiting are not accrued by non-exhibiting session organisers.
- One point is accrued per full 9m² of exhibit space.

Stand spaces will be assigned in line with the accrued point ranking

Deadline for applications with priority status: 9 November 2018

A large audience is seated in a conference room with blue curtains and stage lighting. The room is filled with people, many of whom are looking towards the front. The audience is seated in white chairs, and the room is lit with blue and white lights. In the background, there are exhibition booths for AstraZeneca and Daiichi Sankyo. A large yellow circle is overlaid on the top left of the image, containing the text "Industry Sponsored Sessions".

Industry Sponsored Sessions

Industry Sponsored Sessions allow for the review and discussion of recent trials and ongoing studies with the objective of providing the latest information on new therapies and techniques in cardiovascular medicine.

Satellite Symposia

Companies are invited to organise Satellite Symposia that take place during the congress scientific programme. These sessions should offer pertinent data on the latest scientific information and developments from the industry. Satellite Symposia will be held within the congress centre in lecture rooms of various capacities. A limited number of timeslots have been made available for Satellite Symposia which will be assigned in line with the accrued point ranking. Satellite Symposia organisers may organise receptions or distribute lunch boxes before or after the session.

Satellite Symposia room capacities range from 180 pax to 850 pax.

Date	Timeslot	Duration	Exhibitor Price	Non-Exhibitor Price	Accrued Points
Saturday	12:15 - 13:15	60 mins	€40,000	€50,000	16
	13:30 - 14:30	60 mins	€40,000	€50,000	16
Sunday	12:45 - 13:45	60 mins	€44,000	€54,000	17
	12:45 - 14:00	75 mins	€47,000	€57,000	18
	18:15 - 19:15	60 mins	€30,000	€40,000	12
	18:15 - 19:30	75 mins	€32,500	€42,500	13
	18:15 - 19:45	90 mins	€35,000	€45,000	14
Monday	12:45 - 13:45	60 mins	€40,000	€50,000	16
	12:45 - 14:00	75 mins	€43,000	€53,000	17

All prices are excluding VAT

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

- Room rental
- 1 advert
- 1 weblink
- 1 information screen
- 1 room hostess*
- Access and use of audiovisual equipment in lecture room

Companies organising a non-exhibitor Satellite Symposium will be provided with an allocation of 5 scientific badges and 5 general badges.

*The ESC room hostess will be in charge of welcoming and briefing the Chairpersons and the Speakers on technical facilities and ensuring that sessions run on time. The ESC room hostess may not be used by the session organisers to distribute promotional materials or scan delegate badges.

Satellite Symposia - Experts on the Spot

These short sessions will be arranged in one of the 2 AGORA rooms designed to ensure experts interact with delegates. Experts on the Spot sessions are complementary to Satellite Symposia programmes and a Satellite Symposium is a condition for application. The session organiser is permitted to invite speakers who did not participate in the Satellite Symposium; the topic must however be in line with the Satellite Symposium.

Date	Timeslot	Duration	Exhibitor price	Non Exhibitor price	Accrued Points
Sunday	10:15 - 10:45	30 mins	€6,000	€9,000	2
	15:55 - 16:25	30 mins	€6,000	€9,000	2
Monday	10:15 - 10:45	30 mins	€6,000	€9,000	2
	15:55 - 16:25	30 mins	€6,000	€9,000	2

All prices are excluding VAT



Benefits include:

- Standard room set-up (installation of extra materials or any alterations to the Agora room is not allowed)
- Dedicated listing in the Scientific Programme & Planner, Industry Programme, Final Programme and Mobile App
- Slot to promote the sessions onsite in the Industry Display Racks
- Roll-up in the direct vicinity of the Agora room limited to one hour before the session starts
- Invitations distributed in the direct vicinity of the Agora room limited to 30 minutes before the session starts

Practical Tutorials

Practical Tutorials offer companies a means of meeting with the educational requirements of delegates in a classroom environment. These industry sponsored tutorials provide participants with an opportunity for hands-on and/or one-on-one learning from clinical and/or technical experts on specific areas of expertise.

Practical Tutorials are organised in rooms of approximately 50 to 60m², up to 20 to 30 pax in classroom or 40 to 60 pax in theatre style, per session maximum. One room is allocated per company for the duration of the congress.

	Price	Accrued Points
Exhibitors	€15,000	6
Non-Exhibitors	€20,000	6

All prices are excluding VAT

The following items are included in the price of Practical Tutorials: • Room rental • 1 advert • 1 weblink

The room includes a standard set-up. Practical Tutorials organisers are responsible for additional furniture, AV equipment and catering arrangements.



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 in line with the accrued point ranking.
- Industry Sponsored Sessions Programmes will be published in the Final Programme, Industry Programme, Scientific Programme & Planner (SPP) and on the Mobile App.
- All Industry Sponsored Sessions programmes are subject to Heart Failure Congress Programme Committee approval.




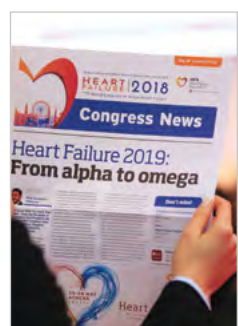
Deadline for applications with priority status: 9 November 2018

Sponsorship

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

Product	Description	Focus	Price / Accrued Points 
	<p>Badge Lead Management System</p> <p>Enrich your database by scanning the badge of delegates who visit your booth or attend your Sponsored Session and increase opportunities to reach out to them in the future.</p>	<p>Reach & audience: All delegates who visit your booth and attend your sponsored session(s).</p>	<p>€3,500</p> <p>1 Accrued point</p>
	<p>Congress Bags Exclusive sponsorship</p> <p>Secure high corporate visibility and display your brand on the official Heart Failure 2019 congress bags with your company logo. Distribution is planned to more than 5,800 delegates upon their arrival.</p>	<p>Reach & audience: All congress delegates +5,800 pax (2018) Lifespan: Congress and beyond <i>*Applications for congress bags must be submitted before 31 October 2018</i></p>	<p>€15,000 including production</p> <p>6 Accrued points</p>
	<p>Delegate Badge Lace No Product Advertising - Exclusive sponsorship</p> <p>Display your corporate name and logo on this highly visible marketing tool, which will be worn by all delegates.</p>	<p>Reach & audience: All congress delegates +5,800 pax (2018)</p>	<p>€15,000 including production</p> <p>6 Accrued points</p>
	<p>eBlast</p> <p>Promote your exhibition space or sponsored sessions to all Heart Failure 2019 pre-registered delegates a few days prior to the congress to increase awareness surrounding your activities with the pre-congress eBlast. The delegate will be able to open a PDF enlarged version of each sponsor advert by clicking on the advert visual or the session title.</p> <p>Our post-congress eBlast is the ideal way to remain in the spotlight once the event is over by promoting your activities and association with the congress to a broad audience.</p> <p>Three emailing dates eBlast #1 : 14/05/2019 (before the congress) eBlast #2 : 22/05/2019 (before the congress) eBlast #3 : 25/06/2019 (after the congress)</p> <p><i>*The figures are based on the number of registered delegates and members who have accepted to receive ESC emailings at the time of the eBlast.</i></p>	<p>Pre-Congress: Emailed to pre-registered delegates* (~2,550 in 2018)</p> <p>Post-Congress: Emailed to registered delegates* (~2,850 in 2018) as well as our entire HFA database* (~7,650).</p> <p><i>Note that HFA members who attended the Congress are counted as delegates.</i></p>	<p>€5,000 per advert, per date</p> <p>2 Accrued points</p>



Product	Description	Focus	Price / Accrued Points
	<p>Final Programme Advertisements Product advertising permitted</p> <p>Promote your activities or products on the inside front cover or back cover of our essential guide to the congress.</p> <p>The Final Programme is the reference document for all delegates as it contains everything they need to know about the congress:</p> <ul style="list-style-type: none"> • Full scientific programme details • Exhibition and Satellite Symposia information • Full list of poster authors and their locations • Congress & Association general information <p>Hard copies will be distributed to each delegate, offering you a great opportunity for maximum exposure and recognition by associating your name with this ever-requested guide, with many delegates taking it home for future reference.</p>	<p>Reach & audience: All congress delegates +5,800 pax (2018)</p> <p>Lifespan: Congress and beyond</p>	<p>€15,000 Back cover advert 6 Accrued points</p> <p>€9,000 Inside front cover advert 3 Accrued points</p> <p>€8,000 Inside back cover advert 3 Accrued points</p>
	<p>Final Programme Bookmark Product advertising permitted - Exclusive sponsorship</p> <p>The bookmark is attached to the hard copy of the Final Programme. This simple yet popular delegate item provides significant visibility for the promoting company. Industry advertisement is on both sides of the bookmark.</p>	<p>Reach & audience: All congress delegates +5,800 pax (2018)</p> <p>Lifespan: Congress and beyond</p>	<p>€15,000 6 Accrued points</p>
	<p>Heart Failure e-Congress News No product advertising - Exclusive sponsorship</p> <p>The digital edition of the Congress News will be emailed to delegates daily with the most up to date information regarding Heart Failure 2019. Take the opportunity to extend your visibility to delegates with an advert.</p>	<p>Reach & audience: All congress delegates ~2,500 pax every day of the Congress</p>	<p>€5,000 2 Accrued points</p>
	<p>Heart Failure Congress News - Printed edition No Product Advertising - Exclusive sponsorship</p> <p>Display your key message on the back cover of the official congress newspaper which is distributed on-site. This newspaper delivers key scientific interviews of congress highlights, as well as news from the Heart Failure Association. This paper is a must-have and is widely consulted by a large number of delegates over their morning cup of tea.</p>	<p>Reach & audience: All congress delegates present on the day of the issuing</p> <p>Lifespan: Daily publication during the congress</p>	<p>€15,000 Back cover advert for 4 days 6 Accrued points</p>



Product

Description

Focus

Price / Accrued Points



Industry Programme with integrated Notepad

No product advertising - Exclusive sponsorship

The Industry Programme provides delegates with a full overview of the contribution industry partners have made to the congress. This product also provides general information on the congress and the organising Association, and is combined with a useful Notepad.

Reach & audience:
All congress delegates
+5,800 pax (2018)

€15,000
4 Accrued points



Industry Programme Advert

Product advertising permitted for exhibition only

The Industry Programme advert is an invitation inside the Industry Programme detailing your exhibition activities or Industry Sponsored Sessions. The Industry Programme will be distributed to each delegate in the congress bag.

Reach & audience:
All congress delegates
+ 5,800 pax (2018)

€5,500
2 Accrued points



Live Broadcasting

Reach out to healthcare professionals beyond the congress lecture rooms! The ESC offers you the possibility to optimise your investment and extend the reach of your Industry Sponsored Sessions organised during the congress to an audience experiencing your innovations and research from home or their institution, with a live stream of your session from the congress centre.

You are obliged to use the services of the Speaker Service Centre to avail of this product. You must also set up your stand-alone webpage to receive the live broadcast provided by the ESC.

Live Broadcasting now also available for Experts on the Spot sessions.

Reach & audience:
Your own list of invitees

€10,000
3 Accrued points

Lifespan: Congress
special price available on
request for non-equipped
rooms or extra languages
No live broadcasting
permitted outside this
product. Available for
Satellite Symposia and
Experts on the Spot
sessions. Price valid for
equipped rooms.



Mobile App

Product advertising permitted in sponsor button only - Exclusive sponsorship

This indispensable tool for delegates showcases your company's involvement in our dedicated sponsor section which includes:

- Your advertisement in the form of sliding banners (up to 4 banners - product advertisement permitted)
- Details of your sponsored sessions (which are also highlighted in the daily schedule section)
- Your stand position
- Your activities on site
- Contact details

This environmentally-friendly initiative is rapidly becoming the platform of reference for delegates who wish to have the congress at their fingertips. With this mobile device tool, delegates are able to:




- Consult the daily updated Final Programme
- Build their schedule with their sessions of interest
- Receive your Splash Screen & Push Notification adverts
- Navigate through the venue thanks to the intuitive floor plan

Reach & audience:
Congress delegates and
non-attendees who have
downloaded the ESC
Congresses Mobile App

€20,000
8 Accrued points

Lifespan: pre-congress/
congress/post-congress



Product	Description	Focus	Price / Accrued Points
	<p>Mobile App Splash Screen & Push Notifications No product Advertising</p> <p>This virtual Splash Advert is an innovative way for session organisers to reach out to delegates by offering catchy versions of their adverts in the Mobile App. The advert promotes your sessions for 4 seconds before it is closed both when the Mobile App is launched and once an update is accepted.</p> <p>In addition to this, the Push Notification (linked to this, the related Splash Advert) will add a link to your scientific programme to the device's newsfeed in chronological order, thus making your Satellite Symposium the absolute "Do not miss" session of the day.</p>	<p>Reach & audience: All delegates having downloaded the ESC Congresses Mobile App</p> <p>Lifespan: congress</p>	<p>€6,500</p> <p>2 Accrued points</p>
	<p>Webcast - video and slides</p> <p>Extend the reach of your Satellite Symposium and/or Experts on the Spot sessions to all those who were not able to attend by posting the webcast of your session on the new ESC 365 platform.</p> <p><i>The use of the speaker service centre is mandatory. Exceptions are subject to ESC approval with an increase in the price offer.</i></p> <p><i>Webcasts are uploaded within 24 hours of the session maximum. The ESC will provide webcast sponsors with the video files after the congress.</i></p>	<p>Reach & audience: Congress delegates and non-attendees, via the new ESC 365 platform.</p> <p>Lifespan: post-congress</p> <p><i>Available for Satellite Symposia and Experts on the Spot sessions. Price valid for equipped rooms. Special price available on request for non-equipped rooms or extra languages.</i></p>	<p>€10,000</p> <p>3 Accrued points</p>
	<p>Onsite Advertising Product advertising permitted on selected items</p> <p>Blend your company name with the venue and communicate on your therapeutic areas of research and innovation, promote your Industry Sponsored Sessions or encourage delegates to visit your stand by branding various highly visited locations available throughout the congress centre.</p> <p>Please contact industry@escardio.org to enquire about the different opportunities.</p>	<p>Reach & audience: All congress delegates +5,800 pax (2018)</p> <p>Lifespan: congress</p>	



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. The ESC is not responsible for acquiring regulatory approval for product promotion.
- Sponsorship items will be assigned in line with the accrued point ranking.
- **Deadline for applications with priority status: 09 November 2018**

All prices are excluding VAT

Partner Services

The ESC has created two product categories to allow companies to organise different meeting formats within the congress centre, during congress hours.

Rooms at Heart Failure 2019

Meeting Rooms

Meeting Rooms, previously named Function Spaces, allow companies to host a limited number of guests and organise small and informal meetings (up to 20 pax) in a range of rooms reserved for 3 days and available within the congress centre. Hands-on and training of products/ therapies are not permitted in Meeting Rooms.

The rooms include a standard set-up. Meeting Rooms organisers are responsible for additional furniture, AV equipment and catering arrangements.

Rental costs for the Congress duration

	Price	Accrued Points
Rooms 44m ²	€5 000	2

Meeting Rooms can be made available for one day minimum depending on availability and on request only. Price: €2,000 (capacity 20 pax, including AV equipment and boardroom set-up)

Closed Industry Meetings

During available time slots, fully furnished and AV - equipped lecture rooms can be used to organise 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 2019 publications.

Closed Industry Meetings	Price
60 minute meeting	€3,000
Additional cost per increment of 30 minutes	€1,500

Permitted meeting types:

Company staff meeting, congress briefing, investigators meeting, clinical trial updates.

Strictly forbidden: meeting with any formal presentations for delegates.



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. The ESC is not responsible for acquiring regulatory approval for product promotion.
- Meeting rooms will be assigned in line with the accrued point ranking.
- **Deadline for applications with priority status: 9 November 2018**

All prices are excluding VAT

Accrued Point Ranking 2019

The accrued point system was established to recognise long term investment in the Heart Failure congress. Points are accumulated over a 4 year period and products are assigned on a priority basis in line with the ranking.



Ranking	Company Name	Total HF 2015	Total HF 2016	Total HF 2017	Heart Failure 2018					Total HF 2018	Total 2015-2018
					Exhibition	Rooms	Sponsored Sessions	Sponsorship	Registration		
4	Abbott	33	49	56	8		38			46	184
16	Abiomed Europe GmbH			20	6		16			22	42
28	Alere International Ltd	6		13						0	19
15	Alnylam Pharmaceuticals			19	7	1	6	12	1	27	46
7	AstraZeneca	18	23	55	9		16	9	1	35	131
32	Atcor Medical		6	6						0	12
6	Bayer AG	48	58	30	12	1	18	1	6	38	174
35	Biotronik SE & Co KG			8						0	8
34	Boehringer Ingelheim				9					9	9
25	Boston Scientific International SA				7		16	3		26	26
31	Cardioentis	13								0	13
5	Charite - Campus Virchow-Klinikum (CVK)	21	52	71	6		33			39	183
37	CHF Solutions				6					6	6
21	Critical Diagnostics	7	7	7	7					7	28
24	CVRx, Inc.	7	6	7	7					7	27
19	Fresenius Medical Care			16			16			16	32
21	GE Healthcare	6	6	16						0	28
37	Health in Code SL		6							0	6
19	Heartware Inc	10	22							0	32
30	Impulse Dynamics Germany GmbH			6	9					9	15
32	Integrated Sensing Systems	6	6							0	12
29	John Wiley & Sons Ltd	5	5	6						0	16
37	Magnisense SE				6					6	6
37	MDE Co. Ltd		6							0	6
8	Medtronic International Trading SARL	34	30	29	8	1	18		1	28	121
1	Novartis Pharma AG	125	204	201	35	4	39	72	15	165	695
11	Orion Pharma	21	20	20	12		6		5	23	84
9	Pfizer	46	20	18			17		3	20	104
37	Pharma Nord	6								0	6
10	Physicians Academy for Cardiovascular Education		20	29	7		36	2		45	94
26	PLC Systemas Medicos / RenalGuard Solutions Inc				6		16			22	22
37	Prothena Therapeutics Limited			6						0	6
18	ResMed SAS	33								0	33
14	Roche Diagnostics International Ltd			27	9		17	3		29	56
13	scPharmaceuticals	4	31	25						0	60
2	SERVIER	74	82	77	22	2	20	10	26	80	313
36	Sigma Tau SpA	7								0	7
17	Takeda	36								0	36
21	Thermo Fisher Scientific	7	7	7	7					7	28
3	Vifor (International) AG	33	55	69	16	3	39	3	14	75	232
26	Wisepress Online Bookshop Ltd	5	5	6	6					6	22
12	Zoll CMS GmbH	21	22	23	7					7	73

Key Dates

Deadline for applications with priority status	9 November 2018
Online registration opens	5 November 2018
Call for abstracts & clinical cases	5 November 2018 - 14 January 2019
Call for Late Breaking Science	1-29 March 2019
Early fee registration deadline	22 March 2019
Late fee registration deadline	19 April 2019
Last minute fee registration deadline	17 May 2019

Application & Guidelines for Industry Participation at Heart Failure 2019 & 4th World Congress on Acute Heart Failure

All exhibition, satellite and sponsorship forms should be completed, signed and returned as soon as possible; items will be assigned in line with the accrued point ranking.

Returning a signed "Order Form" implies a tacit agreement of the *Heart Failure 2019 Guidelines for Industry Participation*.

The *Heart Failure 2019 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