

Heart Failure 2019

Industry Site Visit

14/09/2018



Agenda

09:30 – 10:30

Presentation of Heart Failure 2019

- *Gerasimos Filippatos, Congress Chairperson*
& *Anne-Laure Leuba, Specialty Congresses Management Supervisor*
- *Aoife Delmas, Industry Division Director*

10:30 – 12:00

Tour of the building

12:00 – 14:30

Working lunch & individual meetings

HFA Leadership



Gerasimos
Filippatos
Greece
Congress Chair



Frank
Ruschitzka
Switzerland
Past President



Petar
Seferovic
Serbia
President



Andrew
Coats
UK
President-Elect

Scientific Programme



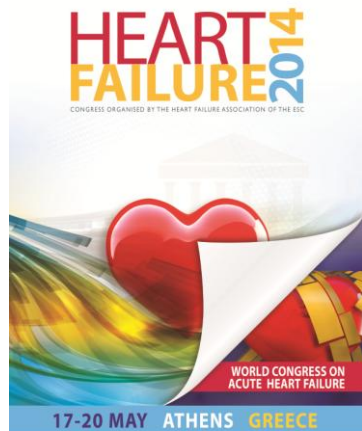
Main theme

Heart Failure from Alpha to Omega

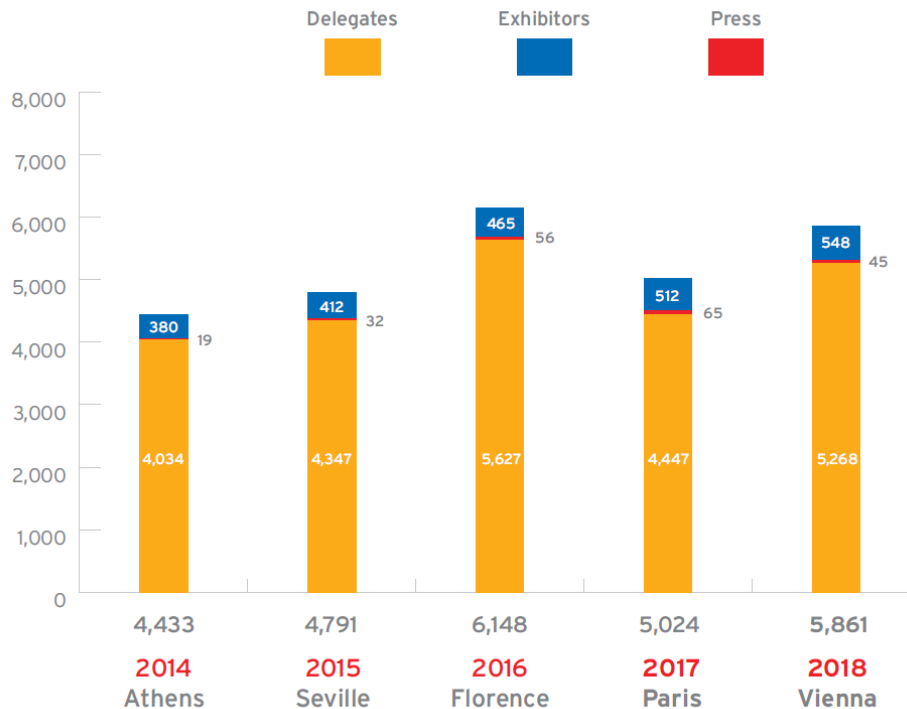
IMPORTANT DATES

- 5 Nov - 14 Jan: Call for abstracts and c. cases
- Early January: Advance programme online
- 1 - 29 March: Call for Late Breaking Science

2014-2018 Congress participation



www.escardio.org/HFA



BACK TO BASICS

Heart Failure 2018 @ a glance...



4 days
of scientific sessions

8 Lecture rooms incl.
Agora & Hub
122 scientific sessions

5 861 HCPs
from
106 countries



286+ Faculty
from **44 countries**

2 138 abstracts
& clinical cases
submitted



21 hours of CME
credits

2019 Preliminary schedule

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

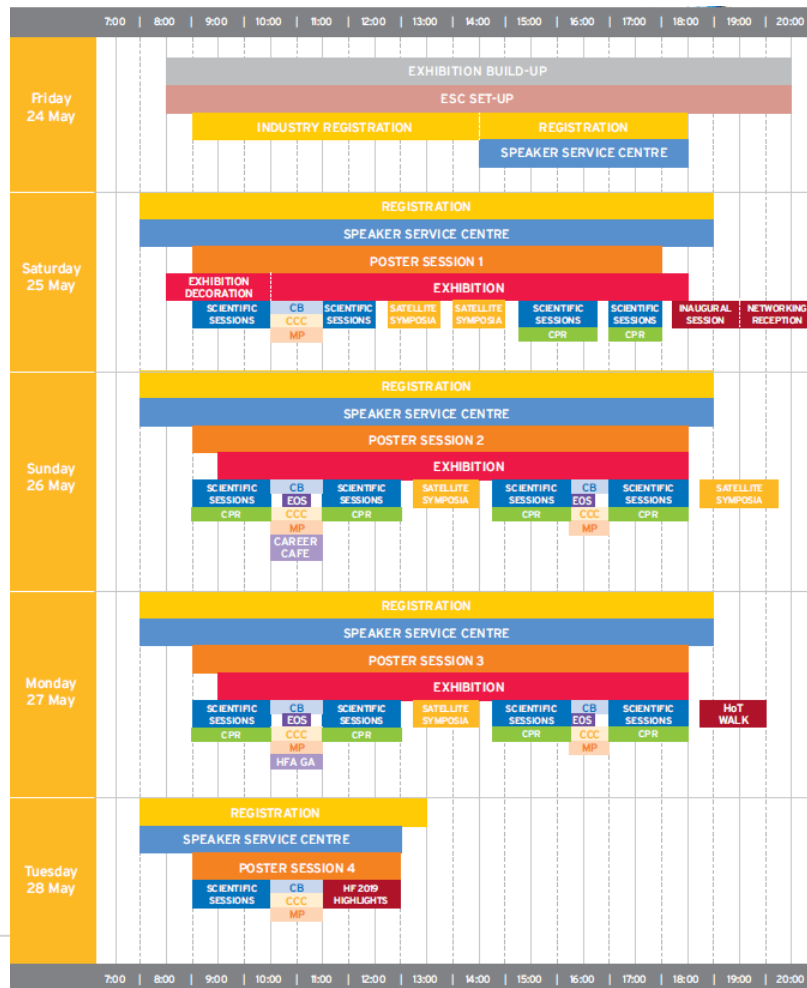


HFA PDT DINNER

NETWORKING RECEPTION

FACULTY DINNER

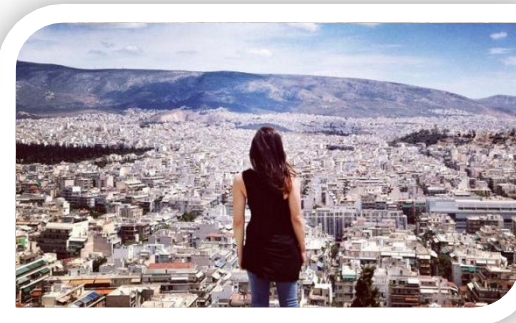
EJHF EDITORIAL BOARD DINNER



*Faculty dinner will be held on Sunday 26 May



Venue: Megaron Athens

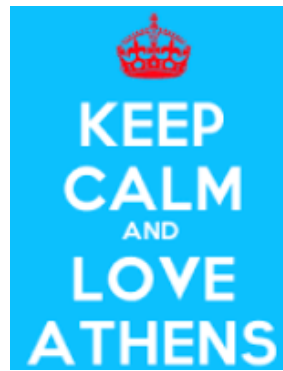


- 5 min from the city centre
- Few min walk from major hotels

From Airport:

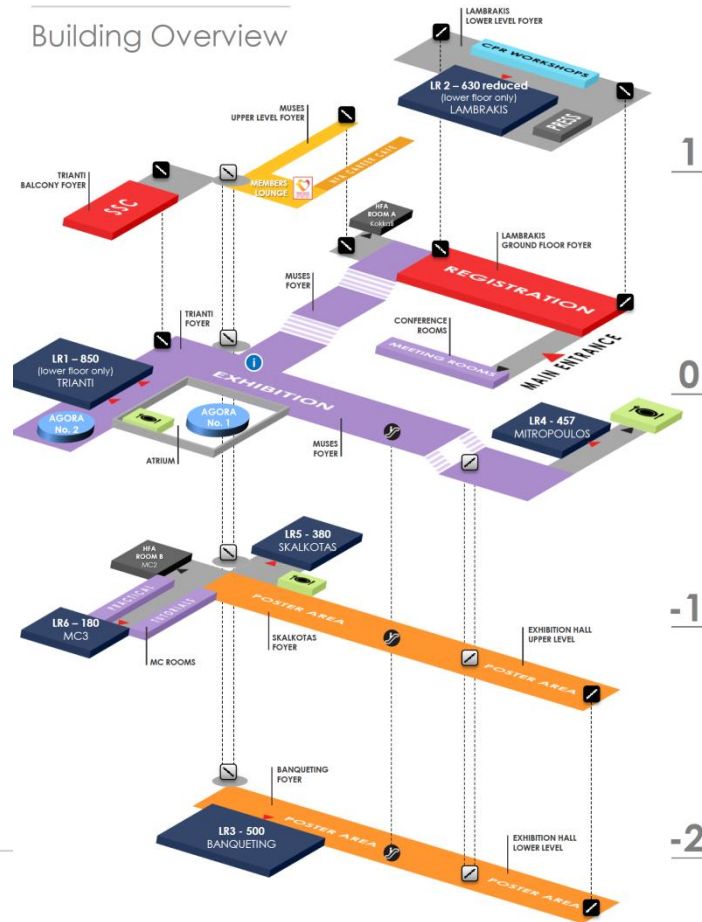
- 45mn drive
- 30mn by Metro (Metro line runs every 10mn)

Venue layout



Heart Failure
& World Congress on
Acute Heart Failure 2019

Building Overview

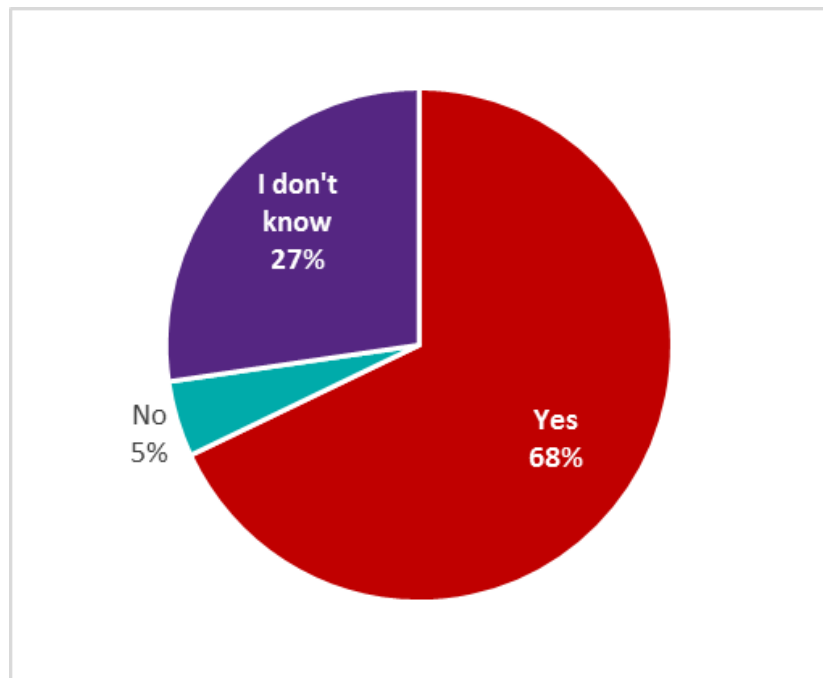


HFA
Heart Failure
Association

- 6 Lecture rooms
- 2 Agoras -> no Hub
- CPR workshops
- Virtual case area

ESC

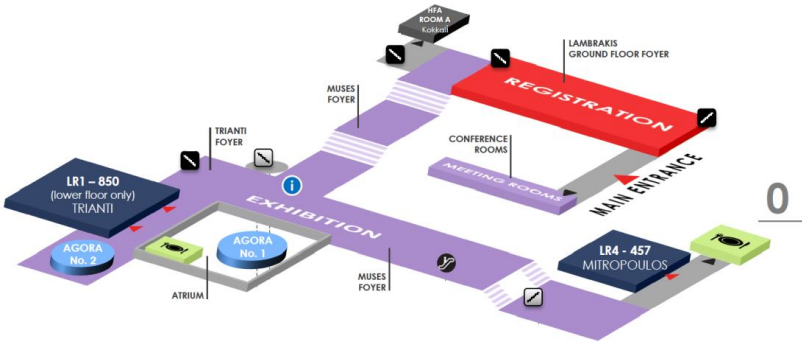
Are you planning to attend HF2019 in Athens?*



**2018 Post congress survey sent to HF Vienna delegates*

Exhibition area

- At the heart of the congress center
- Both agoras and biggest lecture room nearby to ensure an important flow of delegates
- Compact layout
- Industry meetings room on the same level



**Central
& strategic
location**



Exhibition – Opening, build -up & dismantle hours

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

Sponsored Sessions – 3 Formats

Satellite Symposia

Date	Timeslot	Duration
Saturday	12:15 - 13:15	60 mins
	13:30 - 14:30	60 mins
Sunday	12:45 - 13:45	60 mins
	12:45 - 14:00	75 mins
	18:15 - 19:15	60 mins
	18:15 - 19:30	75 mins
	18:15 - 19:45	90 mins
Monday	12:45 - 13:45	60 mins
	12:45 - 14:00	75 mins

**6 lecture
rooms**
180 to 850 pax

Experts on the Spot

Date	Timeslot	Duration
Sunday	10:15 - 10:45	30 mins
	15:55 - 16:25	30 mins
Monday	10:15 - 10:45	30 mins
	15:55 - 16:25	30 mins

2 agoras
60 & 100 pax

Practical Tutorials

**One-on-one learning
on specific areas of expertise**

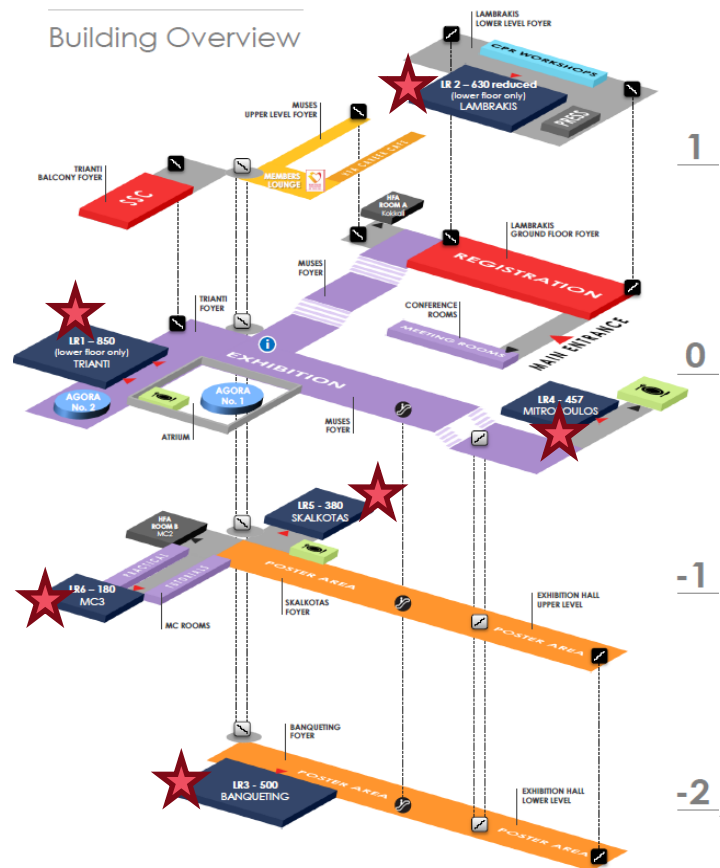
Package

- 1 room rental with a standard set-up for the duration of the congress
 - 1 advert
 - 1 weblink
- Programme from 8.30am to 6pm

3 rooms
Board: 18-20 pax
Theatre:
40- 60 pax

Satellite Symposia

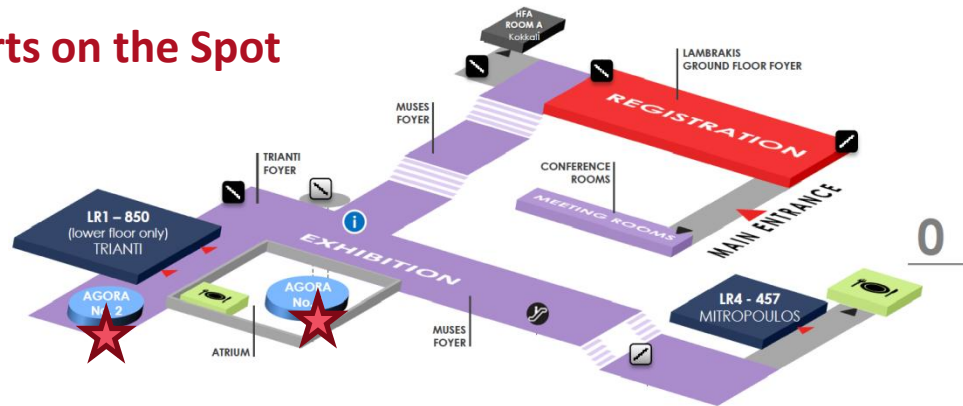
Building Overview



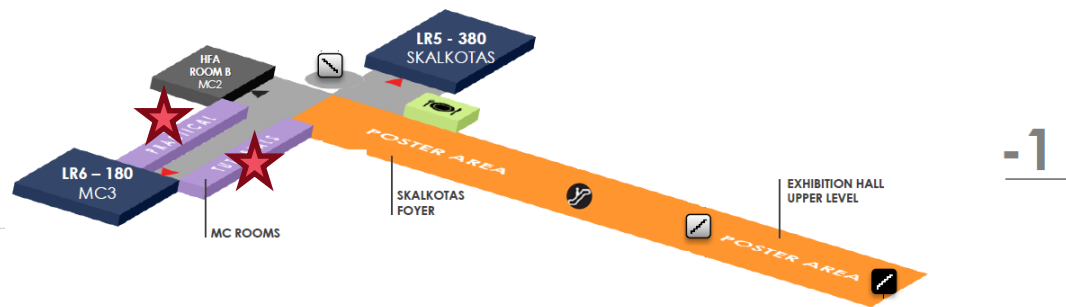
Sponsored Sessions – Location



Experts on the Spot

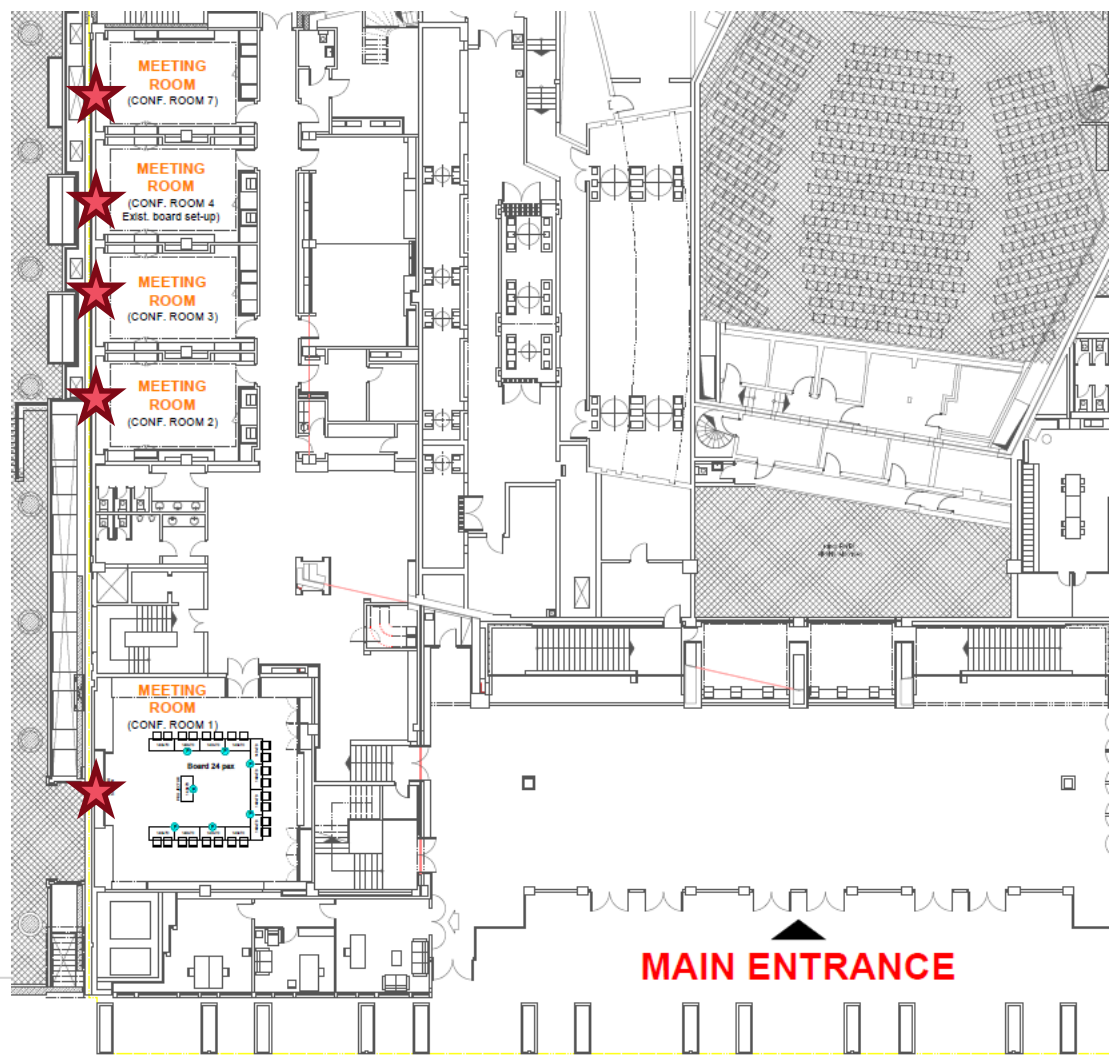


Practical Tutorials



Meeting Rooms

Megaron allocated room	Capacity	Area	Level
Conference Room 1	20 pax	132 m ²	0
Conference Room 2	20 pax	44 m ²	0
Conference Room 3	20 pax	44 m ²	0
Conference Room 4	20 pax (fixed set-up)	44 m ²	0
Conference Room 7	20 pax	44 m ²	0



Sponsorship & onsite advertising

As usual, a **wide range of services** for congress attendees are **available for sponsorship by our Industry Partners**.

Take the opportunity to communicate on your therapeutic areas & innovations to the healthcare profession!



Digital opportunities



Don't miss these ESC Congress 2018 partner activities

ACHIEVE more in AF – Translating insights into patient benefits, Vol 2 Monday 27 August Brussels – Village 4 13:00 – 14:00	Oral Anticoagulation in Atrial Fibrillation Sunday 26 August Brussels – Village 1 13:00 – 14:00	Therapeutic Dilemmas in HF – The Experts Debate Monday 27 August Brussels – Spotlight Village 13:00 – 14:00
Identifying the patients who may benefit most from PCSK9i Monday 27 August Brussels – Village 6 18:15 – 19:45	No bounds for better health Sunday 26 August Brussels – Exhibition 3 10:00 – 17:00	The Anticoagulation Line Sunday 26 August Brussels – Village 6 13:00 – 14:00
LDL, cholesterol and secondary prevention of atherosclerotic disease – Whose loss is more? Tuesday 28 August Brussels – Spotlight Village 13:00 – 14:00	Practicing on the go – BIOTRONIK Device Expert App Tuesday 28 August Brussels – Exhibition 3 12:15 – 14:15	PCSK9 inhibition to prevent and treat atherosclerotic CVD Monday 27 August Brussels – Spotlight Village 13:00 – 14:00

Pre-congress eBlast

- 1 000+ recipients - ~48% open rate
- Audience: Pre-registered delegates who accepted to receive emails
- 14th May & 22th May 2019

E-Congress News

- 10 150+ recipients per day
- Opening rate: ~ 32%



EDIFY trial to show that the use of ivabradine in patients with HFpEF is not supported

In today's new *Shocking Trials* section on *Heart Failure*, Professor Michael Goodwin (University of Cambridge) and his team (EDIFY, Phase 3b, March 2018) have reported that the use of ivabradine in patients with HFpEF is not supported.

The EDIFY trial showed that the use of ivabradine in patients with HFpEF is not supported. The trial was a randomised, double-blind, placebo-controlled trial. The primary endpoint was the time to first hospitalisation for heart failure or death. The secondary endpoint was the time to first hospitalisation for heart failure or death, or death. The trial was powered to show that the use of ivabradine in patients with HFpEF is not supported.

Critically ill PPCM patients may benefit from a higher initial dosage of bromocriptine

A study presented at the ESC Congress 2018 showed that a higher initial dosage of bromocriptine may benefit critically ill PPCM patients. The study was a retrospective analysis of 100 patients. The results showed that a higher initial dosage of bromocriptine was associated with a higher survival rate.

Download
for "Heart Failure 2019" Mobile App

DON'T MISS TODAY

HEART FAILURE 2019 VIENNA 26-29 MAY

HEART FAILURE 2019 VIENNA 26-29 MAY

HEART FAILURE 2019 VIENNA 26-29 MAY



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Post-congress eBlast

- 10 500+ recipients - 29% open rate
- Audience: Delegates + HFA members 2017-2018 + New members since congress
- 25th June 2019

Digital opportunities

Mobile App



- Exclusive sponsorship
- Mobile app promoted in 6 e-campaigns for a total of 170 161 recipients

3464
downloads
out of 5859
participants

Splash adverts & push notifications

Average views	5051
Average time viewed	2.7 sec
Quantity of devices	1872
Number of views per device	2.7



Based on
Heart Failure
2018 figures

Push notifications are stored in the « **Latest Message** » section:

- 2nd most popular section (67% of users)
- **consulted 12200+ times** over the congress period.

Onsite advertising

Use visual communication onsite to **mark your presence at Heart Failure 2019** and state your commitment to the cardiovascular arena!

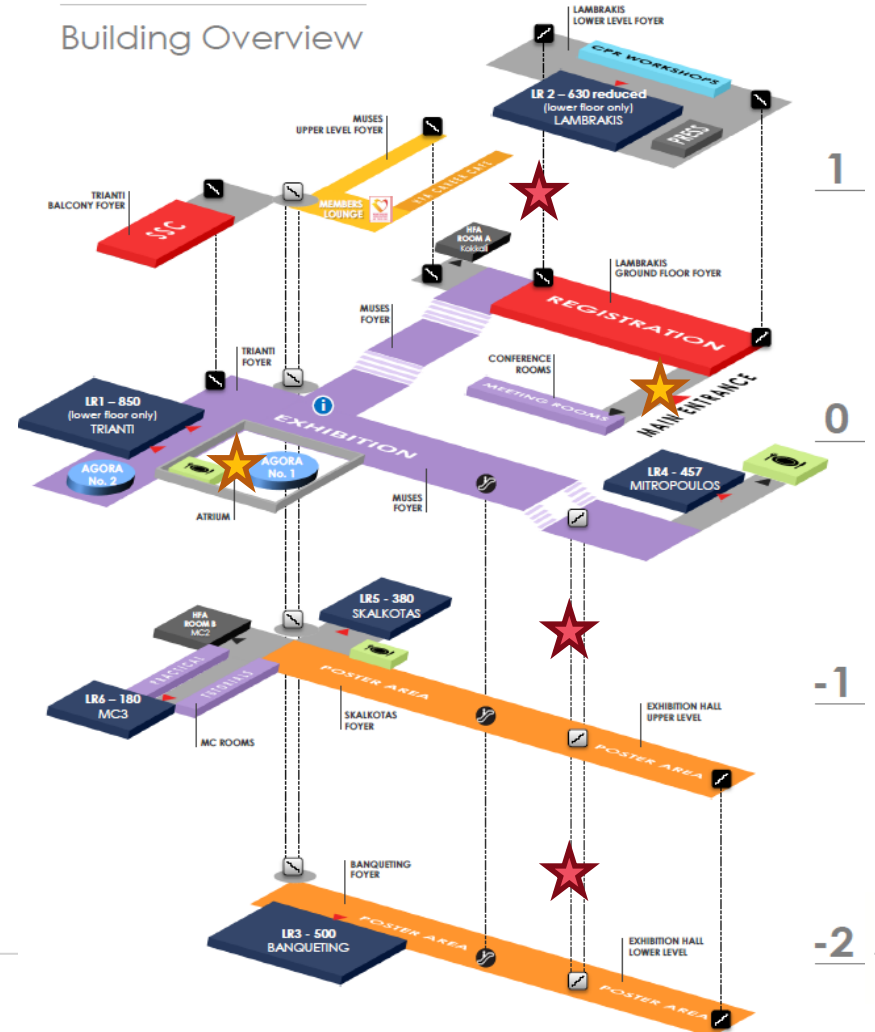
Advertising spaces available on strategic areas:

- Stickers on kickboards and stairs ★
- Totems ★



Invite delegates to
your activities &
promote your
Industry Sponsored
Sessions

Building Overview



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 
TO OMEGA 

www.escardio.org/heartfailure

- Onsite advertisement offer ready & will send you the slides presented today !

- **9 November 2018**

Deadline to return back the signed order form for priority ranked companies

- Let's visit the Building!
- Lunch Break
- 1:1 meetings and Q&As

**Thank
you !**

Your ESC contacts

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