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
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

- Delegates
- Exhibitors
- Press

<table>
<thead>
<tr>
<th>Year</th>
<th>Delegates</th>
<th>Exhibitors</th>
<th>Press</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>4,034</td>
<td>465</td>
<td>548</td>
</tr>
<tr>
<td>2015</td>
<td>4,347</td>
<td>56</td>
<td>45</td>
</tr>
<tr>
<td>2016</td>
<td>4,791</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>5,024</td>
<td>65</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>5,861</td>
<td>65</td>
<td>45</td>
</tr>
</tbody>
</table>

- 2014: Athens
- 2015: Seville
- 2016: Florence
- 2017: Paris
- 2018: Vienna
Heart Failure 2018 @ a glance...

- 4 days of scientific sessions
- 5,861 HCPs from 106 countries
- 2,138 abstracts & clinical cases submitted
- 8 Lecture rooms incl. Agora & Hub
- 122 scientific sessions
- 286+ Faculty from 44 countries
- 21 hours of CME credits
2019 Preliminary schedule

Saturday 25 May
- Registration
- Speaker Service Centre
- Poster Session 1
- Exhibition
- Scientific Sessions
- Keynote Speech
- Networking Reception

Sunday 26 May
- Registration
- Speaker Service Centre
- Poster Session 2
- Exhibition
- Scientific Sessions
- Keynote Speech
- Networking Reception

Monday 27 May
- Registration
- Speaker Service Centre
- Poster Session 3
- Exhibition
- Scientific Sessions
- Keynote Speech
- Networking Reception

Tuesday 28 May
- Registration
- Speaker Service Centre
- Poster Session 4
- Exhibition
- Scientific Sessions
- Keynote Speech
- Networking Reception

*Faculty dinner will be held on Sunday 26 May

HFA PDT DINNER
NETWORKING RECEPTION
FACULTY DINNER
EJHF EDITORIAL BOARD DINNER
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

- 6 Lecture rooms
- 2 Agoras -> **no** Hub
- CPR workshops
- Virtual case area
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
Exhibition – Opening, build-up & dismantle hours

<table>
<thead>
<tr>
<th>Exhibition Timetable</th>
<th>(may be subject to change)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday 22 May 2019</td>
<td>14:00 - 20:00</td>
</tr>
<tr>
<td>Thursday 23 May 2019</td>
<td>08:00 - 14:00</td>
</tr>
<tr>
<td></td>
<td>14:00 - 20:00</td>
</tr>
<tr>
<td>Friday 24 May 2019</td>
<td>08:00 - 20:00</td>
</tr>
<tr>
<td>Saturday 25 May 2019</td>
<td>08:00 - 10:00</td>
</tr>
<tr>
<td></td>
<td>10:00 - 18:00</td>
</tr>
<tr>
<td></td>
<td>19:00 - 20:30</td>
</tr>
<tr>
<td>Sunday 26 May 2019</td>
<td>09:00 - 18:00</td>
</tr>
<tr>
<td>Monday 27 May 2019</td>
<td>09:00 - 18:00</td>
</tr>
<tr>
<td></td>
<td>18:30 - 22:00</td>
</tr>
<tr>
<td>Tuesday 28 May 2019</td>
<td>09:00 - 13:30</td>
</tr>
<tr>
<td></td>
<td>13:30 - 22:00</td>
</tr>
</tbody>
</table>
# Sponsored Sessions – 3 Formats

## Satellite Symposia

<table>
<thead>
<tr>
<th>Date</th>
<th>Timeslot</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday</td>
<td>12:15 - 13:15</td>
<td>60 mins</td>
</tr>
<tr>
<td></td>
<td>13:30 - 14:30</td>
<td>60 mins</td>
</tr>
<tr>
<td>Sunday</td>
<td>12:45 - 13:45</td>
<td>60 mins</td>
</tr>
<tr>
<td></td>
<td>12:45 - 14:00</td>
<td>75 mins</td>
</tr>
<tr>
<td></td>
<td>18:15 - 19:15</td>
<td>60 mins</td>
</tr>
<tr>
<td></td>
<td>18:15 - 19:30</td>
<td>75 mins</td>
</tr>
<tr>
<td></td>
<td>18:15 - 19:45</td>
<td>90 mins</td>
</tr>
<tr>
<td>Monday</td>
<td>12:45 - 13:45</td>
<td>60 mins</td>
</tr>
<tr>
<td></td>
<td>12:45 - 14:00</td>
<td>75 mins</td>
</tr>
</tbody>
</table>

## Experts on the Spot

<table>
<thead>
<tr>
<th>Date</th>
<th>Timeslot</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>10:15 - 10:45</td>
<td>30 mins</td>
</tr>
<tr>
<td></td>
<td>15:55 - 16:25</td>
<td>30 mins</td>
</tr>
<tr>
<td>Monday</td>
<td>10:15 - 10:45</td>
<td>30 mins</td>
</tr>
<tr>
<td></td>
<td>15:55 - 16:25</td>
<td>30 mins</td>
</tr>
</tbody>
</table>

## 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

---

6 lecture rooms
180 to 850 pax

2 agoras
60 & 100 pax

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

Building Overview

Sponsored Sessions – Location

Experts on the Spot

Practical Tutorials

Building Overview

Sponsored Sessions – Location

Experts on the Spot

Practical Tutorials
<table>
<thead>
<tr>
<th>Megaron allocated room</th>
<th>Capacity</th>
<th>Area</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Room 1</td>
<td>20 pax</td>
<td>132 m²</td>
<td>0</td>
</tr>
<tr>
<td>Conference Room 2</td>
<td>20 pax</td>
<td>44 m²</td>
<td>0</td>
</tr>
<tr>
<td>Conference Room 3</td>
<td>20 pax</td>
<td>44 m²</td>
<td>0</td>
</tr>
<tr>
<td>Conference Room 4</td>
<td>20 pax (fixed set-up)</td>
<td>44 m²</td>
<td>0</td>
</tr>
<tr>
<td>Conference Room 7</td>
<td>20 pax</td>
<td>44 m²</td>
<td>0</td>
</tr>
</tbody>
</table>
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

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

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

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

Splash adverts & push notifications

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average views</td>
<td>5051</td>
</tr>
<tr>
<td>Average time viewed</td>
<td>2.7  sec</td>
</tr>
<tr>
<td>Quantity of devices</td>
<td>1872</td>
</tr>
<tr>
<td>Number of views per device</td>
<td>2.7</td>
</tr>
</tbody>
</table>

Push notifications are stored in the « Latest Message » section:
- 2nd most popular section (67% of users)
- consulted 12200+ times over the congress period.

3464 downloads out of 5859 participants

Based on Heart Failure 2018 figures
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
• 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

Industry Services Team
Maud Mallet
heartfailureservices@escardio.org
sponsorship@escardio.org

Congress Manager
Anne-Laure Leuba
hfsecretariat@escardio.org

Hotels & Social Events
Tina Oldenburg
hfhotels@escardio.org

Registration
John Bakker
hfregistration@escardio.org

Account Managers
Isabelle Dor – Device
idor@escardio.org / +33 6 01 21 27 01

Olga Kruger – Pharma
okruger@escardio.org / + 33 6 08 99 38 09

Laurie-Anne Pereira – Pharma
lpereira@escardio.org / +33 6 37 25 29 00

Turo Lattinen – Imaging
tlaitinen@escardio.org / +33 6 16 37 26 62

Malek LEBSIR – Team Manager
mlebsir@escardio.org / +33 6 25 74 63 36
Your suppliers contacts

Congress Center Manager
Ms Roula Nomikou
Megaron Athens International Conference Center
rnomikou@megaron.gr

Stand Supplier
Mr Peter Theodorides
Vision
pt@vision.gr

Official Forwarder & Lifter
Mr Stefan Grunwaldt
Tel: +49 17 32 12 94 10
stefan.grunwaldt@fairexx.com

Catering
Mr George Sarlos & Ms Anna Tzavalou
Aria
gsarlos@aria.gr
atzavalou@aria.gr
+30 694 6950813

AudioVisual
Mr Petros Papageorgiou
Avitron
ppapageorgiou@avitron.gr
+30 693 6995199