Heart Failure 2020 Industry Site Visit

17/09/2019
Agenda

09:30 – 10:30  Heart Failure 2020 - Congress at a Glance:
• Prof. Rudolf de Boer - Scientific Programme Chair
• Anne-Laure Leuba - Congress Management

Industry Opportunities & Key Figures
• Olga Kruger - Industry Relations Team

10:30 – 11:30  Tour of the building

11:30 – 15:00  Lunch buffet & face-to-face meetings
HFA Leadership & congress chairs

- Rudolf de Boer, The Netherlands, Scientific-Chair
- Wolfram Doehner, Germany, Co-Chair
- Frank Ruschitzka, Switzerland, Past President
- Petar Seferovic, Serbia, President
- Andrew Coats, UK, President-Elect
Heart Failure @ a Glance...

4 days of scientific sessions

5,431+ HCPs from 106 countries

1,994 abstracts & clinical cases submitted

8 Lecture rooms incl. 2 Agoras

120+ scientific sessions

295+ Faculty from 38 countries

19 hours of CME credits
HF 2014-2019 Participants’ figures evolution
### 2019- Athens

<table>
<thead>
<tr>
<th>Rank</th>
<th>COUNTRY</th>
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<tbody>
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### 2018-Vienna Final figures

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<tr>
<td>10</td>
<td>Romania</td>
<td>126</td>
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</table>

*Host country
2020 Scientific Programme

**IMPORTANT DATES**

- 5 Nov - 14 Jan: Call for abstracts and c. cases
- Early January: Advance programme online
- 2 - 31 March: Call for Late Breaking Science

**IMPORTANT TOPICS**

- Novel pharmacotherapies
- Understand HFpEF and other ‘forgotten’ HF
- Co-morbidities: diabetes, cancer, AF

**HEART FAILURE**

- Only CV disease increasing in prevalence
- HF takes central stage in cardiology
- Largest subspecialty congress/journal
Barcelona - CCIB

Venue
- To the city: 20min metro / 10min taxi
- To the airport: 40mn metro/ 20mn taxi

Housing
- 4 500 rooms within walking distance
How to get there

- **TRAM (T4)** ‘El Maresme’ stop
- **METRO (L4)** ‘El Maresme-Forum’ stop
- **TRAM (T4)** ‘Forum’ stop
- **Exit 24 – Diagonal Mar Rambla Prim (Llobregat direction)**
- **Exit 24 – Besos Rambla Prim – Diagonal Mar (Besos direction)**
- **Exit 25 – Port Forum – Sant Adria Eduard Maristany (Besos direction)**

**Access to CCIB**
- A, B, C, D
- Ronda Litoral Exit 24, 25

**Daytime Bus**
- Tram (TRAM-T4)
- Metro (L4)

**Hotel**
- SB Diagonal Zero Barcelona, AC Hotel Barcelona Forum, Barcelona Princess, Hilton Diagonal Mar Barcelona

**Parking**
- Pl. Forum, Garcia Farina, C.C.Diagonal Mar
**Venue layout**

1 Agora: 80pax
1 Hub: 130pax

**6 Lecture Rooms:**
- LR1 700 pax
- LR2 600 pax
- LR3 470 pax
- LR4 470 pax
- LR5 340 pax
- LR6 200 pax

**Combined Area:**
Poster/Exhibition/Hub and Agora area
The ESC gratefully acknowledges the following companies and organisations who have contributed to the success of Heart Failure 2019 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 area

- Over 2000 SQM of Exhibition Area @ the Heart of Science:
  → Posters, HUB, AGORA, 2 lecture rooms
- Suspensions points possible (2 different heights of ceiling)
- Unique catering area located on Level 0 between the Hub & Exhibition
### Exhibition Timetable
*(may be subject to change)*

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Wednesday 20 May 2020</td>
<td>14:00 - 20:00</td>
<td>Build-up for stand more than 60m²</td>
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<tr>
<td>Thursday 21 May 2020</td>
<td>08:00 - 14:00</td>
<td>Build-up for stand more than 20m²</td>
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<td>14:00 - 20:00</td>
<td>Build-up for all stands</td>
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<tr>
<td>Friday 22 May 2020</td>
<td>08:00 - 20:00</td>
<td>Build-up for all stands</td>
</tr>
<tr>
<td>Saturday 23 May 2020</td>
<td>08:00 - 10:00</td>
<td>Stand Decoration*</td>
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<tr>
<td></td>
<td>10:00 - 18:00</td>
<td>Open</td>
</tr>
<tr>
<td></td>
<td>19:15 - 20:30</td>
<td>Networking Reception at ESC / HFA Stand</td>
</tr>
<tr>
<td>Sunday 24 May 2020</td>
<td>09:00 - 18:00</td>
<td>Open*</td>
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<tr>
<td>Monday 25 May 2020</td>
<td>09:00 - 18:00</td>
<td>Open</td>
</tr>
<tr>
<td></td>
<td>18:30 - 22:00</td>
<td>Removal of valuables</td>
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<tr>
<td>Tuesday 26 May 2020</td>
<td>09:00 - 13:30</td>
<td>Closed</td>
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<tr>
<td></td>
<td>13:30 - 24:00</td>
<td>Dismantling</td>
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</tbody>
</table>

*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.
Sponsored Sessions – 3 Formats

**Satellite Symposia**

<table>
<thead>
<tr>
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<th>Timeslot</th>
<th>Duration</th>
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**Experts on the Spot**

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<tr>
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<td>11:10 - 11:40</td>
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<td>11:10 - 11:40</td>
<td>30 mins</td>
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**Practical Tutorials**

One-on-one learning on specific areas of expertise

**Package**

- 1 room with a standard set-up (40 seats)
- 1 printed advert
- 1 weblink
- 1 digital advert
- Programme from 8.30am to 6pm

**Room Capacity**

- 6 lecture rooms: 200 to 700 pax
- 1 HUB: 130 & 80 pax
- 1 AGORA: 80 pax
- 4 rooms: Classroom: 40 pax, Theater: 85 pax
Sponsored Sessions – Locations

Satellite Symposia

Experts on the Spot

Practical Tutorials
### Meeting Rooms

<table>
<thead>
<tr>
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<tr>
<td>Room 128</td>
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</table>
Sponsorship

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

Mobile App

- 3900 downloads out of 5859 participants
- Promoted in 6 newsletters
- 188,225 recipients

NEW in 2019:
Access to the resources via the app for sub-specialty congresses

Splash adverts & push notifications

- Average views: 5005
- Average time viewed: 2.3 sec
- Quantity of devices: 1730
- Number of views per device: 2.9

Post-congress eBlast
25 JUNE 2019

- 3300 total sent:
  → delivery rate 99%
  → open rate 43%

Sponsorship
On site Advertisement
x 12 Opportunities
New & Notable

- 2 new slots for Experts on the Spot
- Industry Session Digests
- Unique deadline for all applications....
- Improved Industry Prospectus
  → Live demo HYPERLINK

- **1 November 2019 Deadline (all items)**
  to return back the signed order form for priority ranked companies

- **Online Sales Open Today**

- Onsite Advertisement Offer ready,
  we will send you the slides presented today!

• Building Visit
• Lunch Break
• 1:1 meetings and Q&As
Your ESC contacts

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

**Abir** Ghorab  
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

Project Manager
CCIB - Projects Department
Laura Benítez
lbenitez@ccib.es

Official Supplier
CCIB – Exhibition, Satellite & Room service
stand@ccib.es / satellite@ccib.es

Official Forwarder & Lifter
Fairexx
Stefan Grunwaldt
stefan.grunwaldt@fairexx.com

Catering
CCIB – Food & Beverage service
Myriam Munyoz
myriam.munyoz@fbccib.es

Badge Readers
Léni Eurodoc
Candy Mc Culloch
cmcculloch@leni.fr