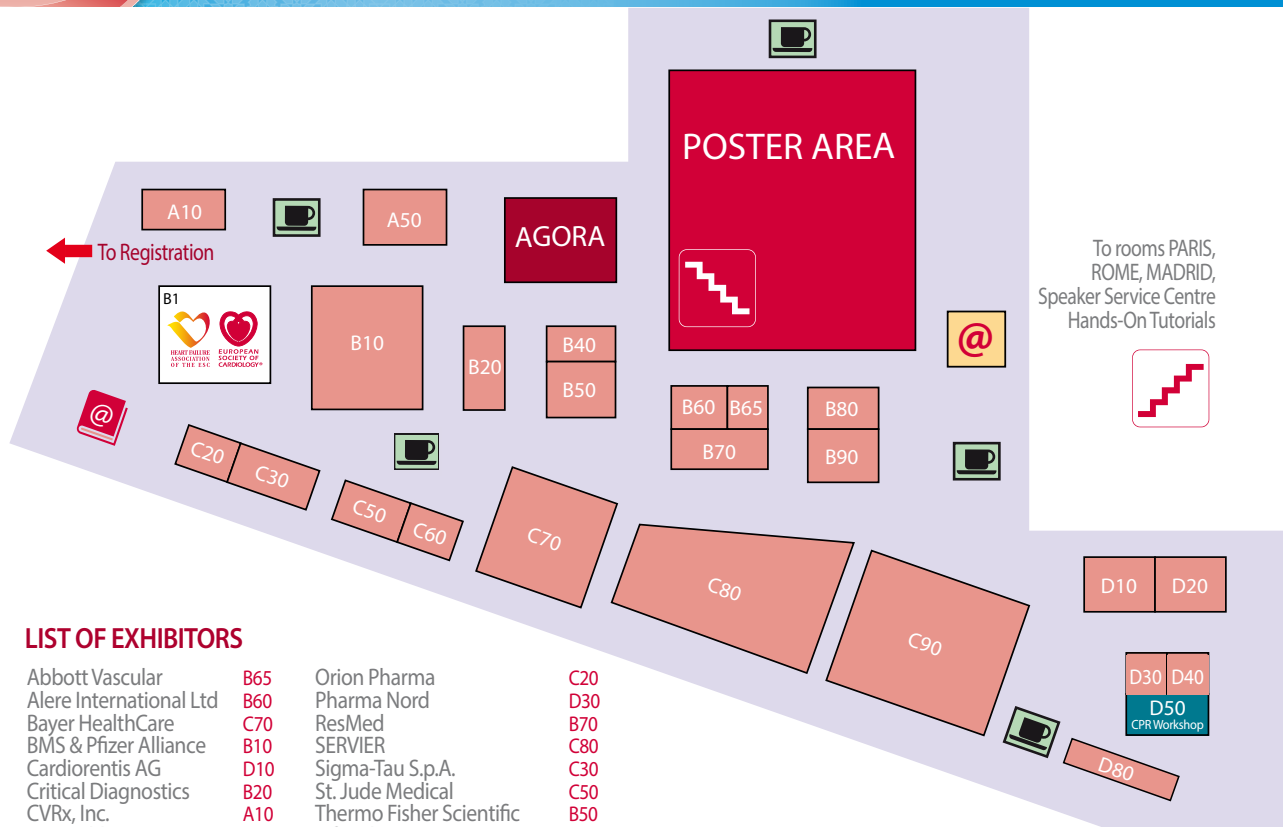


# EXHIBITION

EXHIBITION



# EXHIBITION FLOOR PLAN



To rooms PARIS,  
ROME, MADRID,  
Speaker Service Centre  
Hands-On Tutorials



## LIST OF EXHIBITORS

Abbott Vascular	B65	Orion Pharma	C20
Alere International Ltd	B60	Pharma Nord	D30
Bayer HealthCare	C70	ResMed	B70
BMS & Pfizer Alliance	B10	SERVIER	C80
Cardioentis AG	D10	Sigma-Tau S.p.A.	C30
Critical Diagnostics	B20	St. Jude Medical	C50
CVRx, Inc.	A10	Thermo Fisher Scientific	B50
GE Healthcare	C60	Vifor Pharma	A50
HeartWare	B40	Wiley	D20
Medtronic	B90	Wisepress Medical Bookshop	D80
Novartis Pharma AG	C90	ZOLL CMS GmbH	B80

To rooms SEVILLE,  
ATHENS and FLORENCE

# LIST OF EXHIBITORS BY PRODUCT CATEGORY

## Antiarrhythmia

BMS & Pfizer Alliance

B10

## Anticholesterol

Sigma-Tau S.p.A.

C30

## Anticoagulants

Bayer HealthCare  
BMS & Pfizer Alliance

C70

B10

## Antidiabetic Agents

Sigma-Tau S.p.A.

C30

## Cardiac Resynchronisation

Medtronic  
St. Jude Medical

B90

C50

## Catheter Equipment

St. Jude Medical

C50

## Clinical Database & Research

Wiley

D20

## Clinical Laboratory & Testing Services

Alere International Ltd  
Thermo Fisher Scientific

B60

B50

## Contrast Media

GE Healthcare

C60

## Defibrillators

ZOLL CMS GmbH

B80

## Devices for Sleep Disordered Breathing

ResMed

B70

## Education/Teaching Aids

Wiley  
Wisepress Medical Bookshop

D20

D80

## Electrophysiology

St. Jude Medical  
ZOLL CMS GmbH

C50

B80

## In Development

Bayer HealthCare  
Cardioentis AG  
Orion Pharma  
Sigma-Tau S.p.A.

C70

D10

C20

C30

## Instrumentation

Alere International Ltd  
Critical Diagnostics

B60

B20

## Iron Therapy

Vifor Pharma

A50

## Non-Invasive Monitor/Testing

Critical Diagnostics

B20

## Non-profit Organisation

European Society of Cardiology

B1

Heart Failure Association of the ESC

B1

## Pacemakers

Medtronic

B90

## Patient Monitoring System

Alere International Ltd  
Critical Diagnostics  
Medtronic  
ZOLL CMS GmbH

B60

B20

B90

B80

## Pharmaceuticals

SERVIER

C80

## Protheses/Valves/Pumps

HeartWare

B40

## Publishers/Books/Journals

Wiley  
Wisepress Medical Bookshop

D20

D80

## Pulmonary Function

Orion Pharma

C20

## Transcatheter Mitral Valve Repair Device

Abbott Vascular

B65

## Vasodilators

Orion Pharma

C20



# COMPANY AND PRODUCT DESCRIPTIONS

## **Abbott Vascular**

B65

Park Lane, Culliganlaan 2B,  
1831 Diegem - Belgium  
Email: [marie-laure.schenck@av.abbott.com](mailto:marie-laure.schenck@av.abbott.com)  
Website: [www.abbottvascular.com](http://www.abbottvascular.com)

Abbott Vascular, a division of Abbott, is a global leader in cardiac and vascular care with market-leading products and an industry-leading pipeline. We are committed to advancing patient care by transforming the treatment of vascular disease through medical device innovations, investments in research and development, and physician training and education. We offer cutting-edge devices for coronary artery disease, peripheral vascular disease, carotid artery disease and structural heart disease.

## **Alere International Ltd**

B60

Parkmore East Business Park,  
Ballybrit, Galway - Ireland  
Tel: +44 123 475 9934  
Email: [francesca.desquesnes@alere.com](mailto:francesca.desquesnes@alere.com)  
Website: [www.alere.com](http://www.alere.com)

Because Knowing now matters™, Alere delivers reliable and actionable information through rapid diagnostic tests, resulting in better clinical and economic healthcare outcomes globally.

## **Bayer HealthCare**

C70

Muellerstr. 178,  
13342 Berlin - Germany  
Tel: +49 304 681 111 - Fax: +49 304 681 530  
Email: [stephanie.prate@bayer.com](mailto:stephanie.prate@bayer.com)  
Website: [www.healthcare.bayer.com](http://www.healthcare.bayer.com)

The Bayer Group is a global enterprise with core competencies in the fields of health care, agriculture and high-tech materials. Bayer HealthCare, a subgroup of Bayer AG, is one of the world's leading, innovative companies in the healthcare and medical products industry. The company combines the global activities of the Animal Health, Consumer Care, Medical Care and Pharmaceuticals divisions. Bayer HealthCare's aim is to discover, develop, manufacture and market products that will improve human and animal health worldwide. More information is available at [www.healthcare.bayer.com](http://www.healthcare.bayer.com)

## **BMS & Pfizer Alliance**

B10

Pfizer Ltd - Walton Oaks, Dorking Road,  
KT20 7NS Tadworth, Surrey - United Kingdom  
Email: [info@pfizer.com](mailto:info@pfizer.com)  
Website: [www.pfizer.eu](http://www.pfizer.eu)

About the Bristol-Myers Squibb/Pfizer Collaboration. In 2007, Pfizer and Bristol-Myers Squibb entered into a worldwide collaboration to develop and commercialize Eliquis, an oral anticoagulant discovered by Bristol-Myers Squibb. This global alliance combines Bristol-Myers Squibb's long-standing strengths in cardiovascular drug development and commercialization with Pfizer's global scale and expertise in this field.

## **Cardiorentis AG**

D10

Steinhauserstrasse 74  
CH-6330 Zug - Switzerland  
Tel: +41 417 486 030 - Fax: +41 417 486 031  
Email: [info@cardiorentis.com](mailto:info@cardiorentis.com)  
Website: [www.cardiorentis.com](http://www.cardiorentis.com)

Cardiorentis AG is a privately owned biopharmaceutical company based in Zug, Switzerland. Focussed, fast-moving, flexible and with patients at its heart, Cardiorentis is committed to addressing the unmet medical need of acute heart failure. The TRUE-AHF study, a pivotal, multinational, interventional trial is evaluating the medical and economic impact of ularitide in the acute heart failure population. For more information, visit: [www.cardiorentis.com](http://www.cardiorentis.com)

## **Critical Diagnostics**

B20

3030 Bunker Hill Street, Suite 117A, San Diego,  
California 92109 - United States of America  
Tel: +1 877 700 1250 - Fax: +1 866 715 8009  
Email: [info@criticaldiagnostics.com](mailto:info@criticaldiagnostics.com)  
Website: [www.criticaldiagnostics.com](http://www.criticaldiagnostics.com)

Critical Diagnostics develops novel biomarkers to help physicians optimize patient care in cardiovascular diseases. The company's new ASPECT-PLUS ST2 Test is a rapid assay that provides ST2 results in 20 minutes. ST2 is a soluble protein expressed by the heart in response to disease or injury. It is reflective of ventricular remodeling and cardiac fibrosis associated with heart failure.

### **CVRx, Inc.**

9201 West Broadway Avenue, Suite 650,  
Minneapolis, IL 55445 - United States of America  
Tel: +1 763 416 2840 - Fax: +1 763 416 2841  
Email: [tmoore@cvrx.com](mailto:tmoore@cvrx.com)  
Website: [www.cvr.com](http://www.cvr.com)

A10

CVRx, Inc. is a privately held company founded in 2001 and headquartered in Minneapolis. The company has developed the second generation Barostim neo, an implantable system designed to treat heart failure and hypertension (high blood pressure). Barostim neo has received CE marking for the treatment of heart failure. Barostim neo has also received CE marking for the treatment of hypertension. It is under clinical evaluation for the treatment of heart failure and hypertension in the United States. Barostim restores sympatho-vagal balance by reducing sympathetic activity and increasing parasympathetic activity.

### **European Society of Cardiology**

2035 Route des Colles - Les Templiers  
06903 Sophia Antipolis - France  
Tel: +33 492 947 600 - Fax: +33 492 948 669  
Email: [communications@escardio.org](mailto:communications@escardio.org)  
Website: [www.escardio.org](http://www.escardio.org)

B1

The European Society of Cardiology (or the ESC) represents over 87 000 cardiology professionals from across Europe and the Mediterranean. The ESC comprises 56 National Cardiac Societies, 15 Working Groups, 6 Associations and 5 Councils. It also includes the distinguished community of ESC Fellows and Nurse Fellows, 39 Affiliated Cardiac Societies, ESC Cardiologists of Tomorrow. To fulfil its mission of "reducing the burden of cardiovascular disease in Europe", the ESC provides an array of scientific and educational activities, such as the production and continuous updating of Clinical Practice Guidelines, the organisation of educational courses and initiatives, pan-European surveys on specific disease areas and the annual ESC Congress, the largest medical meeting in the world held this year from 29 August-2 September 2015 in London, U.K.

The ESC is proud to hold, in conjunction with its constituent bodies, several sub-specialty congresses, which are becoming increasingly popular within the profession. These are Acute Cardiovascular Care, EHRA EUROPACE, EuroEcho-Imaging, EuroHeartCare, EuroPREvent, Frontiers of CardioVascular Biology (FCVB), Heart Failure, and International Conference of Nuclear Cardiology (ICNC). The ESC also publishes several leading journals on cardiology.

## **Heart Failure Association of the ESC**

2035, Route des Colles, Les Templiers,  
06903 Sophia Antipolis Cedex - France  
Tel: +33 489 872 005

Websites: [www.escardio.org/HFA](http://www.escardio.org/HFA)  
[www.heartfailurematters.org](http://www.heartfailurematters.org)

**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.

### **Why should you visit the HFA Booth:**

- Make the most of your HFA membership
- Discover HFA's educational opportunities for all levels

### **Pick up:**

- Your copy of the Specialist HF Curriculum
- The White Paper on Heart Failure
- The European Journal of Heart Failure
- Heart Failure Guidelines

### **Ask about:**

- The ESC Heart Failure open access journal
- The new initiative for young heart failure specialists: HoT
- The annual Heart Failure Awareness Day

### **Learn about:**

- National Heart Failure Societies
- Who our patient website is aimed at
- What our 12 Committees do



## COMPANY AND PRODUCT DESCRIPTIONS

### **GE Healthcare**

C60

Pollards Wood, Nightingales Lane, Chalfont,  
St Giles, Bucks HP8 4SP - United Kingdom

Email: [info@gehealthcare.com](mailto:info@gehealthcare.com)

Website: [www.gehealthcare.com](http://www.gehealthcare.com)

GE Healthcare provides transformational medical technologies and services to meet the demand for increased access, enhanced quality and more affordable healthcare around the world. GE Healthcare works on things that matter - great people and technologies taking on tough challenges. From medical imaging, software & IT, patient monitoring and diagnostics to drug discovery, biopharmaceutical manufacturing technologies and performance improvement solutions, GE Healthcare helps medical professionals deliver great healthcare to their patients.

### **HeartWare**

B40

500 Old Connecticut Path,  
Framingham MA 01701 - United States of America

Email: [cs@heartware.com](mailto:cs@heartware.com)

Website: [www.heartware.com](http://www.heartware.com)

HeartWare is a global medical device company dedicated to delivering safe, high-performing and transformative therapies that enable patients with heart failure to get back to life. The company's innovative technologies are creating advances in the miniaturization of Ventricular Assist Devices (VADs) leading to less invasive surgical procedures and increasing the patient population who may be suitable for VAD therapy. HeartWare's breakthrough innovations begin with the HVAD® Pump, designed to be implanted next to the heart in the pericardial space avoiding the more invasive surgical procedures required with older LVAD technologies. The HVAD Pump is commercially available around the world.





## COMPANY AND PRODUCT DESCRIPTIONS

### **Medtronic**

Route du Molliau 31,  
1131 Tolochenaz - Switzerland  
Email: [christine.dettwiler@medtronic.com](mailto:christine.dettwiler@medtronic.com)  
Website: [www.medtronic.eu](http://www.medtronic.eu)

B90

At Medtronic, we are committed to “Innovating for Life” by pushing the boundaries of medical technology and improving healthcare around the world.

Join our symposium “Improving response of Cardiac Resynchronization Therapy (CRT): Patient selection, device therapy and patient care” on May 24, 12:45 – 14:00 (Athens), and visit the Medtronic booth (B90) to learn about our therapies and solutions in Heart Failure management and discover our patient selection tools and technologies for follow-up.

### **Novartis Pharma AG**

Forum 1, Novartis Campus,  
4056 Basel - Switzerland  
Tel: +41 613 241 11  
Email: [Karen.Ash@Novartis.com](mailto:Karen.Ash@Novartis.com)  
Website: [www.novartis.com](http://www.novartis.com)

C90

Novartis provides innovative healthcare solutions that address the evolving needs of patients and societies. Headquartered in Basel, Switzerland, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, eye care, cost-saving generic pharmaceuticals, preventive vaccines and over-the-counter products.

Novartis is the only global company with leading positions in these areas. In 2014, the Group achieved net sales of USD 58 billion, while R&D throughout the Group amounted to approximately USD 9.9 billion (USD 9.6 billion excluding impairment and amortization charges). Novartis Group companies employ approximately 130,000 full-time-equivalent associates. Novartis products are available in more than 180 countries around the world. For more information, please visit <http://www.novartis.com>.

## Orion Pharma

Orionintie 1 A,  
FI-02101 Espoo - Finland  
Tel: +358 104 261  
Email: [web.simdax@orion.fi](mailto:web.simdax@orion.fi)  
Website: [www.orionpharma.com](http://www.orionpharma.com)

C20

Orion is a globally operating Finnish pharmaceutical company. Orion develops, manufactures and markets human and veterinary pharmaceuticals, active pharmaceutical ingredients and diagnostic tests. In the R&D pipeline numerous new drugs and treatment methods are in advanced phase of development. Orion Pharma proprietary molecule levosimendan (Simdax<sup>®</sup>), a cardioprotective inodilator with a unique triple mechanism of action, was developed for intravenous use in patients with acute heart failure. Simdax<sup>®</sup> has been proved to be effective and well tolerated in large-scale clinical trials in nearly 3,500 patients. To date, over 800,000 patients in 60 countries worldwide have been treated with Simdax<sup>®</sup>.

## Pharma Nord

Pol. Ind. Cova Solera, C/ Dublín, 8,  
08191 Rubí Barcelona - Spain  
Tel: +34 935 901 100 - Fax: +34 935 901 101  
Email: [sac@pharmanord.com](mailto:sac@pharmanord.com)

D30

## ResMed

292 Allée Jacques Monod  
69791 Saint Priest - France  
Email: [perrine.fily@resmed.fr](mailto:perrine.fily@resmed.fr)  
Website: [www.resmed.com](http://www.resmed.com)

B70

ResMed changes lives by developing, manufacturing and distributing market-leading medical equipment for treating, diagnosing and managing sleep-disordered breathing, COPD, and other chronic diseases. Throughout our 25 years of research and innovation, we have continued to pioneer solutions that improve the health and quality of life of those who suffer from these conditions, and we work to raise awareness of the potentially serious health consequences of untreated sleep-disordered breathing. For more information on ResMed, visit [www.resmed.com](http://www.resmed.com)

### **SERVIER**

50 rue Carnot,  
92284 Suresnes Cedex - France  
Email: [sophie.nisse-durgeat@fr.netgrs.com](mailto:sophie.nisse-durgeat@fr.netgrs.com)

C80

SERVIER is the leading French independent pharmaceutical company and the second largest French pharmaceutical company worldwide. Currently established in 140 countries with 21,000 employees worldwide, it has one of the world's highest ratios of investment in research and development (27%).

SERVIER's strong commitment to innovative research underlines its mission to improve the quality of people's lives by discovering and delivering therapeutic innovations to healthcare professionals and to enable patients to feel better and live longer. Cardiovascular diseases represent the most important therapeutic area for SERVIER, which has developed various drugs for the treatment of heart failure, hypertension, and cardiac ischemia, such as Procoralan (ivabradine), Coversyl (perindopril), Natrilix SR (indapamide), and Vastarel MR (trimetazidine), as well as fixed-combination antihypertensives such as Preterax (perindopril/indapamide), Coveram (perindopril/amlodipine), Natrixam (indapamide/amlodipine) and Triplixam (perindopril/indapamide/amlodipine).

Procoralan (ivabradine), the first If inhibitor, is indicated in chronic heart failure and for the symptomatic treatment of chronic stable angina.

### **Sigma-Tau S.p.A.**

Head Office & Research Centre, Km. 30,400 Via Pontina,  
RM 00040 Pomezia - Italy  
Tel: +39 069 139 3704 - Fax: +39 069 139 3979  
Email: [Antoinette.Celli@sigma-tau.it](mailto:Antoinette.Celli@sigma-tau.it)  
Website: [www.sigma-tau.it](http://www.sigma-tau.it)

C30

Sigma-Tau is a leading, all Italian capital, International pharmaceutical Group that invests in the research, development and marketing of innovative and effective treatments to improve human well-being and quality of life.

Sigma-Tau R&D is currently focused on the following therapeutic areas: Rare and Neglected Diseases, Oncology, Immunoncology, and Biotechnology. Sigma-Tau, in partnership with the non-profit organization Medicines for Malaria Venture (MMV) has developed, for malaria treatment, a new product, present in European, African and Asiatic countries.

Sigma-Tau has operating subsidiaries throughout Europe, US and Asia and maintains a presence in all of the world's major pharmaceutical markets.

### **St. Jude Medical**

C50

The Corporate Village, Da Vincilaan 11 Box F1,  
1935 Zaventem - Belgium  
Email: [apartementier@sjm.com](mailto:apartementier@sjm.com)  
Website: [www.sjmprofessional.com](http://www.sjmprofessional.com)

St. Jude Medical develops medical technology designed to put more control into the hands of those who treat cardiac, neurological and chronic pain patients worldwide. The company is dedicated to advancing the practice of medicine by reducing risk wherever possible and contributing to successful patient outcomes. Learn more at [sjmprofessional.com](http://sjmprofessional.com).

### **Thermo Fisher Scientific**

B50

Neuendorfstrasse 25,  
16761 Hennigsdorf - Germany  
Tel: +49 330 288 30  
Email: [info.brahms@thermofisher.com](mailto:info.brahms@thermofisher.com)  
Website: [www.thermoscientific.com/brahms](http://www.thermoscientific.com/brahms)

B•R•A•H•M•S GmbH, part of Thermo Fisher Scientific, investigates, develops and manufactures novel diagnostic testing procedures to improve early diagnosis and treatment of life threatening diseases. With high-quality immunodiagnostic tests for prenatal screening, cardiovascular, pulmonary, and cancer disorders as well as particularly for sepsis, the company contributes to the creation of a healthier future – to the greatest advantage for medical professionals and patients.

B•R•A•H•M•S GmbH is leading in specific market places and therapeutic areas. The aim of its basic research is to identify new biomarkers, with support by international co-operations and reputable research institution.

### Vifor Pharma

A50

Flughofstrasse 61,  
8152 Glattbrugg - Switzerland  
Tel: +41 588 518 000  
Email: [daniell.mitchell@viforpharma.com](mailto:daniell.mitchell@viforpharma.com)  
Website: [www.viforpharma.com](http://www.viforpharma.com)

Vifor Pharma is a world leader in the discovery, development, manufacturing and marketing of pharmaceutical products for the treatment of iron deficiency. The company also offers a diversified portfolio of prescription medicines as well as over-the-counter (OTC) products.

Vifor Pharma, headquartered in Zurich, Switzerland, has an increasingly global presence and a broad network of affiliates and partners around the world.

The iron portfolio includes Ferinject® (ferric carboxymaltose), an innovative intravenous iron replacement therapy, Venofer® (iron sucrose), the leading intravenous iron product for the treatment of iron deficiency anaemia in renal patients as well as the oral iron Maltofer®.

### Wiley

D20

9600 Garsington Road,  
OX4 2DQ Oxford - United Kingdom  
Email: [customer@wiley.com](mailto:customer@wiley.com)  
Website: [www.wileyonlinelibrary.com](http://www.wileyonlinelibrary.com)

Cardiology professionals turn to Wiley for the best books and journals in the field - and in the formats you prefer. From initial study through advanced practice, we cover both general and specialized cardiology. European Journal of Heart Failure is now published by Wiley.

Bookmark the homepage [www.eurjheartfail.com](http://www.eurjheartfail.com). Download the official journal iPad app to your Newsstand. A new Open Access journal, ESC Heart Failure, is open for submissions. Read the first articles on Wiley Online Library and submit your paper now at <http://mc.manuscriptcentral.com/escheartfailure>.

### **Wisepress Medical Bookshop**

25 High Path, Merton Abbey,  
SW19 2JL London - United Kingdom  
Tel: +44 208 715 181  
Email: [marketing@wisepress.com](mailto:marketing@wisepress.com)  
Website: [www.wisepress.com](http://www.wisepress.com)

D80

Wisepress.com, Europe's leading conference bookseller, has a range of books and journals relevant to the themes of the meeting. In addition to attending 200 conferences per year, Wisepress has a comprehensive medical and scientific bookshop online with great offers. Follow us on Twitter for the latest news @WisepressBooks.

### **ZOLL CMS GmbH**

Emil-Hoffmann-Str. 13,  
D-50996 Cologne - Germany  
Tel: +49 223 687 874 68 - Fax: +49 223 687 8751  
Email: [vvonbeauvais@zoll.com](mailto:vvonbeauvais@zoll.com)  
Website: [lifevest.zoll.com](http://lifevest.zoll.com)

B80

ZOLL Medical Corporation, an Asahi Kasei Group company, provides medical devices and software solutions that help advance emergency care and save lives. With products for defibrillation and monitoring, circulation and CPR feedback, data management, fluid resuscitation, and therapeutic temperature management, ZOLL is focused on resuscitation and critical care.

The LifeVest Wearable Defibrillator protects following recent MI or revascularization, and for those with cardiomyopathy or congestive heart failure. The LifeVest continuously monitors the patient's heart, and if a life-threatening heart rhythm is detected, delivers a treatment shock to restore normal heart rhythm.