

ESC Congress 2009

Barcelona

29 August - 2 September



EUROPEAN
SOCIETY OF
CARDIOLOGY®

www.escardio.org

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29 August -
2 September

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Industry Site Visit: TODAY'S AGENDA

10:00 – 11:00

Introduction to ESC Congress 2009

11:00 – 12:30

Guided tour of Fira Gran Via

12:30 – 15:00

Lunch Buffet

From 13:00 – 17:00

Face to Face meetings:

- Exhibition
- Industry sponsored Session
- Sponsorship
- Hotels & Accommodation
- Suppliers



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Industry Site Visit for ESC Congress 2009
30 October 2008

Airy Garrigosa
Director of the Barcelona
Convention Bureau

Agustín Cordón
Director of Fira Barcelona

Alan Howard

Chief Executive Officer of the ESC

Prof. Roberto Ferrari President of the ESC 2008 - 2010

The new ESC Board

- 2 year-mandate:
CPC Chair appointed by
the President:
Prof. F. Pinto
- ESC continuity guaranteed by:
3 Presidents (Past, Current, and
Elect) and the CEO
- ESC's long term strategy developed
for and by the Profession



ESC Congress: The voice of the Profession

- **Independent programme architecture:**
 - **70% pre-arranged by the CPC through the SCOPE**
 - **30% peer graded and selected abstracts**
- **This enables the programme to be generated by the profession**

The SCOPE Procedure

- **30 July-30 September 2008: scope members invited to submit proposals**
- **SCOPE MEMBERS:**
 - **ESC Board**
 - **ESC Fellows**
 - **National societies, members of the ESC**
 - **ESC Sub specialty associations**
 - **Working Groups of the ESC**
 - **Councils of the ESC**
 - **Editors and associate editors of ESC Journals**
 - **Abstracts reviewers**
 - **Education Programme course directors**
 - **“Sister” scientific organisations**
- **27-28 November 2008 CPC Meeting: selection of pre-arranged sessions based on scope grading**

Sessions originated by CPC

- Main & plenary sessions
- ESC Guidelines sessions
- Meet & Read with the expert
- Focus sessions
- Clinical updates
- Hotlines
- Etc..

Cover all the core curriculum classified under 9 topics

Abstracts

- **14 February 2009 (Valentine's Day): submission deadline**
- **Once graded and accepted, abstracts will be presented as:**
 - **Oral sessions**
 - **Posters and Moderated Posters**
 - **Poster area with e-posters, e-slides**

2009 Highlight

Prevention of Cardiovascular Disease: *From cell to man to society*

- **CVD: a true 21st century pandemic, major cause of mortality and morbidity**
- **Prevention of CVD is one of the major focuses of the ESC**
- **It involves researchers, clinicians, governments & other professionals**

ESC Industry Partners

- **ESC Congress: the ideal platform for companies to showcase to delegates the latest products and technology in cardiology.**
- **The ESC values this relationship. Together we are making the ESC Congress the world reference in the field of cardiology**

Isabel Bardinet

Congress & Meetings Division Director

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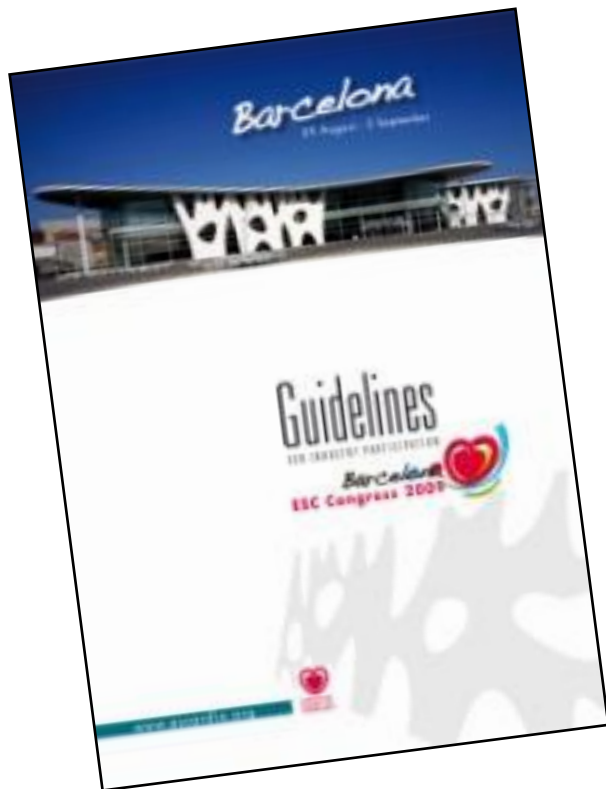


ESC Congress Metrics 'at a glance'

	Average 2002–5	WCC 2006	ESC 2007	ESC 2008
Abstracts Submitted	9 032	10 593	9 691	9 669
Abstracts Selected	2 958	3 959	3 523	3 532
Lecture rooms	25	30	30	29
Lecture room seats	15 420	20 328	17 470	18 240
Active Delegates	19 010	25 501	23 091	23 605*
Total Attendance	24 659	32 544	29 423	30 382*
Expo m ² Occupied	11 785	15 228	13 408	14 214
Satellites	57	79	59	64
Workshops	6	10	13	15

*Complete demographics available in the Guidelines for Industry Participation, page 65

Guidelines for Industry Participation



The reference document for:

- You
- Your staff
- Your suppliers
- Your agencies

Stéphanie Raty

Head of Industry Services Dept.



Guidelines for Industry Participation

Draft version (final, interactive, version early January)



- **Chapter 1: Educational & Scientific Activities**
"Ensure your contribution to the outstanding scientific programme"
email: satellite@escardio.org (**mention the session number**)



- **Chapter 2: Exhibition**
"Present your products, services and activities to delegates"
email: exhibition@escardio.org



- **Chapter 3: Sponsorship, Advertisements & Promotional Opportunities**
"Highlight your company profile online, offline and throughout the congress centre"
email: sponsorship@escardio.org



- **Chapter 4: Registration, Accommodation and Meeting Rooms**
"Welcome your delegates to the ESC Congress 2009 in Barcelona"

Start your participation at the ESC Congress 2009

- Year long event with pre-event, on-site, post-event visibility (from November 2008 to October 2009)

NEW

Some new products

ESC Congress 2009, Industry Sponsored Sessions, Exhibitions and Sponsorship, Advertisements and Promotional Opportunities Schedule

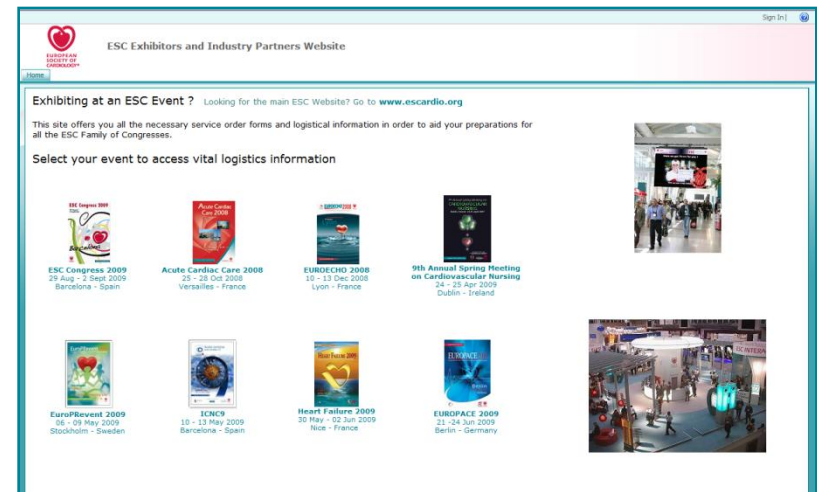
OCTOBER 2008	NOVEMBER 2008	DECEMBER 2008	JANUARY 2009	FEBRUARY 2009	MARCH 2009
11 October Advertisements Industry Sponsored Sessions 12 October Advertisements Industry Sponsored Sessions 13 October Advertisements Industry Sponsored Sessions	14 November Advertisements Industry Sponsored Sessions 15 November Advertisements Industry Sponsored Sessions 16 November Advertisements Industry Sponsored Sessions 17 November Advertisements Industry Sponsored Sessions	18 December Advertisements Industry Sponsored Sessions 19 December Advertisements Industry Sponsored Sessions 20 December Advertisements Industry Sponsored Sessions 21 December Advertisements Industry Sponsored Sessions	1 January Advertisements Industry Sponsored Sessions 2 January Advertisements Industry Sponsored Sessions 3 January Advertisements Industry Sponsored Sessions	4 February Advertisements Industry Sponsored Sessions 5 February Advertisements Industry Sponsored Sessions 6 February Advertisements Industry Sponsored Sessions 7 February Advertisements Industry Sponsored Sessions	8 March Advertisements Industry Sponsored Sessions 9 March Advertisements Industry Sponsored Sessions 10 March Advertisements Industry Sponsored Sessions 11 March Advertisements Industry Sponsored Sessions

- **Accrued points ranking** (page 61): Essential when choosing and obtaining the items most important to your presence at the ESC Congress 2009

More Information to come

- Documentation:
December 2008: Guidelines for Industry Participation (paper & interactive online)
Responsible for communicating them with your staff, suppliers & agencies

- Online Resources:
Visit the
ESC Exhibitors & Industry Partners Web Site
www.ESCexhibition.org



- Contact us:
For support, suggestions,
to make the ESC Congress 2009 a profitable experience for all

Ben Hainsworth

Head of Congress Management Dept.

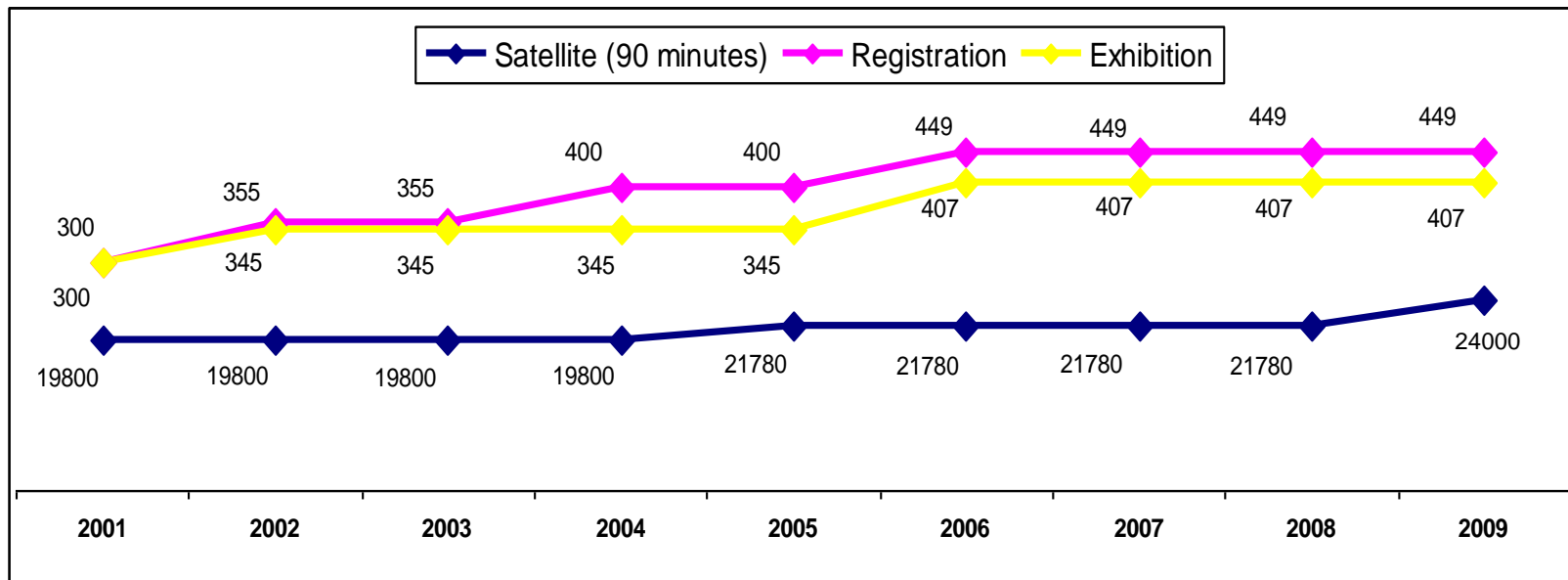
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Workshops	6	10	13	15	*15

* = current estimates

Time	Friday 28 August	Saturday 29 August	Sunday 30 August	Monday 31 August	Tuesday 1 September	Wednesday 2 Sept.	Time
7:00-		OPEN	OPEN	OPEN	OPEN	OPEN	7:00
8:00-							8:00
8:30-							8:30
9:00-			SESSIONS	SESSIONS	SESSIONS	SESSIONS	9:00
9:30-			Read with the Experts	Read with the Experts	Read with the Experts	SESSIONS	9:30
10:00-	OPEN		SESSIONS	SESSIONS	SESSIONS	SESSIONS	10:00
10:30-			Read with the Experts	Read with the Experts	Read with the Experts	SESSIONS	10:30
11:00-			SESSIONS	SESSIONS	SESSIONS	SESSIONS	11:00
11:30-			Read with the Experts	Read with the Experts	Read with the Experts	SESSIONS	11:30
12:00-	REGISTRATION		SESSIONS	SESSIONS	SESSIONS	SESSIONS	12:00
12:30-		SATELLITE SYMPOSIA	SESSIONS	SESSIONS	SESSIONS	SESSIONS	12:30
12:45-			Meet the Experts & Young Investigators Awards SATELLITE SYMPOSIA	Meet the Experts Luncheon Workshops	Meet the Experts Luncheon Workshops	HIGHLIGHT SESSION	12:45
13:00-						CLOSE	13:00
13:30-							13:30
14:00-		SATELLITE SYMPOSIA	SESSIONS	SESSIONS	SESSIONS	SATELLITE SYMPOSIA	14:00
14:30-			Read with the Experts	Read with the Experts	Read with the Experts	SATELLITE SYMPOSIA	14:30
15:00-			SESSIONS	SESSIONS	SESSIONS	SATELLITE SYMPOSIA	15:00
15:30-			Read with the Experts	Read with the Experts	Read with the Experts	SATELLITE SYMPOSIA	15:30
16:00-			SESSIONS	SESSIONS	SESSIONS	SATELLITE SYMPOSIA	16:00
16:30-			Read with the Experts	Read with the Experts	Read with the Experts	SATELLITE SYMPOSIA	16:30
17:00-		OPENING CEREMONY	SESSIONS	SESSIONS	SESSIONS	SATELLITE SYMPOSIA	17:00
17:30-			Meet the Experts				17:30
18:00-	CLOSE	RECEPTION	Read with the Experts	SATELLITE SYMPOSIA			18:00
18:30-							18:30
19:00-							19:00
19:30-		CLOSE	CLOSE	CLOSE	CLOSE		19:30
20:00-							20:00
21:00-							21:00

KEY PRICES (IN EURO, EXCL VAT)





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Poster Area

PRAGUE CAIRO PORTO MADRID

ZONE 6

MOSCOW OSLO VIENNA PARIS

Membership Area

BELGRADE STOCKHOLM COPENHAGEN WARSAW

ZONE 4

BRUSSELS ATHENS BUCHAREST BUDAPEST

THE HAGUE

FOCUS

TECHNO LOUNGE

EXHIBITION

ZONE 3

SOFIA DAMASCUS ROME

BERLIN

ESC CENTRAL

RAMBLA DEL CORAZON

ZONE 2

BARCELONA

Registration

PRESS

BRATISLAVA RIGA ANKARA

ZONE 1

TEL AVIV BERNE

HELSINKI



ZONE 6

MADRID	1000
PARIS	800
CAIRO	700
OSLO	500
PORTO	600
VIENNA	600
MOSCOW	500
PRAGUE	400

ZONE 4

WARSAW	1000
BUDAPEST	800
COPENHAGEN	600
BUCHAREST	600
ATHENS	700
STOCKHOLM	600
BELGRADE	500
BRUSSELS	300

ZONE 3

SOFIA	200
DAMASCUS	200
ROME	1200
BERLIN	1200
LONDON	800
THE HAGUE	500

ZONE 2

BARCELONA	3200
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ZONE 1

RIGA	120
BRATISLAVA	120
BERNE	300
TEL AVIV	400
HELSINKI	500
ANKARA	600