

EHRA 2022

Sunday 3 (AM) - Tuesday 5 April (PM) 2022
Copenhagen, Denmark

Virtual Industry Site Visit
Friday 24 September 2021



Agenda

- 1. Introduction & welcome – I. Dor**
- 2. 2021 Key figures & 2022 Congress survey results – A. Leuba**
- 3. Presentation of the 2022 congress format - C. Leclercq**
- 4. Venue Presentation – A. Leuba**
- 5. Industry opportunities – I. Dor**
- 6. Questions & Answers - ALL**



EHRA 2021 Online- Statistics



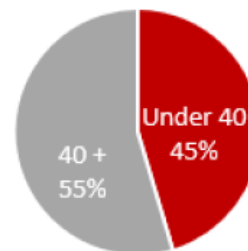
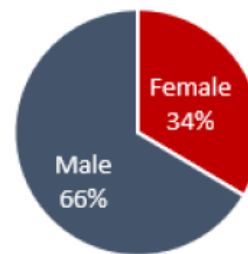
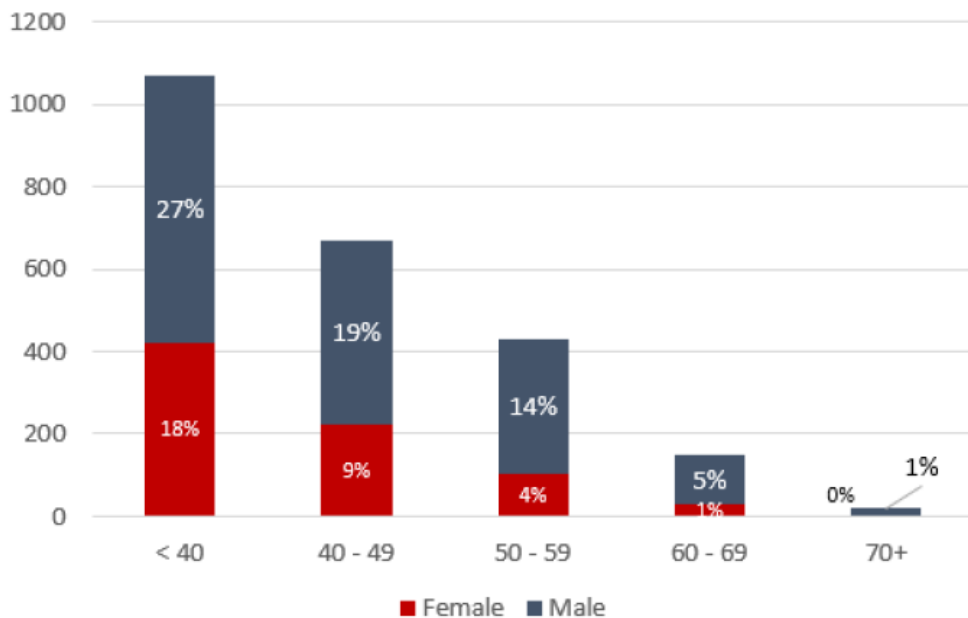
Total Registrations 3,436

Total event attendees: 2,359

	23 April	24 April	25 April	Total
Total event attendees	1,316	1,897	1,787	2,359
Live channel viewers	1,231	1,701	1,533	2,149

EHRA 2021 Online- Statistics

- **45%** of delegates were under 40
- **34%** of delegates were female



EHRA 2022- Survey results (sent in Sept. 2021)



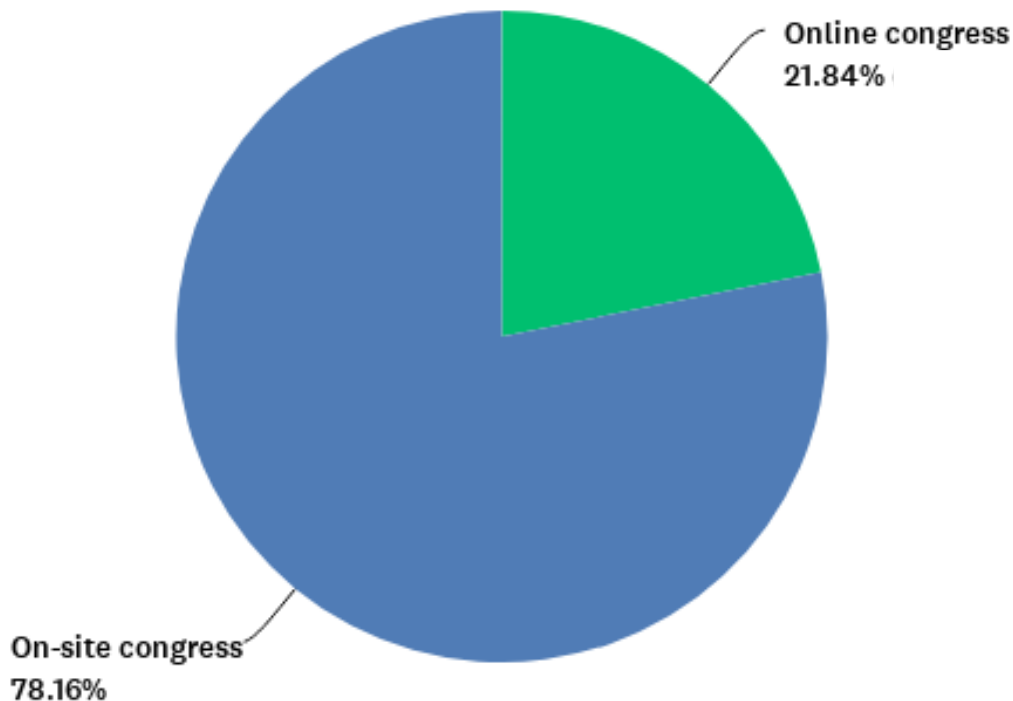
Objectives

- **2022 Congress awareness on format, abstract presenters' & delegates' opportunities**
- **Onsite/Online participation & expectations in terms of scientific content**

This survey was sent to:

- 1.-All **EHRA Members**, past **EHRA Congress delegates** (last 3 editions)
2. **Abstract presenters** (last 3 editions)

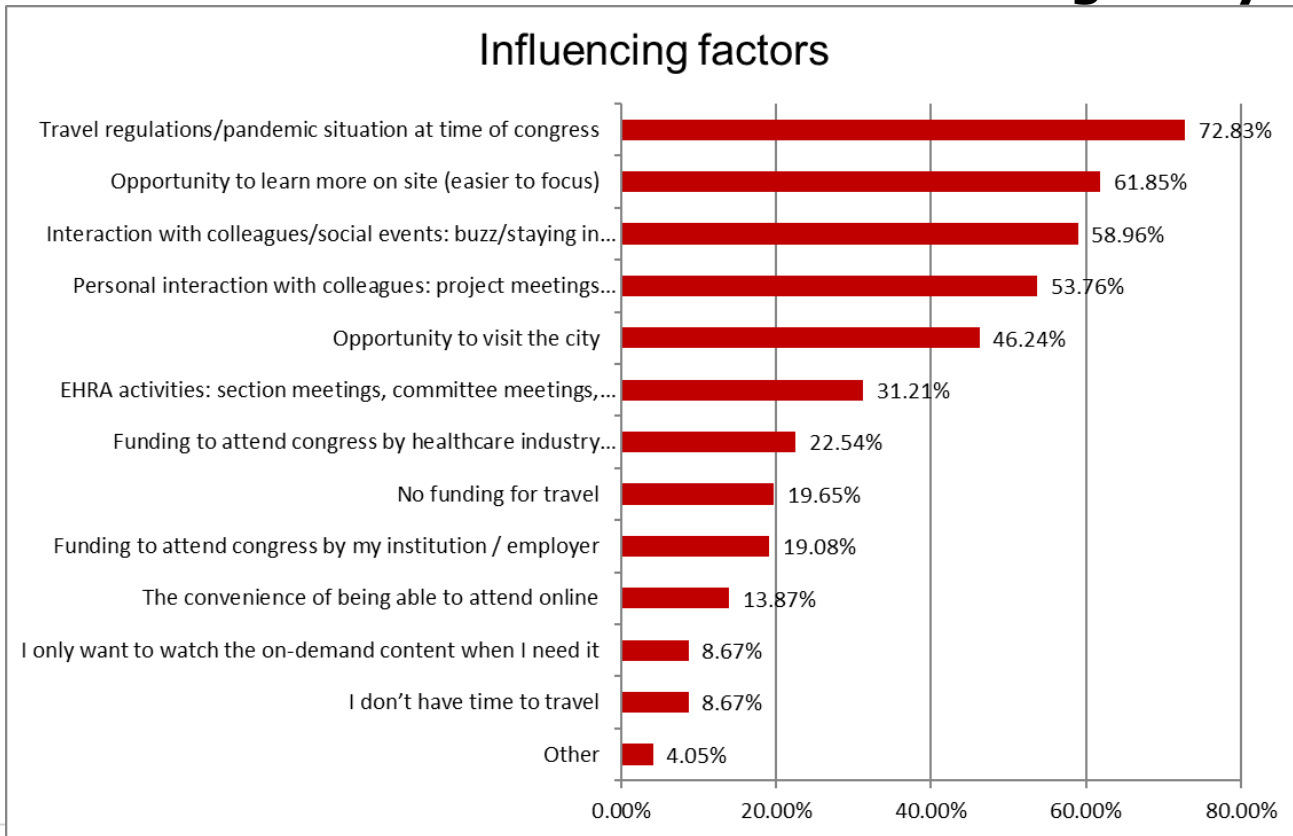
In 2022, which format of the congress are you more likely to choose?



Vast majority (78%) will now choose on-site attendance  ESC



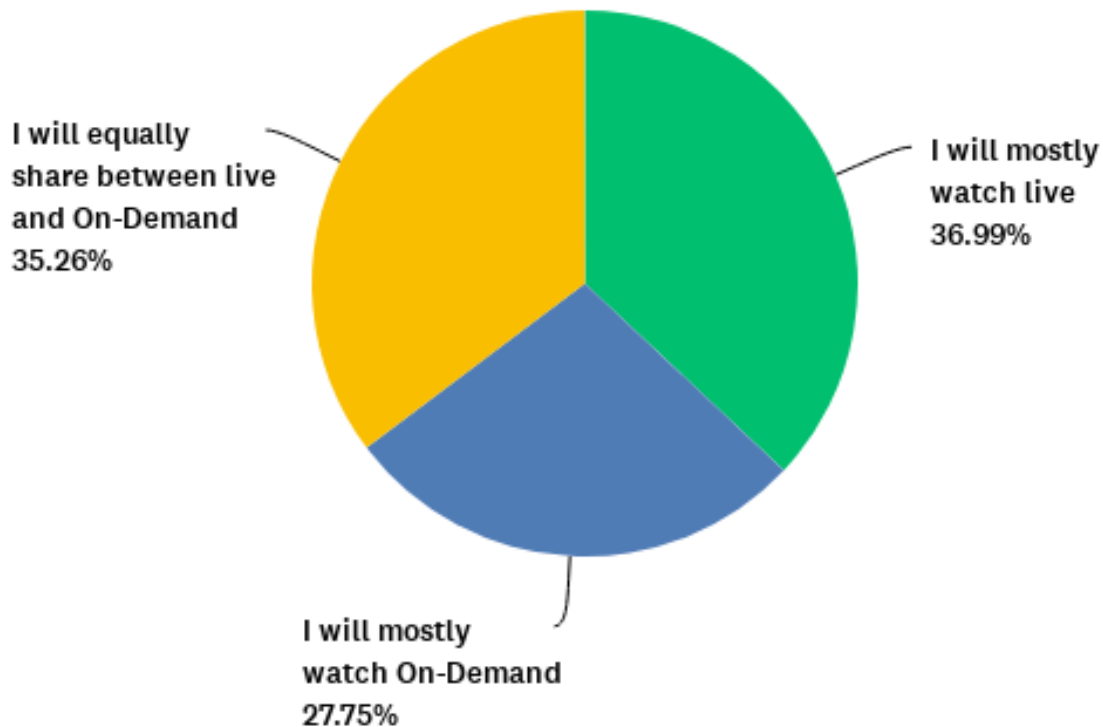
Which factors will influence the format of the congress you choose?



Travel regulations and pandemic situation will be the #1 factor



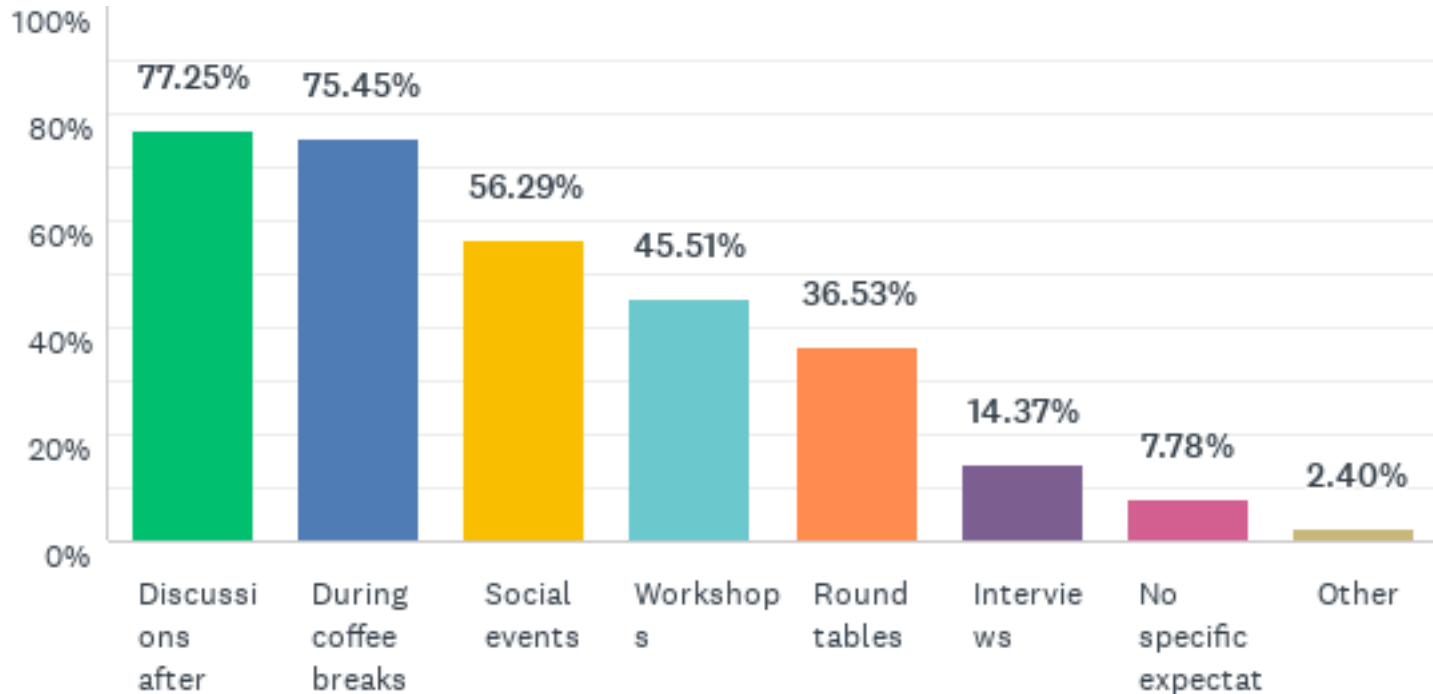
Online attendance: Will you preferably watch the sessions live or On-Demand?



Watching live is preferred and combining with on-demand is often favoured



If you plan to attend on-site in Copenhagen, Denmark, where do you expect to interact with your colleagues and key opinion leaders?



Most delegates expect to interact 'after sessions' or 'during coffee breaks'

EHRA 2022 Format

Sunday 3 April (AM) to Tuesday 5 April (PM)



Streamed live from Copenhagen



EHRA
European Heart
Rhythm Association

ONSITE



Bella Center, Copenhagen



Onsite participation (Objective: 2 500 pax)



5 Lecture rooms running in parallel



Sponsored sessions, exhibition and networking opportunities



Delegate coffee breaks and networking events

ONLINE



Online audience (Objective: 1 500pax)



Live access to 40% scientific via the congress event platform
= 2 channels over 3 days



Abstract and clinical case presentations will be digital but also onsite
Rapid fire sessions



Daily interactions



ESC

EHRA 2022: Audiences



Target audience

ONSITE

- ✓ **Faculty/ Key Opinion Leaders**
- ✓ **Health Care Professionals** most likely to attend and willing to network & meet again with peers
- ✓ **Delegates** from EU & neighboring countries

ONLINE

- ✓ **Worldwide audience** who could not afford or could not come physically in Copenhagen due to COVID restrictions
- ✓ **Under 40**
- ✓ **National Cardiac Societies countries**

Congress Scientific Programme committee members

Prof. Isabelle Van Gelder
EHRA Scientific Programme
Chair 2021-2022



Dr. Tom De Potter
EHRA Scientific Programme
Co-Chairperson 2021-2022

AF ablation	Dipen Shah
	Luigi di Biase
	Micaela Ebert
Live case AF ablation	Lluis Mont
VT ablation	Josef Kautzner
	Frederic Sacher
	Thomas Deneke
Live cases VT ablation	Christian De Chillou
SVT	Demosthenes Katritsis
Pediatrics/GUCH	Joris Ector
PM, ICD	Mauro Biffi
	Jonathan Behar
	Francesco Zanon
	Frieder Braunschweig
CRT & lead extraction	Kevin Vernooy
	Archana Rao
	Rasmus Borgquist
	Mario Martins Oliveira

ECG, Rhythm diagnostics & syncope	Angel Moya I Mitjans
	Pascal Defaye
	Nicholas Gall
	Kristine Jubele
Imaging techniques	Mark O'Neill
SCD	Xavier Jouven
	Nikolaos Dargès
Clinical AF, Stroke&anticoagulation	Michiel Rienstra
	Jan Steffel
	Przemyslaw Piotr Mitkowski
Inherited cardiopathies (ECGEN rep)	Jacob Tfelt-Hansen
Digital	Emma Svennberg
	Mintu Turakhia
WGCE rep	Ana Gomez
Abstract chair	Stylianos Tzeis
Patients representative	Inga Drossart

EHRA 2022: Scientific programme

- ✓ Main theme: **BACK TO THE RHYTHM**

ONSITE

- ✓ A large scientific offer: **80 scientific sessions**, excl. abstract-based sessions
- ✓ Exclusive access to experts: **maximise onsite attendance of the Faculty**
- ✓ Favor interaction: **scientific session formats of 40 minutes with 20 minutes of discussions**
- ✓ Networking opportunities: **larger morning and afternoon coffee breaks, networking opportunities**

ONLINE

- ✓ Maximise exposure: **abstracts & clinical cases will be digital** - except the top-rated abstracts who will be featured in pre-arranged sessions
- ✓ Favor interaction: **Online delegates will be able to ask questions and chat with the audience live**

Congress Timeline

✓ **October – Scientific programme finalisation & Faculty invitations**

✓ 6 October - 5 January - **Call for abstracts**

✓ 6 October - 7 January - **Call for clinical cases**

✓ 25 October – 12 January - **Call for technology**

✓ 6 December – 25 January - **Call for Late-Breaking Science**

✓ Early February - **Abstract results announcement**

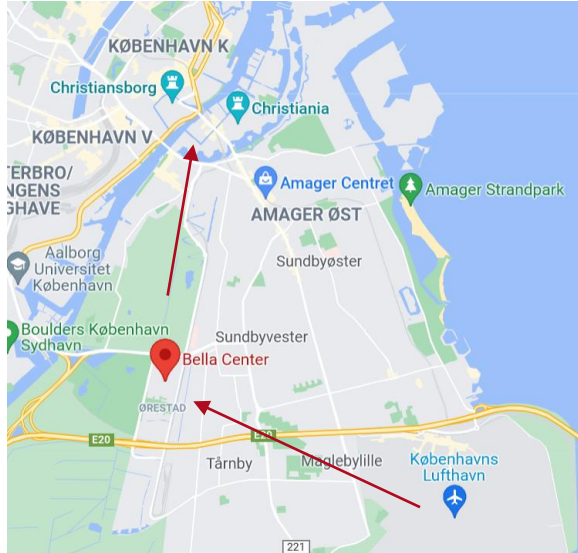
Call for science

✓ Early Registration Deadline – **3 Feb**

✓ Late registration Deadline - **5 April**

Registration

Venue: Bella Centre Copenhagen



Central location with unique infrastructure

Bella Center Copenhagen features a central location in the heart of Ørestad with **its own Metro station (M1)**.

Bella Center Copenhagen is just:

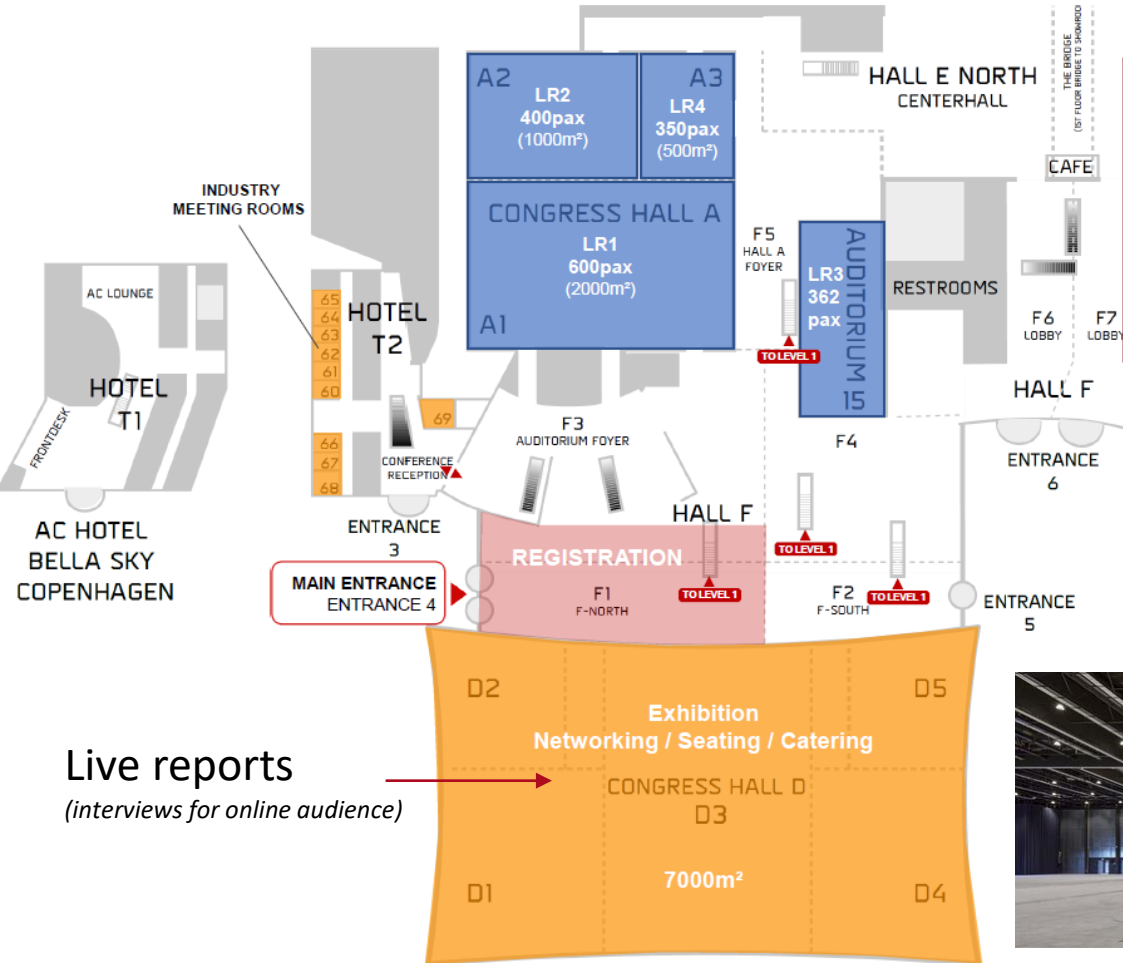
- **6 kilometers away from Copenhagen Airport** (10mn drive)
- **8 kilometers away from Copenhagen city centre**



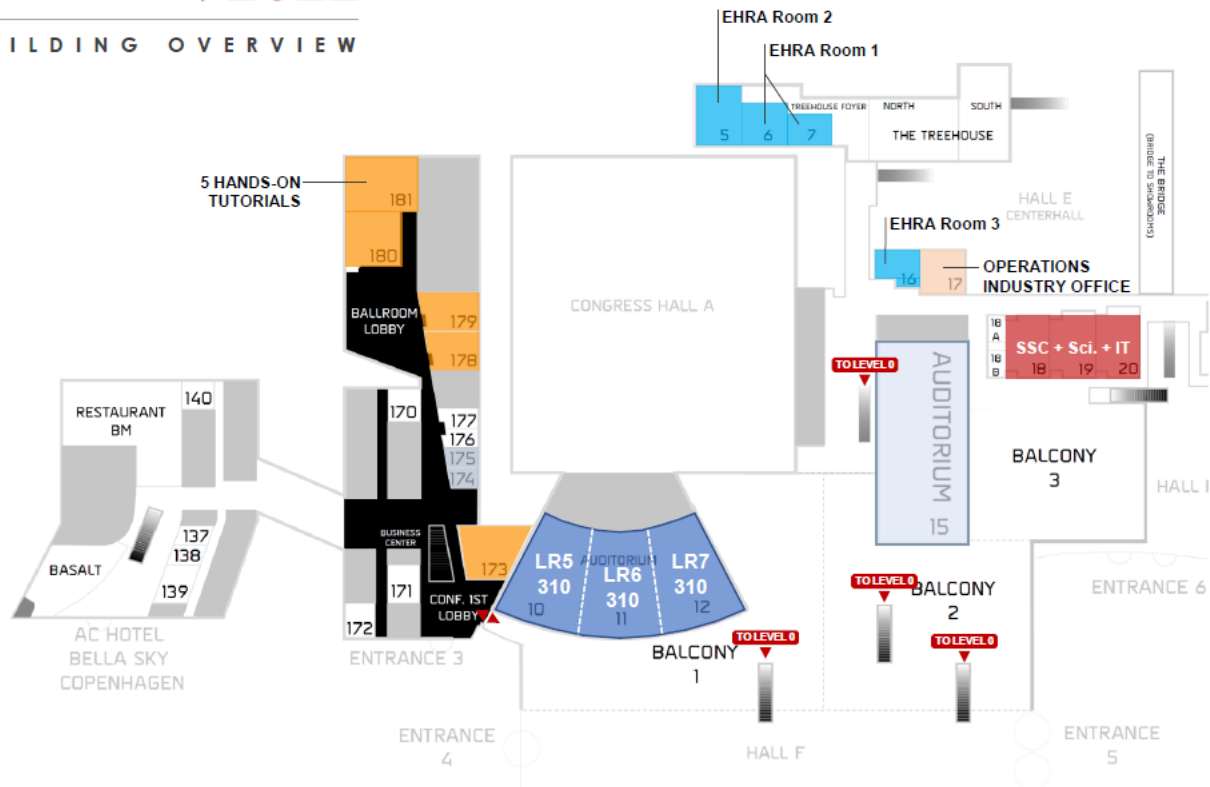
Preliminary Floorplan

LEVEL 0

- Registration area
- Exhibition area
- Catering & seating area
- Lecture rooms
- Industry meeting rooms



Live reports
(interviews for online audience)



LEVEL 1

- Lecture rooms
- Speaker Service Centre
- Hands on tutorials (TBC)
- EHRA Meeting rooms

Hotel, social events & hostesses

MCI Copenhagen has been selected as the local partner and will be able to assist the EHRA industry partners with:

- **Group bookings of hotel rooms**
- **Corporate hospitality, Dinners & transfers**
- **Local hostesses**

Contact: copenhagen@mci-group.com

Phone: +45 70222230

Contact person: **Per Ankaer**



BACK TO THE RHYTHM



Exhibition Area

Satellite Symposia

Tutorials

Meeting Rooms

Poster Area

Networking

On line Channels

Live report (wrap ups)

3 Days

Dynamic programme of 80 sessions, 5 lecture rooms, networking breaks each day. channels online with a selection of scientific programme streamed live, and 2 summary report per day for the online community

25 slots

9 slots available on day 1
9 slots available on day 2
7 slots available on day 3

Format

Choice of exclusive , limited to 1 per Industry
Choice of non-exclusive slots, limited to 2 slots running in parallel
Choice of either 45mn & 30mn slots

Type

Several possibilities to disseminate your latest sciences and innovations

TIME SCHEDULE

DAY 1



EHRA
European Heart
Rhythm Association

Time/Duration	Lecture room 1 / Channel 1	Lecture room 2	Lecture room 3	Lecture room 4	Lecture room 5
8h15 - 10mn	Inaugural Session				
5mn	ONSITE = Break / ONLINE = Interlude				
1h	Scientific session 1	Scientific session 2	Scientific session 3	Scientific session 4	Scientific session 5
10mn	ONSITE / ONLINE				
1h	Scientific session 6	Scientific session 7	Scientific session 8	Scientific session 9	Scientific session 10
5mn	ONSITE / ONLINE				
15mn	EHRA 2022 Live report	ONSITE / ONLINE			
5mn	ONSITE / ONLINE				
10h55 - 11h40 (45mn)	NON EXCLUSIVE / Industry session		ONSITE = Coffee break + networking opportunities / ONLINE = Live abstract discussion rooms		
10mn	ONSITE / ONLINE				
1h	Scientific session 11	Scientific session 12	Scientific session 13	Scientific session 14	Scientific session 15
10mn	ONSITE / ONLINE				
13h - 13h45 (45 mn)	NON-EXCLUSIVE / Industry session		Lunch Break		
5mn	ONSITE / ONLINE				
1h	Scientific session 16	Scientific session 17	Scientific session 18	Scientific session 19	Scientific session 20
10mn	ONSITE / ONLINE				
15h05 - 15h35 (30mn)	NON-EXCLUSIVE / Industry session				
10mn	ONSITE / ONLINE				
1h	Scientific session 21	Scientific session 22	Scientific session 23	Scientific session 24	Scientific session 25
5mn	ONSITE / ONLINE				
16h50 - 17h35 (45 mn)	NON EXCLUSIVE / Industry session		ONSITE = Coffee break + networking opportunities / ONLINE = Live abstract discussion rooms		
5mn	ONSITE / ONLINE				
15mn	EHRA 2022 Live report	ONSITE / ONLINE			
5mn	ONSITE / ONLINE				
1h	Scientific session 26	Scientific session 27	Scientific session 28	Scientific session 29	Scientific session 30
10mn	ONSITE / ONLINE				
19h05 - 19h50 (45 mn)	EXCLUSIVE / Industry session				

TIME SCHEDULE

DAY 2



EHRA
European Heart
Rhythm Association

Time/Duration	Lecture room 1 / Channel 1 MAIN ROOM	Lecture room 2	Lecture room 3	Lecture room 4	Lecture room 5
7h30 (1h)	ONSITE = Morning Coffee break + networking opportunities / ONLINE = Live abstract discussion rooms				
1h	Scientific session 31	Scientific session 32	Scientific session 33	Scientific session 34	Scientific session 35
10mn	ONSITE = Break / ONLINE = Interlude				
1h	Scientific session 36	Scientific session 37	Scientific session 38	Scientific session 39	Scientific session 40
5mn	ONSITE / ONLINE				
15mn	EHRA 2022 Live report	ONSITE / ONLINE			
5mn	ONSITE / ONLINE				
11h05 - 11h50 (45mn)	NON EXCLUSIVE / Industry session	ONSITE = Coffee break + networking opportunities / ONLINE = Live abstract discussion rooms			
10mn	ONSITE / ONLINE				
1h	Scientific session 41	Scientific session 42	Scientific session 43	Scientific session 44	Scientific session 45
10mn	ONSITE / ONLINE				
13h10 - 13h55 (45mn)	NON-EXCLUSIVE / Industry session	Lunch Break			
10mn	ONSITE / ONLINE				
1h	Scientific session 46	Scientific session 47	Scientific session 48	Scientific session 49	Scientific session 50
10mn	ONSITE / ONLINE				
15h15 - 15h45 (30mn)	NON-EXCLUSIVE / Industry session				
10mn	ONSITE / ONLINE				
1h	Scientific session 51	Scientific session 52	Scientific session 53	Scientific session 54	Scientific session 55
10mn	ONSITE / ONLINE				
17h05 - 17h50 (45mn)	NON-EXCLUSIVE / Industry session	Coffee break + networking opportunities / ONLINE = Live abstract discussion rooms			
5mn	ONSITE / ONLINE				
15mn	EHRA 2022 Live report	ONSITE / ONLINE			
5mn	ONSITE / ONLINE				
1h	Scientific session 56	Scientific session 57	Scientific session 58	Scientific session 59	Scientific session 60
10mn	ONSITE / ONLINE				
19h25 - 20h10 (45mn)	EXCLUSIVE / Industry session				

TIME SCHEDULE

DAY 3



EHRA
European Heart
Rhythm Association

Duration	Lecture room 1 / Channel 1 MAIN ROOM	Lecture room 2	Lecture room 3	Lecture room 4	Lecture room 5
7h30 (1h)	ONSITE = Morning Coffee break + networking opportunities / ONLINE = Live abstract discussion rooms				
1h	Scientific session 61	Scientific session 62	Scientific session 63	Scientific session 64	Scientific session 65
10mn	ONSITE / ONLINE				
1h	Scientific session 66	Scientific session 67	Scientific session 68	Scientific session 69	Scientific session 70
5mn	ONSITE / ONLINE				
15mn	EHRA 2022 Live report	ONSITE / ONLINE			
5mn	ONSITE / ONLINE				
11h05 - 11h50 (45mn)	NON EXCLUSIVE / Industry session		ONSITE = Coffee break + networking opportunities / ONLINE = Live abstract discussion rooms		
10mn	ONSITE / ONLINE				
1h	Scientific session 71	Scientific session 72	Scientific session 73	Scientific session 74	Scientific session 75
10mn	ONSITE / ONLINE				
13h10 - 13h55 (45mn)	NON-EXCLUSIVE / Industry session		Lunch Break		
10mn	ONSITE / ONLINE				
1h	Scientific session 76	Scientific session 77	Scientific session 78	Scientific session 79	Scientific session 80
10mn	ONSITE / ONLINE				
15h15 - 15h45 (30 mn)	NON-EXCLUSIVE / Industry session				
10mn	ONSITE / ONLINE				
15h55 - 16h40 (45mn)	EXCLUSIVE / Industry session				
10mn	ONSITE / ONLINE				
16h50 (15mn)	Closing session				

Industry Sponsored Session

The Best of both worlds

ONSITE	Daily interactions	ONLINE
<ul style="list-style-type: none">✓ 2 lecture rooms available✓ Only 2 ISS running in parallel✓ More slots each day✓ Choice of non-exclusive 45 & 30mn✓ Exclusive 45mn, evening, limited to 1 per Industry✓ Rooms equipped for speakers on site and online	 <p>Live from Copenhagen</p> 	<ul style="list-style-type: none">✓ 2 channels available✓ Reach out to an online community✓ Live access✓ On demand access✓ ESC365 access
		

Industry Sponsored Session

ONSITE OFFER

- ✓ Promote peer to peer exchange and connection
- ✓ Favor interactions & discussion time
- ✓ ISS transferred to ESC 365



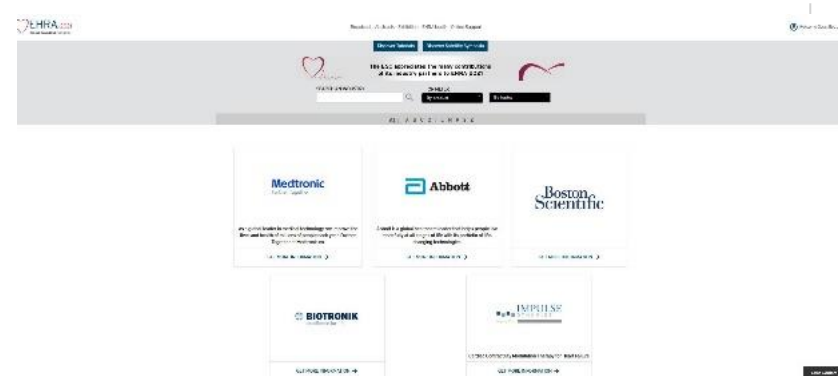
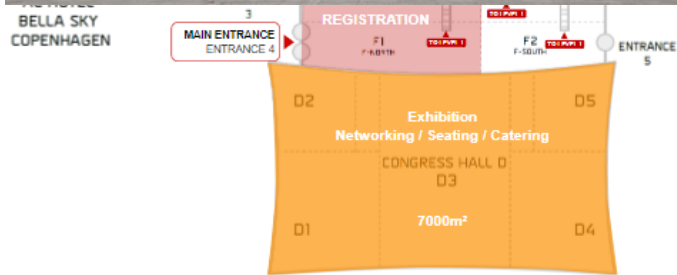
ONLINE OFFER

- ✓ Reach out to the online community live
- ✓ ISS visible on demand on the EHRA congress platform
- ✓ ISS transferred to ESC 365



Exhibition (on site)

- Booth onsite



Exhibition (on line)

- Dedicated page
- Logo
- URL of your choice

Formats & audiences

ONSITE

Delegates present in
Copenhagen

ONSITE & ONLINE

(Online Dedicated Exhibitor
Page required for this format)

Delegates present in
Copenhagen and/or registered
for the online format

- Dedicated rooms for hands-on and training of products/therapies
- Demonstration of equipment. Small groups.
- Reserved for 3 days
- Part of the scientific programme
- Rooms are equipped to allow online registration (only for onsite/online)



Onsite Partner Services

Meeting Rooms

- Organise informal meetings
- Host a limited number of guests
- Reserved for 3 days

Closed Industry Meetings

- During available time slots
- Staff briefing or specific closed meetings

Sponsorship

Various opportunities to promote your activities onsite & online



Key dates

EHRA₂₀₂₂



3-5 April | **Copenhagen** •
& Online

#EHRA2022

Mid October

Industry Prospectus

17 November 2021

EHRA 2022 Accrued Point
Ranking Deadline

2 December 2021

Assignment starts
APR + Onsite/Online format

3 February 2022

Submission to French
Competent Authority (ARS)
Deadline

