EHRA EUROPACE – CARDIOSTIM 2017
18-21 June 2017, Vienna Austria

Industry Site Visit
Agenda

10h - 11h Presentation of EHRA EUROPACE - CARDIOSTIM 2017
→ Scientific Programme
→ City & Congress Centre
→ Building / Expo Lay-out
→ Industry Opportunities

11h - 12h30 Tour of the Congress Centre

12h30 - 14h30 Working Lunch & Individual meetings

14h30 - Departure

www.escardio.org/EHRA
ESC Contacts

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Suppliers contacts

**Congress Venue Contact**
Barbara Heinisch
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**Hotel Accomodations**
ESC has appointed **Mondial Congress** as official housing agency for hotel reservations
Monika Krista Nikolaus
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Tel: +43 1 58804111

**Stand Supplier**
Christian.komosny@expoxx.at

**Gerstner Catering Services**
Andrea Jann
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Jean Michel Boutaud
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**Official Forwarder and Lifter**
FAIREXX
Stefan Grunwaldt
stefan.grunwaldt@fairexx.com
About the European Heart Rhythm Association (EHRA)

Prof. Gerhard Hindricks
EHRA President, 2015-2017

The European Heart Rhythm Association (EHRA) is a registered branch of the ESC.

Its aim is to improve the quality of life of the population by reducing the impact of cardiac rhythm disturbances and reducing sudden cardiac death.

EHRA promotes science and education in the field of cardiac arrhythmias, with a special focus on atrial fibrillation.

Besides patient engagement programmes, EHRA organises scientific and educational events for physicians and allied professionals. In cooperation with other associations and societies, EHRA promotes the quality of care for patients with atrial fibrillation through the publication of international consensus documents.

www.escardio.org/EHRA
2015 Congress figures

Key Figures from 2015

4 days of scientific sessions
1 500+ submitted abstracts
5 700+ healthcare professionals from 100+ countries
1 600m² exhibition
20 industry sponsored sessions
## 2015 Total participants

**A new record!**

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>Active delegates</strong></td>
<td>3127</td>
<td>4035</td>
<td>3491</td>
<td>4124</td>
<td>+635</td>
</tr>
<tr>
<td><strong>Accompanying persons</strong></td>
<td>70</td>
<td>64</td>
<td>N/A</td>
<td>N/A</td>
<td>-</td>
</tr>
<tr>
<td><strong>Exhibitors</strong></td>
<td>1252</td>
<td>1451</td>
<td>1608</td>
<td>1597</td>
<td>-11</td>
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<tr>
<td><strong>Total Participants</strong></td>
<td>4449</td>
<td>5550</td>
<td>5099</td>
<td>5721</td>
<td>624</td>
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</table>
### 2015 Top 10 Sessions occupancy by Topic

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cardiac resynchronisation therapy</td>
</tr>
<tr>
<td>2</td>
<td>Ventricular tachycardia ablation</td>
</tr>
<tr>
<td>3</td>
<td>Cardiac Pacing</td>
</tr>
<tr>
<td>4</td>
<td>Lead management - extractions and recalls</td>
</tr>
<tr>
<td>5</td>
<td>Traditional ablation</td>
</tr>
<tr>
<td>6</td>
<td>ECG interpretation</td>
</tr>
<tr>
<td>7</td>
<td>Genetics</td>
</tr>
<tr>
<td>8</td>
<td>Syncope</td>
</tr>
<tr>
<td>9</td>
<td>ECG and e-Cardiology (Cardiac arrhythmias, non invasive)</td>
</tr>
<tr>
<td>10</td>
<td>Implantable cardioverter defibrillator (ICD)</td>
</tr>
</tbody>
</table>
## 2015 Top 10 country Abstracts vs Participants

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Submitted</th>
<th>Accepted</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Italy</td>
<td>174</td>
<td>116</td>
</tr>
<tr>
<td>2</td>
<td>Japan</td>
<td>170</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>Germany</td>
<td>159</td>
<td>107</td>
</tr>
<tr>
<td>4</td>
<td>Spain</td>
<td>89</td>
<td>64</td>
</tr>
<tr>
<td>5</td>
<td>UK</td>
<td>84</td>
<td>78</td>
</tr>
<tr>
<td>6</td>
<td>USA</td>
<td>81</td>
<td>54</td>
</tr>
<tr>
<td>7</td>
<td>Russian Fed.</td>
<td>73</td>
<td>39</td>
</tr>
<tr>
<td>8</td>
<td>Poland</td>
<td>67</td>
<td>35</td>
</tr>
<tr>
<td>9</td>
<td>France</td>
<td>56</td>
<td>50</td>
</tr>
<tr>
<td>10</td>
<td>Netherlands</td>
<td>54</td>
<td>52</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Milan 2015</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Italy</td>
<td>421</td>
<td>12,06%</td>
</tr>
<tr>
<td>2</td>
<td>Germany</td>
<td>366</td>
<td>10,48%</td>
</tr>
<tr>
<td>3</td>
<td>France</td>
<td>280</td>
<td>8,02%</td>
</tr>
<tr>
<td>4</td>
<td>UK</td>
<td>241</td>
<td>6,90%</td>
</tr>
<tr>
<td>5</td>
<td>USA</td>
<td>237</td>
<td>6,79%</td>
</tr>
<tr>
<td>6</td>
<td>Netherlands</td>
<td>233</td>
<td>6,67%</td>
</tr>
<tr>
<td>7</td>
<td>Poland</td>
<td>175</td>
<td>5,01%</td>
</tr>
<tr>
<td>8</td>
<td>Japan</td>
<td>156</td>
<td>4,47%</td>
</tr>
<tr>
<td>9</td>
<td>Greece</td>
<td>150</td>
<td>4,30%</td>
</tr>
<tr>
<td>10</td>
<td>Belgium</td>
<td>138</td>
<td>3,95%</td>
</tr>
</tbody>
</table>
Expand your knowledge...

Genetics in arrhythmology • General ablations
Basic and cellular electrophysiology for the clinician and researcher
Arrhythmias in athletes • Cardiac Pacing • Anticoagulants
ICDs and defibrillation • Arrhythmia in pregnancy
Syncope
Atrial fibrillation
Connect
ECG interpretation
VT ablations
Lead management and extraction
Remote monitoring in cardiology • Atrial fibrillation ablation
Cardiac resynchronisation therapy • Paediatric arrhythmias
Non-invasive electrocardiology and e-cardiology
Pharmacology in arrhythmology/Cancer and arrhythmia
New implantable devices

www.escardio.org/EHRA

www.escardio.org/EUROPACE  #ehraeuropace

With the participation of the ESC Working Groups on e-Cardiology and Green-up Congenital Heart Disease and in conjunction with the 41st Annual Meeting of the ESC Working Group on Cardiac Cellular Electrophysiology.
Congress timelines

- **End of October:** Online Registration services open
- **20 Oct - 20 Jan:** Call for abstracts
- **December:** Advance programme Launch
- **17 April:** Early fee registration
- **18 May:** Late fee registration
# 2017 Scientific Programme – Main topics

**EHRA Chairperson**  
Prof. Michael Glikson, Israel

**EHRA Vice-Chairperson**  
Prof. Helmut Püererfellner, Austria

<table>
<thead>
<tr>
<th>Main topics</th>
<th>Additional topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atrial fibrillation (AF)</td>
<td>Genetics</td>
</tr>
<tr>
<td>Anticoagulation</td>
<td>Remote monitoring</td>
</tr>
<tr>
<td>Traditional ablation</td>
<td>New implantable devices</td>
</tr>
<tr>
<td>Implantable Cardioverter Defibrillator (ICD)</td>
<td>Arrhythmias in athletes</td>
</tr>
<tr>
<td>Cardiac Pacing</td>
<td>Nurse, Allied Professional, other</td>
</tr>
<tr>
<td>Cardiac resynchronisation therapy</td>
<td>ECG interpretation</td>
</tr>
<tr>
<td>Lead management</td>
<td>Paediatric / Pregnancy</td>
</tr>
<tr>
<td>ECG and eCardiology (Cardiac arrhythmias, non invasive)</td>
<td>Registries and surveys</td>
</tr>
<tr>
<td>Ventricular tachycardia ablation</td>
<td>Scientific documents and Guidelines</td>
</tr>
<tr>
<td>Pharmacology and cancer chemotherapy</td>
<td>Young electrophysiologist / Women in electrophysiology</td>
</tr>
<tr>
<td>Basic Electrophysiology</td>
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</tr>
</tbody>
</table>

[www.escardio.org/EHRA](http://www.escardio.org/EHRA)
Scientific programme highlights

- A State of the Art Scientific programme
  - Innovation (technology, latest advances...)
  - Late Breaking Trial session: Monday morning
  - Guidelines AFIB
  - Interactive sessions: Mobile App voting system
  - Young EP / Women in EP / Allied professionals sessions
  - 4 Live sessions (2 from Linz, 2 from Leipzig)

- Participation of 3 ESC Working Groups on:
  - e-Cardiology: e-Health Digital Summit into the programme - NEW
  - Grown-up Congenital Heart Disease - NEW
  - Cardiac Cellular Electrophysiology (41th annual meeting into the programme)

- A wide range of opportunity for abstract presenters
  - Clinical case sessions
  - Oral abstract sessions
  - Highlight session

www.escardio.org/EHRA
3 Summits in parallel on Sunday 18 June 2017

- Summits will include 4 sessions of the same topic over a full day

  - VT Summit – Dr Berruezo Sanchez Antonio, ES
  - AF Summit – Prof. Piorkowski Christopher, DE
  - Lead management Summit – Dr Bongiorni Maria Grazia, IT

Access to the summit included in the registration fee

NO EXTRA CHARGE
What will continue...

- **Mobile App**
  2015: 3 787 downloads (66%) - Huge numbers!

- **Final programme**
  Only PDF version online – no hard copies

- **Programme at a Glance**
  Paper version
New this year!

Congress news: Paper version
Daily distributed on-site to delegates

AGORA
New design to afford better sound system
Seat capacity increase (50->80pax)

Pace sessions
Sessions integrated into the scientific programme

CardioPulmonary Resuscitation Workshop
Located in the exhibition area

Public Event
www.escardio.org/EHRA
New Nurses & Allied Professionals offer

- Local language sessions on Sunday *(with slides in English)*
  - Encourage LOCAL participation (Austria, Germany, Swiss)

- Dedicated poster area for NAP
  - Allow more visibility in the congress

- Hands-on sessions **PROPOSAL**
  - *In a meeting room in // to scientific sessions*
Vienna - Accessibility

- Direct flights from major European cities
- From the airport to the city centre:
  - City Airport Train (CAT)
    - 16mn
    - Every 30 minutes.
    - Price single 12€ / Return 19€
  - Express train S7: 4,20€
  - Taxi companies: 40€ minimum

www.escardio.org/EHRA
Messe Wien – Accommodations

Housing
500 rooms on the spot, 2,000 in walking distance
30,000 rooms within the city
Very affordable rates
Messe Wien - Access

- Congress
- Main Entrance: ENTRANCE A
10 Lecture rooms
Industry - What you need to know?

- Isabelle Dor, Industry Relations
- Noureddine M’Ghari, Exhibition
- Fabrice Calabrese, Industry Sponsored Session
- Samanta Bickam, Sponsorship
Industry Partners NEW

- Accrued Point Ranking

- The PACE - Scientific Programme in Final Programme/Mobile App/Scientific Progamme & Planner (SPP)

- Industry Programme replaced by inserts in Congress News
  -> Printed copies of the official newspaper distributed onsite every day

- Online Congress News
  -> Official Congress Newspaper online version emailed to all attendees and EHRA Active Members

- Programme at a Glance
  -> Pocket version placed in the Delegate Badge Holder

- Webcast on Scientific Progamme & Planner (SPP)
Exhibition

- Level 0 - Square 2200sqm
- €500 /m²
- Opening hours: Sunday to Tuesday 8h30 - 18h
- Heart of Science - Poster & Agora
- Catering & Wifi
- Service ducts from floor
- Ceiling 14m
- Hanging possibilities for stand spaces from 60m²
- 5 points awarded for exhibiting 1 point per full 9m² of exhibit space
Build-up /Exhibition/Dismantle schedule

- Exhibition build-up:
  - Thursday 15 June @ 8h (100 m² and up) / @ 12h (50 m² and up)
  - Friday 16 June @ 8h (100 m² and up) / @ 12h (all stand)

- Exhibition: Sunday 18 - Tuesday 20 June (9h to 18h)

- Dismantling: Wednesday 21 June @ 14h to Thursday 22 at 20h
Satellites

- Level 0
- 10 lecture rooms
- From 180 to 800 pax
- Sunday
  - Lunch 60mn: €40k (16 points)
- Monday & Tuesday
  - Lunch 60mn: €40k
  - Evening 60mn: €40k
  - Evening 75/90mn: €45k (18 points)
Satellites & Expert on the Spot (Agora)

60/75/90mn - €40 to 45K

Sunday 18 June Lunch 60mn
Monday 19 June Lunch 60mn
Tuesday 20 June Lunch 60mn

Evening 60/75/90mn

Sunday 18 June Afternoon
Monday 19 June Morning
Tuesday 20 June Morning

Evening Afternoon

30mn - €6K (2 points)

Complementary

www.escardio.org/EHRA
The Pace

- Level 1
- Hands on learning
- Up to 5 rooms available
- €15k (2 points)
- 1 Congress News Insert inside the Congress News
- 1 Weblink
- Scientific Programme listed in the Scientific Programme & Planner (SPP)
- Room Rental (standard set up)
- AV Equipment & Catering arranged by the organiser

www.escardio.org/EHRA
Welcome Desk

- Level 1
- 11 rooms available on
- Overlooking the Exhibition area
- 4.5 days
- Room of 32 m²: €3.5K
- Room of 48 m²: €5 k
- Room of 64 m²: €6.5 k

- Don’t forget to book your Industry Welcome Desk
Moving Digital - Before

- Help delegates connect and get prepared
- Mobile App: €25k
- Stats 2015 → 3787 Mobile app downloads = (66%)

- Promote your session to delegates
- E-Blast: €6.5k
- 6 June & 15 June
- Stats 2015: Delivered to 2257 pre-registered delegates = 68% total emails open rate
Moving Digital - During

- Splash Advert, on the day of satellite
- Push notification (30mn before the session) in the mobile app: €5k
- Stats: ESC Congress 2016 = 23K downloads, ~35K views/advert
- Stats HF Congress 2016= 4 435 downloads, ~6749 views

- Live Broadcasting: €7k
- Webcast on Scientific Programme & Planner (SPP): €7k
- Digital Congress News: €10k
Moving Digital - After

- ‘In review’ Official Highlight Report
  Peer in review publication mailed to all attendees post congress and posted online: €50k

- TV
  Best Off on the main scientific advances
  Provide an overview of the congress highlights: €50k
Promote your activities

- Delegate Badge Holder: €15k
- Programme At A Glance in the Delegate Badge Holder: €10k
- Paper Congress News: €15k
- Onsite Advertising: TBC

www.escardio.org/EHRA
http://www.escexhibition.org/EHRA2017

Dear Industry Partners,

We are pleased to inform you that applications for Exhibition space, Industry Sponsored Sessions and Sponsorship are now open. You will find all necessary application forms below.

Please do not hesitate to contact us at industry@escardio.org for any queries you might have.

We are looking forward to working with you on EHRA EUROPACE - CARDIOSTIM 2017.

Industry Relations Team

Industry Information

- Industry Prospectus
- EHRA EUROPACE - CARDISTOM 2015 Post Congress Report

www.escardio.org/EHRA
<table>
<thead>
<tr>
<th>Key Dates</th>
<th>Date</th>
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<tbody>
<tr>
<td>Deadline for applications with priority status</td>
<td>15 October</td>
</tr>
<tr>
<td>Guidelines</td>
<td>Jan 2017</td>
</tr>
<tr>
<td>Satellite Scientific Programme</td>
<td>1 March 2017</td>
</tr>
<tr>
<td>Expert On The Spot</td>
<td>1 March 2017</td>
</tr>
<tr>
<td>The Pace Scientific Programme</td>
<td>1 March 2017</td>
</tr>
</tbody>
</table>
Join us for the Tour......

- Select your preferred stand location
- Order your Satellite Symposium, Exhibition, Sponsorship & rooms
- With priority status before the 15/10/2016