What is the ESC?

- Is a **not-for-profit medical society** supported by **volunteers** who devote their time to build education initiatives.

- **Remain an independant body** to disseminate knowledge, harmonise care while raising standards and shaping regulation.

- Offer source of **high quality, unbiased, evidence based**, scientific information.

www.escardio.org/EHRA
Our commitment to the profession

- Representing the needs of the CV community
  - Gaps in clinical practice
  - Access to care
  - Certification
  - Tools for better outcomes
  - Real world data
  - Voice in Europe for access, research & innovation

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ESC Congresses: Independent & Quality Science

Key Strategic Pillar, offering:

- Global Reach
- Cutting edge science
- Optimised learning formats
- Guaranteed Exchange
- Focus on Research & Innovation

www.escardio.org/EHRA
EHRA Activities all year long
2017- Key figures

- 450+ Faculty from 60 countries
- 160+ scientific programme sessions
- 1510 abstracts submitted
- 51 Industry partners
- +1 500sqm Exhibition
- 20 Industry hands-on sessions & workshops
- CME credits
2017 Participation comparison vs past final figures

*as of 21 June

<table>
<thead>
<tr>
<th>Year</th>
<th>Exhibitors</th>
<th>Faculty</th>
<th>Paying</th>
<th>Total</th>
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<tr>
<td>2011 Madrid</td>
<td>5 550</td>
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<tr>
<td>2013 Athens</td>
<td>5 099</td>
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<tr>
<td>2015 Milan</td>
<td>5 721</td>
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<tr>
<td>2017 Vienna ACTUAL</td>
<td></td>
<td></td>
<td>6 200</td>
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www.escardio.org/EHRA
### 2011-2017 Registration type comparison*

*As of 21 June

<table>
<thead>
<tr>
<th>Year</th>
<th>Madrid 2011</th>
<th>Athens 2013</th>
<th>Milan 2015</th>
<th>Vienna 2017</th>
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<td>Reduced Fee</td>
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<td>339</td>
<td>420</td>
<td>541</td>
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<td>Day tickets</td>
<td>319</td>
<td>108</td>
<td>96</td>
<td>117</td>
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<tr>
<td>Free Registration</td>
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<td>484</td>
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<tr>
<td>Member fee</td>
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<tr>
<td>Standard Fee</td>
<td>2999</td>
<td>2159</td>
<td>2608</td>
<td>2321</td>
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</table>

*Percentages of registration types.*

www.escardio.org/EHRA
### 2011-2017 Top 10 Countries*

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>1</td>
<td>Italy</td>
<td>408</td>
<td>418</td>
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<td>2</td>
<td>Germany</td>
<td>318</td>
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<td>United Kingdom</td>
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<td>238</td>
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<td>253</td>
<td>230</td>
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<td>5</td>
<td>France</td>
<td>241</td>
<td>280</td>
<td>254</td>
<td>311</td>
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<tr>
<td>6</td>
<td>United States of America</td>
<td>233</td>
<td>238</td>
<td>178</td>
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<td>7</td>
<td>Poland</td>
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<tr>
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<td>Japan</td>
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<td>156</td>
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<td>10</td>
<td>Russian Federation</td>
<td>129</td>
<td>112</td>
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<td>108</td>
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</tbody>
</table>

*As of 19 June
Individual Vs Group delegates*

*As of 21 June
EHRA 2018 - Why we decide to go annual?

✓ Build the strongest Cardiac Rhythm event disseminating the best scientific knowledge for advanced therapies

✓ Build coherent long term strategy focused on the needs of the profession

✓ To ensure access to independent educational courses for a diverse and needing population of physicians

✓ To support culture change with our industry partners for independent medical education

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LOOK NO FURTHER THAN EHRA 2018

EHRA 2018
THE ANNUAL CONGRESS OF THE EUROPEAN HEART RHYTHM ASSOCIATION

BARCELONA SPAIN
18 / 20 MARCH 2018

• SUBMIT YOUR SCIENCE
CALL FOR CLINICAL CASES / ABSTRACTS:
1 August 2017 - 2 November 2017

CALL FOR LATE BREAKING TRIALS:
12 December 2017 - 12 January 2018

• REGISTER
EARLY REGISTRATION DEADLINE:
22 January 2018

LATE REGISTRATION DEADLINE:
19 February 2018

www.escardio.org/EHRA
Imagine a congress where...

- Delegates are attracted to
  - a dynamic city with **central connections**
  - an **affordable, compliant & attractive** destination

[Image of network diagram with cities and connections]

[Image of hand writing a diagram with compliance, standards, rules, and regulations]

[Website URL: www.escardio.org/EHRA]
Imagine a congress where...

- A European accreditation board approves the excellent scientific programme with CME
Imagine a congress where...

- Lecture rooms are designed for **interactivity & improved learning** through exchange.
Imagine a congress where...

- Exhibition is at the heart of the congress venue
Imagine a congress where...

- The Schedule is optimised to ensure maximum value for education
# Scientific Programme Committee 2017-2018

<table>
<thead>
<tr>
<th>Role</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair / Co Chair</td>
<td>Prof. Christophe Leclercq, Prof. Helmut Puererfellner</td>
</tr>
<tr>
<td></td>
<td><strong>France</strong> / <strong>Austria</strong></td>
</tr>
<tr>
<td>MEMBERS</td>
<td></td>
</tr>
<tr>
<td>AF ablation</td>
<td>Dr Tom de Potter, Dr Luis Mont, Prof. Josef Kautzner</td>
</tr>
<tr>
<td></td>
<td><strong>Belgium</strong> / <strong>Spain</strong></td>
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<tr>
<td>VT ablation</td>
<td>Prof. Katja Zeppenfeld, Prof. Jose Luis Merino</td>
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<tr>
<td></td>
<td><strong>Czech Republic</strong> / <strong>Netherlands</strong> / <strong>Spain</strong></td>
</tr>
<tr>
<td>Inherited cardiomyopathy / channelopathy</td>
<td>Prof. Pier Lambiase, Dr Elijan Behr</td>
</tr>
<tr>
<td></td>
<td><strong>UK</strong> / <strong>UK</strong></td>
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<tr>
<td></td>
<td>Prof. Peter Schwartz</td>
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<tr>
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<td><strong>Italy</strong></td>
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<td>Prof. Jens Coseids Nielsen</td>
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<td><strong>Denmark</strong></td>
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<td>Dr. Jan Steffel</td>
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<tr>
<td></td>
<td><strong>Switzerland</strong></td>
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<tr>
<td>EP training track</td>
<td>Prof. Haran Burri</td>
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<td></td>
<td><strong>Switzerland</strong></td>
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<tr>
<td></td>
<td>Prof. Carina Blomstrom-Lundqvist</td>
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<tr>
<td></td>
<td><strong>Sweden</strong></td>
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<tr>
<td></td>
<td>Prof. Jean Claude Deharo</td>
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<td><strong>France</strong></td>
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<td></td>
<td>Dr Lucas Boersma</td>
</tr>
<tr>
<td></td>
<td><strong>Netherlands</strong></td>
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<tr>
<td>Pacing / ICD / Lead extraction</td>
<td>Prof. Angelo Auricchio, Prof. Jean Claude Daubert</td>
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<td></td>
<td><strong>Germany</strong> / <strong>France</strong></td>
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<tr>
<td></td>
<td>Prof. Christoph Thomas Starck</td>
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<td></td>
<td><strong>Germany</strong></td>
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<td>CRT / Heart Failure Implants</td>
<td>Dr Irina Savelieva, Prof. Isabelle C. van Gelder</td>
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<td></td>
<td>Prof. Paulus Kirchhof</td>
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<td></td>
<td><strong>UK</strong></td>
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<tr>
<td>Clinical Rhythmology / Atrial Fibrillation / Syncope / Stroke and Anticoagulation</td>
<td>Prof. Gregory Lip, Dr Nikolaos Dagres</td>
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<td></td>
<td><strong>United Kingdom</strong> / <strong>Greece</strong></td>
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<td>Prof. Dobromir Dobrev</td>
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<td></td>
<td>Dr. Elena Arbelo</td>
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<tr>
<td></td>
<td><strong>Spain</strong></td>
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</tbody>
</table>

www.escardio.org/EHRA
2018 – Preliminary Scientific Content

MAIN TOPICS

• Atrial Fibrillation (AF)
• Basic electrophysiology
• Cardiac Pacing (CP)
• Cardiac Resynchronisation Therapy (CRT)
• Clinical rhythmology
• Electrophysiology Training Track
• Heart failure implants
• Implantable Cardioverter Defibrillator (ICD)
• Inherited cardiomyopathy, channelopathy
• Innovation
• Lead management
• Nurses, allied professionals
• Registries and surveys
• Scientific documents, guidelines
• Stroke and anticoagulation
• Syncope
• Ventricular tachycardia ablation

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4 Summits from the 1st day of the congress

1. CARDIAC MAPPING
2. VENTRICULAR TACHYCARDIA
3. LEAD MANAGEMENT
4. e-HEALTH
EHRA 2018 – Focus Areas

- Innovation
- Creative elements
- More case base (close to practice)
- More technology around & build on reputation with new feature
- Focus on key field, AF + Stroke + VT + CSD + Cardiac implant
To ensure prime innovative science, the 2018 edition promises an exceptional scientific congress with renowned experts and worldwide key opinion leaders!

The EHRA 2018 Scientific Programme Committee has developed a top quality scientific programme designed to provide attendees with the latest in science and education in the field of cardiac rhythm disorders and therapies.
During this three day congress, highly acclaimed scientific sessions will cover all aspects of pacing and electrophysiology. Delegates will also have the chance to discover new research, learn from world renowned experts and exchange with colleagues and peers.

Dedicated sessions for allied professionals, young electrophysiologists, and women in electrophysiology will be delivered and once again on top of several summits on key topics from the first day of the congress.
**Congress Timeline**

**ESC 2017**
- On-site Special Registration offer for 2018
- Call for abstracts - 1 Aug - 2 Nov

**February:**
- Final programme & All publications ready

**EHRA 2018**
- 18-20 March

**EHRA EUROPACE-CARDIOSTIM 2017**
- 18-21 June:
  - 2018 Advance Programme ready
  - On-site Special Registration offer for 2018

**2018 Congress Timeline**
- 20 Sept: Industry Site Visit
- 22 Jan 2018: Early registration fee deadline
- 19 Feb 2018: Late fee deadline

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Industry @ EHRA 2018

- Exhibition @ heart of congress
- Bespoke meeting room areas
- Hands on learning opportunities
- Symposia integrated with Programme
- Key Communication Opportunities
  - Eblasts
  - Congress News Adverts
  - Mobile App Splash Adverts
EHRA 2018 Grant Programme

EHRA to launch 2018 Grant Programme

- Need for independent medical education by profession
- Diverse congress participation by country, age, expertise
- Targeted promotion
- Opportunity for sponsor support
- Independent selection as required by Code
- Participant accountability
- Investment review & reconciliation
Next steps

- Accrued Point Listing: 1 August 2017
- Planning Meetings: 27/28 August 2017
- Industry Site Visit – Barcelona: 20 September 2017
- Sales Platform Launch: 20 September 2017
- Applications managed by accrued point listing