

# ESC CONGRESS 2012



**munich**

G E R M A N Y

25-29 AUGUST

[www.escardio.org](http://www.escardio.org)



EUROPEAN  
SOCIETY OF  
CARDIOLOGY®



**HCP**

**MEDIA**

**INNOVATIVE**

**RECOGNISED**

**EXPERT**

**CVD COMMUNITY**

**COMPLIANT**

**LEGISLATORS**

**LEGITIMATE**

**REFERENCE**



**EUROPEAN  
SOCIETY OF  
CARDIOLOGY®**

**REPRESENTATION**

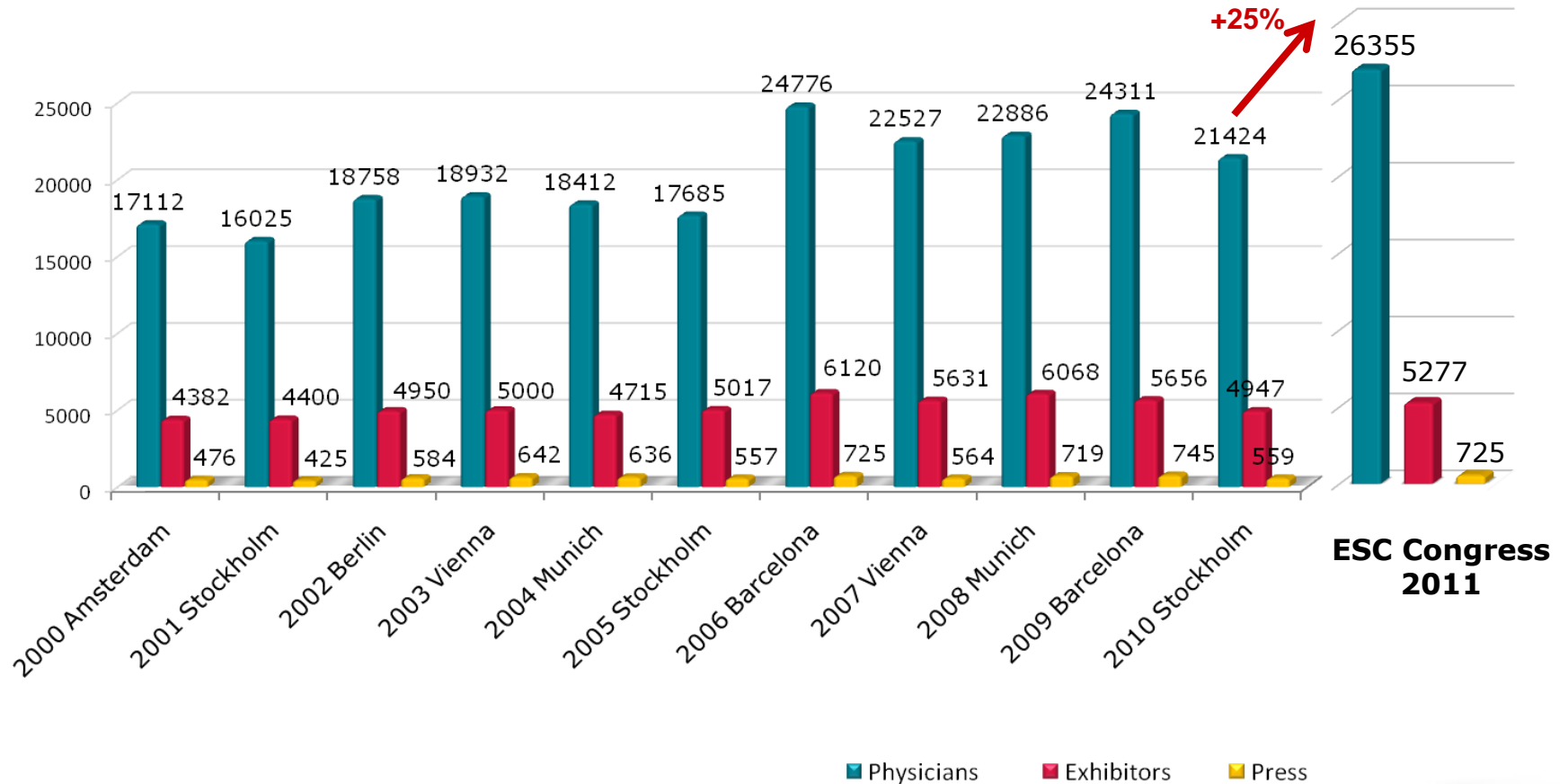
**DOI**

**GLOBAL**

**UNIQUE PLATFORM**

# Total participation at ESC Congress 2011

## 32 897



**Total attendance** 32 897

27 080 active

5 277 exhibitor

540 accompanying

### Previous Congresses

ESC 2009: 31 378

ESC 2010: 27 563

WCC 2006: 32 544

# Active Participants 2006 - 2011

Congress	Number	% of total
ESC Congress 2011	27 109	82%
ESC Congress 2010	21 959	80%
ESC Congress 2009	25 043	80%
ESC Congress 2008	23 553	78%
ESC Congress 2007	23 079	78%
WCC Congress 2006	25 481	78%

# Groups v Individuals 2006 - 2011

Congress	Group	Individual
ESC Congress 2011	52.5%	45.5%
ESC Congress 2010	57%	43%
ESC Congress 2009	60%	40%
ESC Congress 2008	61%	39%
ESC Congress 2007	60%	40%
WCC Congress 2006	58%	42%

## Participation by Regions 2006 - 2011

Regions	2006	2007	2008	2009	2010	2011
ESC	75%	76%	76%	76%	73%	70%
Asia Pacific	12%	14%	13%	12%	14%	15%
South & Central America	5%	4%	4%	5%	6%	8%
North America	7%	6%	6%	6%	6%	6%
Africa (non ESC)	1%	1%	1%	1%	1%	1%



Rank	2006	2006	2007	2007	2008	2008	2009	2009	2010	2010	2011	2011
1	Germany	1 949	Germany	2 043	Germany	2 897	Germany	2 025	Germany	1 833	France	2 493
2	France	1 855	France	1 657	France	1 796	France	1 943	France	1 817	Germany	2 165
3	Spain	1 381	Italy	1 467	Italy	1 481	Italy	1 741	Italy	1 337	Italy	1 473
4	Italy	1 378	UK	1 004	UK	1 128	Spain	1 610	UK	960	Brazil	1 159
5	UK	1270	USA	872	USA	935	UK	1 308	USA	903	UK	1 147
6	USA	1077	Austria	843	Greece	860	USA	993	Spain	818	USA	1 119
7	Poland	1 044	Greece	802	Spain	784	Greece	912	Sweden	813	Spain	1 108
8	Greece	795	Spain	790	Poland	650	Netherlands	724	Brazil	791	Greece	944
9	Turkey	685	Poland	758	Netherlands	623	Poland	643	Netherlands	697	Japan	900
10	Netherlands	618	China	615	Switzerland	612	Switzerland	641	China	645	China	759
11	Switzerland	611	Netherlands	592	Turkey	516	Brazil	638	Switzerland	652	Netherlands	757
12	Sweden	592	Turkey	588	China	498	Turkey	608	Japan	602	Switzerland	680
13	Belgium	537	Switzerland	572	Sweden	489	Belgium	569	Greece	589	Poland	613
14	China	495	Sweden	523	Japan	462	Sweden	554	Poland	557	India	599
15	Norway	480	Romania	405	Russia	455	Japan	533	Russia	455	Russia	528
16	Russia	450	Russia	404	Austria	449	China	515	Belgium	441	Sweden	523
17	Japan	447	Belgium	396	Belgium	433	Romania	443	India	439	Belgium	509
18	Denmark	422	Denmark	381	India	427	India	442	Turkey	427	Austria	483
19	Portugal	420	Japan	369	Romania	398	Portugal	417	Denmark	398	Romania	460
20	Austria	371	India	365	Brazil	368	Denmark	414	Austria	387	Denmark	399
<b>NON ESC</b>		2019		2221		2690		3121		3380		4 536

# ESC Congress Metrics "at a glance"

	Average 2002 - 5	WCC 2006	ESC 2007	ESC 2008	ESC 2009	ESC 2010	ESC 2011 actual	ESC 2012 Estimate
Abstracts submitted	9,032	10,593	9,691	9,469	9,848	9,511	10,836	10,000
Abstracts selected	2,958	3,959	3,523	3,532	4,085	4,167	4,276	4,000
Lecture rooms	25	30	30	29	30	30	34	33
Number of sessions	310	356	336	362	364	393	450	450
Expo m <sup>2</sup> occupied	11,785	15,228	13,408	14,214	14,178	12,799	12,026	12,000
Satellite Symposia	57	79	59	64	63	56	44	
Workshops/Mini Satellite Symposia	6	10	13	15	23	28	26	70
Hands on Tutorials	n/a	n/a	n/a	1	3	4	4	4
Active Delegates	19,010	25,501	23,091	23,605	25,056	21,983	27,038	25,000
Total Attendance	24,659	32,544	29,423	30,382	31,323	27,496	32,849	30,000

# Suggestions for improvements from ESC Congress 2011 Survey

- Easier and faster access to food & beverage
- Easier and faster access to internet
- More seating
- Session planning, room selection
- More clinical trial data
- More audience participation in sessions
- More time for discussion
- More hands on tutorials
- More online content during & after event
- More mobile content/resources
- More activity on Saturday
- More information before the congress

# SPOTLIGHT

ESC Congress 2011

**Controversial issues  
in Cardiology**

48 pre-arranged  
sessions – *including*  
*Focus sessions* & 5  
abstract sessions were  
organised around this  
theme

ESC Congress 2012

**From Bench to  
Practice**

Translating innovative science into daily clinical practice is a challenge shared by clinical scientists and clinical physicians. Only through concerted efforts can we continue to bring further improvements to patient care. By choosing translational science as its 2012 congress spotlight the ESC will encourage critical discussion of new techniques and their rapid transfer into clinical medicine.

# Timelines

- |                      |                          |
|----------------------|--------------------------|
| 30 September 2011:   | SCOPE Deadline           |
| 24-25 November 2011: | CPC meeting              |
| Mid December 2011:   | Abstract submission open |

# Timelines

14 February 2012:	Abstract submission deadline
Mid March 2012:	Hot Line/CTRU submission open
1 May 2012:	Hot Line/CTRU deadline
Mid May 2012:	Abstract results
June 2012:	Hot Line/CTRU results

## Special Features 2011 to be continued for 2012

### **Topics by Village**

For the delegates' convenience most scientific sessions were arranged by topic in themed villages

### **Cardiologists of Tomorrow**

A one day track in Room Zagreb was also dedicated to CoT sessions organised by the young for the young.

### **Clinical case sessions**

Clinical cases (presenters were all under 35) selected by the nucleus members of the ESC Cardiologists of Tomorrow were presented during interactive sessions chaired by a senior cardiologist and a younger colleague.

### **Track for General Practice Physicians and Nurses**

### **More Joint sessions with Global perspective**

including the Brazilian Society of Cardiology, the Saudi Heart Association, the Chinese Society of Cardiology, and Cardiological Society of India.

## **Gender Track**

A series of abstract sessions on Sunday 28 and Monday 29 August

## **Clinical registry highlights**

were introduced to highlight a growing number of excellently performed innovative registries. The primary outcomes of these registries were presented for the first time in this new session type

### **Live streaming interactive sessions** (via twitter)

3 Cardiologists of Tomorrow sessions (interactive)

And the Highlight session (without)

## **Scientific Programme mobile app for smart phones and tablets**



# ESC Congress 2011 Abstract Programme

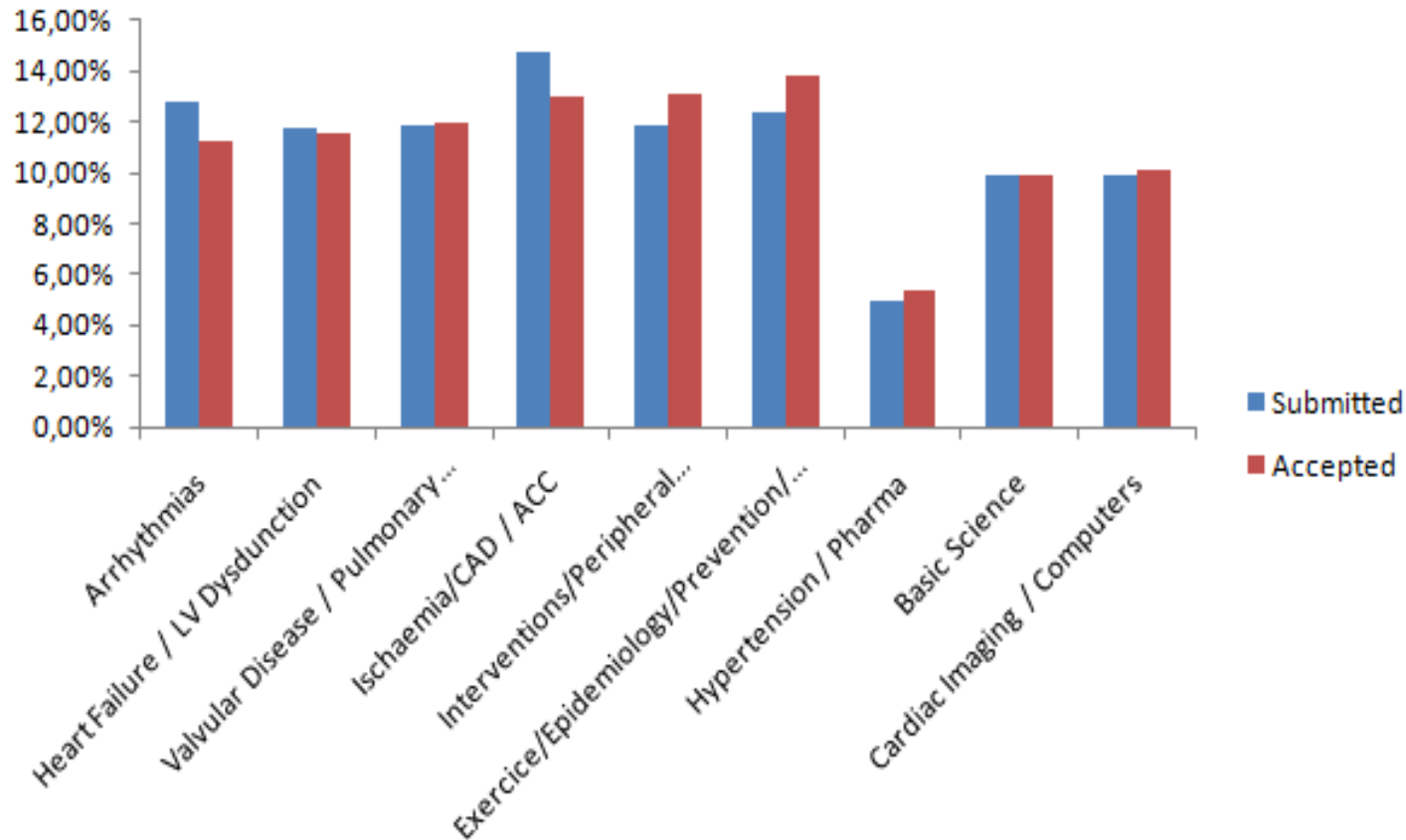
10,836 submitted abstracts  
4,276 accepted (39,46% acceptance rate)

ESC CONGRESSES	2008	2009	2010	2011
Number of abstracts submitted	9,669	9,848	9,511	<b>10, 836</b>
Number of abstracts accepted	3,534	4,085	4,167	<b>4,276</b>
Acceptance rate	36.55%	41.48%	43.81%	<b>39,46%</b>

## Abstract submission and acceptance by country « top 20 list » for ESC Congresses

Abstracts by country	ESC CONGRESS 2010		ESC CONGRESS 2011		SUBMITTED +/- 2010 & 2011	
	Acc	Subm	Acc	Subm	n°	%
<u>Japan</u>	318	783	463	<b>1 213</b>	430	54,92%
<u>Italy</u>	425	913	385	<b>998</b>	85	9,31%
Germany	546	936	514	<b>962</b>	26	2,78%
Spain	204	526	257	<b>594</b>	68	12,93%
<u>United Kingdom</u>	242	449	243	<b>527</b>	78	17,37%
<u>Poland</u>	173	507	158	<b>524</b>	17	3,35%
<u>Greece</u>	235	559	198	<b>483</b>	-76	-13,60%
France	238	443	226	<b>481</b>	38	8,58%
<u>United States of America</u>	175	284	201	<b>387</b>	103	36,27%
<u>Netherlands</u>	221	368	215	<b>363</b>	-5	-1,36%
<u>Russian Federation</u>	51	243	71	<b>363</b>	120	49,38%
Portugal	113	337	78	<b>328</b>	-9	-2,67%
<u>Brazil</u>	65	204	88	<b>304</b>	100	49,02%
<u>Korea, Republic of</u>	97	229	89	<b>221</b>	-8	-3,49%
<u>Turkey</u>	48	233	58	<b>218</b>	-15	-6,44%
<u>Australia</u>	64	115	93	<b>184</b>	69	60,00%
<u>China, (Inc Hong Kong)</u>	72	174	55	<b>184</b>	10	5,75%
<u>Switzerland</u>	116	185	90	<b>180</b>	-5	-2,70%
<u>Sweden</u>	82	172	77	<b>154</b>	-18	-10,47%
Canada	40	68	63	<b>118</b>	50	73,53%

# Abstract submission by main topics

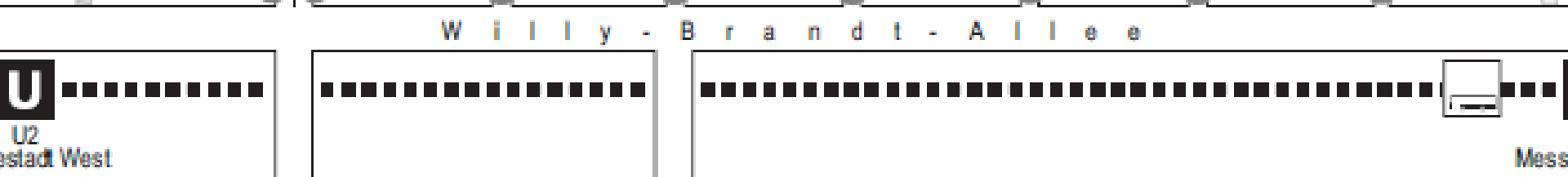
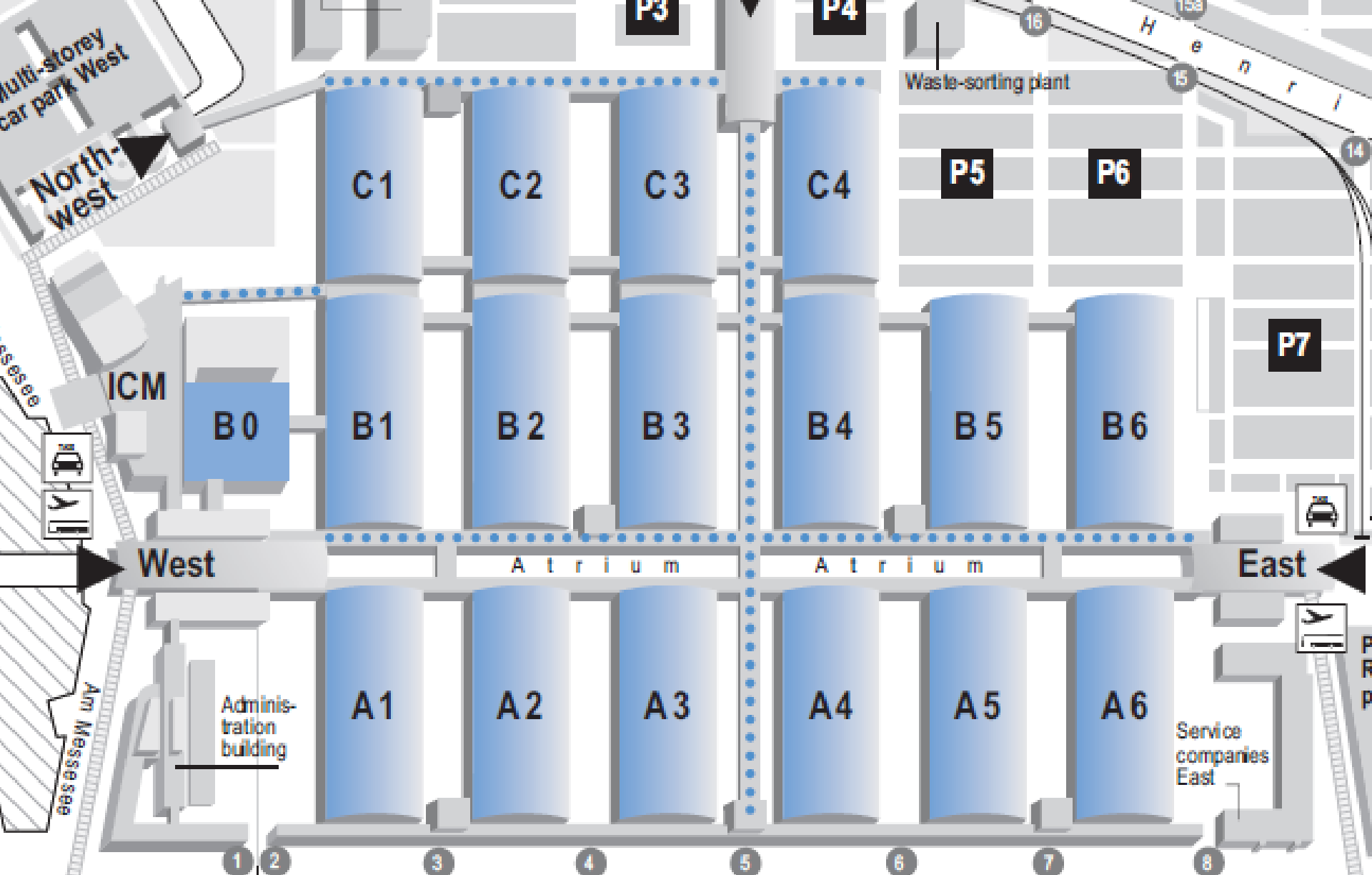


## **ESC Congress 2011**

### **Faculty - Top 20 by country**

<b>Germany</b>	<b>161</b>
<b>United-Kingdom</b>	<b>134</b>
<b>France</b>	<b>126</b>
<b>Italy</b>	<b>115</b>
<b>USA</b>	<b>113</b>
<b>Netherlands</b>	<b>71</b>
<b>Spain</b>	<b>58</b>
<b>Switzerland</b>	<b>52</b>
<b>Belgium</b>	<b>47</b>
<b>Greece</b>	<b>32</b>
<b>Sweden</b>	<b>31</b>
<b>Poland</b>	<b>24</b>
<b>Austria</b>	<b>21</b>
<b>Portugal</b>	<b>16</b>
<b>Denmark</b>	<b>16</b>
<b>Finland</b>	<b>15</b>
<b>Norway</b>	<b>14</b>
<b>Canada</b>	<b>14</b>
<b>Japan</b>	<b>13</b>
<b>Czech Republic</b>	<b>10</b>







# ESC Congress 2008 - Messe München



-  Info Point
- SSC** Speakers' Service Centre
-  Cloakroom

-  Technolounge
-  First Aid

-  Restaurants Ground Floor
-  Restaurants First Floor



**U**

U2  
estadt West

Mess



# Key Elements

## ❖ Main Entrance

- 2 min walking distance from Train Station

## ❖ East Entrance

- Industry Coach Parking



# Key Elements

- ❖ **Modern and state-of-the-art technical infrastructure**
- ❖ **Experienced management team !**
- ❖ **3<sup>rd</sup> ESC Congress**

# Key Elements

- ❖ **Compact Layout and interconnecting Halls**
- ❖ **Village Concept**
- ❖ **Exhibition Halls strategically located for optimum traffic**
- ❖ **Principal Catering outlets located within Exhibition Halls**
- ❖ **Delegate Registration (incl. IWD) and ESC Zone switched**

# Lecture Rooms

## Number of Rooms

- 29 in Munich 2008
- 34 in Paris 2011
- 33 in Munich 2012

## Capacity Range

- 3 000 seats
- 1 000 seats
- 800 seats
- 500 seats
- 250 seats
- 200 seats

ESC CONGRESS 2012



**To a successful  
ESC Congress 2012...**

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**ESC CONGRESS 2012 – INDUSTRY SITE VISIT**

**11 OCTOBER 2011**



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**ESC CONGRESS**  
INDUSTRY PROSPECTUS  
2012

**NEW**



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**ESC CONGRESS 2012 – INDUSTRY SITE VISIT**

**11 OCTOBER 2011**





## 1 Exhibition

### Why exhibit at ESC Congress 2012?

The ESC strongly believes in the necessary interaction between industry and healthcare professionals for essential exchange on the latest products and services available for improvements in patient care. As such, we make enormous efforts to place the exhibition at the heart of the congress and facilitate opportunities for exchange at every opportunity.

If scientific exchange with the cardiology profession is a priority for your business, then the ESC Congress exhibit is a must.

### How can I participate?

**Commercial exhibitors:**  
The cost per m<sup>2</sup> for industry is as follows:

Early fee (applications by 31 March 2012): **€407/m<sup>2</sup>**

Late fee (applications from 1 April 2012): **€447/m<sup>2</sup>**

Cost is for floorspace only (no structure or amenities)  
Minimum exhibition space is 9m<sup>2</sup>

**Deadline for applications for Top 10 point holders:**  
19 October 2011

**Deadline for application for Top 20 point holders:**  
1 December 2011

**Deadline for application with priority status:**  
13 January 2012

**Publishers, Not for Profit Organisations:**  
The cost per m<sup>2</sup> for this exhibitor category is as follows:

Early fee (applications by 31 March 2012): **€270/m<sup>2</sup>**

Late fee (applications from 1 April 2012): **€300/m<sup>2</sup>**

Cost is for floorspace only (no structure or amenities)  
Minimum exhibition space is 9m<sup>2</sup>

**Deadline for application with priority status:**  
13 January 2012

All pricing excludes VAT

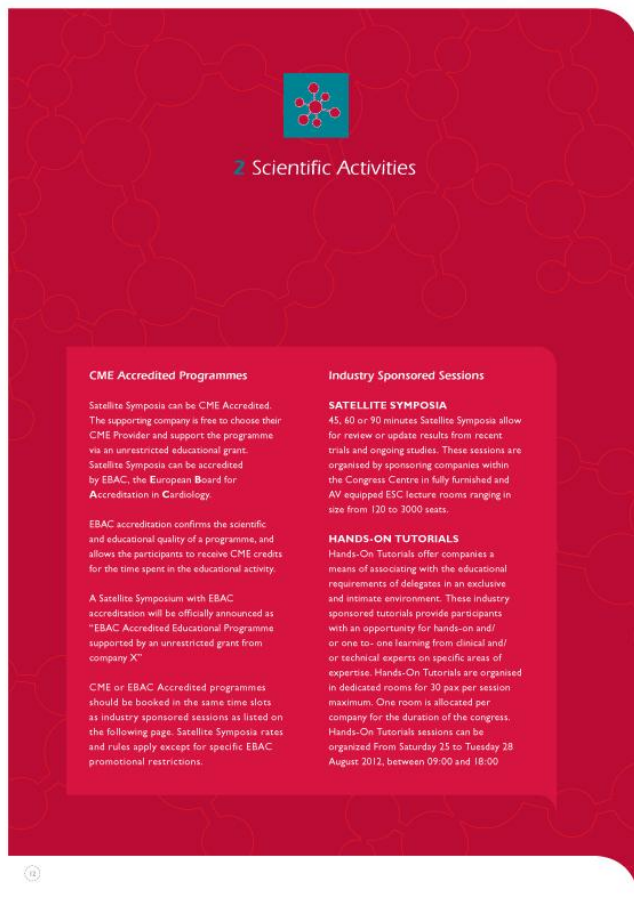
**Emerging Technologies Showcase Area (ETSA):**  
The ESC has committed to an ETSA area within the exhibition, whereby start-up companies with a drug or technological product in development can showcase at the ESC Congress exhibition.

**Cost for stand package:**  
**€2,000**

Strict application criteria apply to avail of this special exhibition category. Please contact [exhibition@escardio.org](mailto:exhibition@escardio.org) for further details.

**Application Deadline:**  
24 February 2012

- Pricing unchanged
- New Saturday Opening: 15.00
- Platform for Scientific Exchange
- Technical Guidelines (Hanging Points, Exhibition Badges tbd)



**Scientific Activities**

**CME Accredited Programmes**

Satellite Symposia can be CME Accredited. The supporting company is free to choose their CME Provider and support the programme via an unrestricted educational grant. Satellite Symposia can be accredited by EBAC, the European Board for Accreditation in Cardiology.

EBAC accreditation confirms the scientific and educational quality of a programme, and allows the participants to receive CME credits for the time spent in the educational activity.

A Satellite Symposium with EBAC accreditation will be officially announced as "EBAC Accredited Educational Programme supported by an unrestricted grant from company X".

CME or EBAC Accredited programmes should be booked in the same time slots as industry sponsored sessions as listed on the following page. Satellite Symposia rates and rules apply except for specific EBAC promotional restrictions.

**Industry Sponsored Sessions**

**SATELLITE SYMPOSIA**

45, 60 or 90 minutes Satellite Symposia allow for review or update results from recent trials and ongoing studies. These sessions are organised by sponsoring companies within the Congress Centre in fully furnished and AV equipped ESC lecture rooms ranging in size from 120 to 3000 seats.

**HANDS-ON TUTORIALS**

Hands-On Tutorials offer companies a means of associating with the educational requirements of delegates in an exclusive and intimate environment. These industry sponsored tutorials provide participants with an opportunity for hands-on and/or one-to-one learning from clinical and/or technical experts on specific areas of expertise. Hands-On Tutorials are organised in dedicated rooms for 30 pax per session maximum. One room is allocated per company for the duration of the congress. Hands-On Tutorials sessions can be organized from Saturday 25 to Tuesday 28 August 2012, between 09:00 and 18:00.

- **Product Categories: Satellite Symposia & Hands on Tutorials**

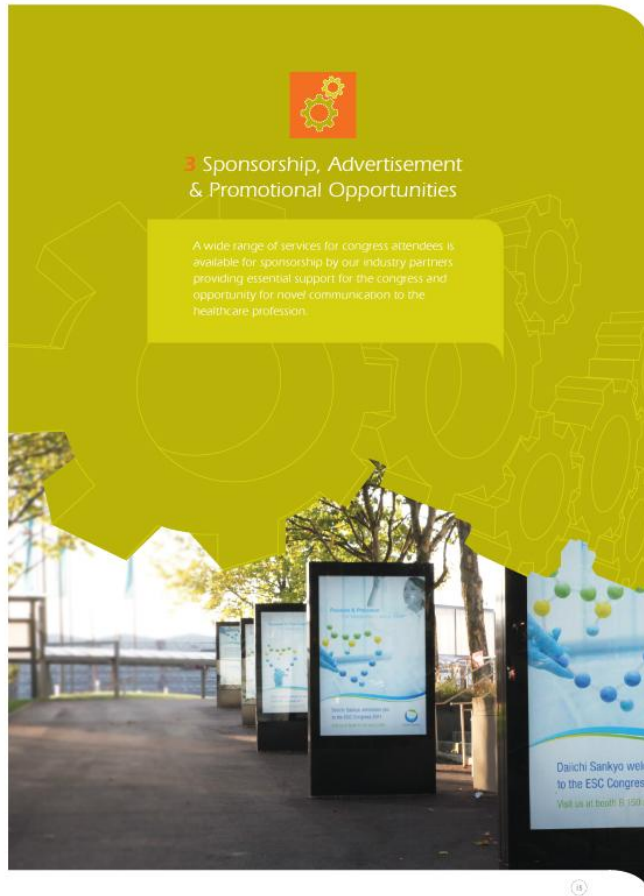
- **Each Timeslot now optimised: 45, 60 or 90 min session options**

- **Clear Exhibitor and non-Exhibitor Fee**

- **Fixed Fee for Lecture Room Rental**

- **Technical Guidelines (Room Assignment, Room Set-Up tbd)**





- Focus on Educational Products
- Mobile Application to be enhanced
- Delegate services to be improved
- Excellent onsite promotion facilities
- Technical Guidelines (Product Specs, Onsite Advertising tbd)



- Ranking for Orders defined
- Application Deadlines in each chapter
- Group Registration open midDecember
- Function Spaces & Hospitality Requests taken
- Technical Guidelines (Function Spaces Points tbd)



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## NEXT STEPS:

- Tour of Congress Centre & Private Meetings
- Industry Services Team at your service
  - Exhibition ([exhibition@escardio.org](mailto:exhibition@escardio.org))
  - Scientific ([satellite@escardio.org](mailto:satellite@escardio.org))
  - Sponsorship ([sponsorship@escardio.org](mailto:sponsorship@escardio.org))
  - General ([industry\\_services@escardio.org](mailto:industry_services@escardio.org))
- Client Web Site  
[www.escexhibition.org](http://www.escexhibition.org)