ESC CONGRESS
LONDON 2015
29 August – 2 September
Where cardiology comes together
www.escardio.org/ESC2015
Prof Geneviève Derumeaux, FESC
Chairperson 2014-2016,
ESC Congress Programme Committee

ESC Leadership

ESC Staff

Abir Ghorab
Aoife Delmas
Chelsea Thomas
Christine Gouillard
Eva Satgé
Fabrice Calabrese
Isabelle Dor
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Kristina Simon

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Manila Lesenechal
Maud Payssé
Nata Nambatingué
Nour'Eddine M'Ghari
Patricia Calabrese
Samantha Bickham
Wessel Nieuwenweg
Local Partners

ExCeL London
K.I.T.
GES

Industry Partners

30 Industry Partners and their agencies represented
Agenda

• Welcome from the Congress Committee Chair
  Prof. G. Derumeaux
    • Scientific Programme & Highlights

• Some figures & results from ESC Congress 2014 (Wessel)

• ESC Congress 2015 Layout (Nata)

• London & Building Amenities (James Rees, ExCeL)

• Industry Prospectus (Aoife)

• Guided Tour of the Building (Nata)

• Lunch & Individual Meetings (all)
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Expo m² occupied</td>
<td>10 200</td>
<td>10 369</td>
<td>10 000</td>
</tr>
<tr>
<td>Satellite Symposia</td>
<td>71</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>Hands on Tutorials</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Delegates</td>
<td>24 561</td>
<td>24 622</td>
<td>25 000</td>
</tr>
<tr>
<td>Total Attendance</td>
<td>29 990</td>
<td>30 330</td>
<td>30 000</td>
</tr>
</tbody>
</table>
The premier conference for global cardiology professionals

Total Participation 2010-2014

- 2010 Stockholm
- 2011 Paris
- 2012 Munich
- 2013 Amsterdam
- 2014 Barcelona
The premier conference for global cardiology professionals

- 2010 Stockholm
- 2011 Paris
- 2012 Munich
- 2013 Amsterdam
- 2014 Barcelona

Exhibitors
Press
Delegates
An international meeting with global participation

Over 140 countries, global reach

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Abstract Submission & Acceptance

ESC Congress 2009 Barcelona: 9847, Accepted: 4085
ESC Congress 2010 Stockholm: 9511, Accepted: 4167
ESC Congress 2011 Paris: 10836, Accepted: 4786
ESC Congress 2012 Munich: 9614, Accepted: 4203
ESC Congress 2013 Amsterdam: 10491, Accepted: 4215
ESC Congress 2014 Barcelona: 11444, Accepted: 4597

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Abstracts Submitted by Regions
ESC Congress Global Reach

ESC 2009
ESC 2010
ESC 2011
ESC 2012
ESC 2013
ESC 2014

Africa (non ESC)
Asia Pacific
ESC
North America
South & Central America

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Hot Lines Submissions

<table>
<thead>
<tr>
<th>Year</th>
<th>Hot Line</th>
<th>Clinical Trial &amp; Registries</th>
<th>Basic &amp; Translational Science</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>141</td>
<td>51</td>
<td>60</td>
</tr>
<tr>
<td>2012</td>
<td>187</td>
<td>66</td>
<td>74</td>
</tr>
<tr>
<td>2013</td>
<td>227</td>
<td>80</td>
<td>89</td>
</tr>
<tr>
<td>2014</td>
<td>230</td>
<td>85</td>
<td>90</td>
</tr>
</tbody>
</table>
London: international city committed to science & innovation

- English in UK as official language of congress
- New destination comparable to Paris
- At the forefront of groundbreaking research
- Natural home to European life sciences

Most accessible city in Europe......Vast hotel network......Award winning venue ExCeL
Decision to attend ESC Congress 2014:
For many respondents it is automatic: a solid fixture in their diaries
For those working in Cardiology it is a must do at least once in their career

Motivations to attend: Innovation, knowledge improvement and face to face interaction

“My motivation is to learn[...] Chance to get feedback from others. [...]”

“Meeting people from around the world with similar jobs to me.”

“Seeing in person the people that are involved in the latest studies, meeting people in speciality learning.”

“Meeting new people triggers new ideas”
Overall impressions and strengths: “You have to attend at least once!”

“The inspiring sessions, how cardiology is developing worldwide and how to improve” (the practice)
Perception of ESC Congress

“It’s brilliant and will be tough to improve. It has been getting better year after year. [...]”

“Most influential cardiovascular meeting in the world”

“You have to be there to experience it. A must visit of your career.”

“It’s the most important event in the Cardiology calendar [...], I come every year and I will continue to do so.”

ESC Congress derivative product perception:

“The App is FANTASTIC! So easy to use as well as all the online tools.”

“Congress 365 - Absolutely fantastic- you access slides and webcasts for yourself and for colleagues.[...]”
• **Impact on clinical practice:**
  Individuals reported they received between 2 and 4 big “takeaways” as a result of attending the Congress that would impact on their day to day work or clinical practice.
  They also stated they learnt from a high number of small discrete and very practical applications of new knowledge. “I learn with every session. Often small but these are what make the difference.”

• **The exhibition** offered them a useful opportunity to review first-hand the technological and pharmaceutical innovations available and to be able to foster stronger relationships with industry.

• **London and then Rome as NEW destinations:** Individuals requested new destinations for ESC Congress
  “Yes, I will attend, because the next one's in London! (new) Location is always vital…”

*Source: ESC Congress 2014 Barcelona, Market Research conducted on-site by independent third party service provider*
Planning for the future:

ESC Congress 2016: Rome, 27-31 August
ESC Congress 2017: Barcelona, 26-30 August
ESC Congress 2018: Munich, 25-29 August

We look forward to seeing you there!
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ExCeL London Key Features

- 100 000 m² column free space
- Fully flexible and compact layout
- State of the art technical services
- Numerous existing rooms
- **Ideal & unique configuration!**
ESC CONGRESS 2015
INDUSTRY SITE VISIT

James Rees
Executive Director, ExCeL London
World Gastro – 15,000 delegates
2011 – EULAR, Cisco Live

Record 16,100 delegates

Record 7,000 delegates
<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ninth Annual Global Symposium on Motion Preservation Technology</td>
<td>2,000 delegates 28th April - 1st May 2009</td>
</tr>
<tr>
<td>XXIX EAACI Congress 2010</td>
<td>8,000 delegates 5th - 9th June 2010</td>
</tr>
<tr>
<td>Diabetes UK APC 2011</td>
<td>3,200 delegates 30th March - 3rd April 2011</td>
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<tr>
<td>ESTRO Anniversary Congress 2011</td>
<td>4,300 delegates 8th - 12th May 2011</td>
</tr>
<tr>
<td>EULAR 2011</td>
<td>16,115 delegates 25th - 28th May 2011</td>
</tr>
<tr>
<td>ADH 2012</td>
<td>2,000 delegates 9th - 10th March 2012</td>
</tr>
<tr>
<td>Global Offshore Wind Conference and Exhibition</td>
<td>3,000 delegates 13th - 14th June 2012</td>
</tr>
<tr>
<td>European Congress on Epileptology 2012</td>
<td>4,000 delegates 30th September - 4th October 2012</td>
</tr>
<tr>
<td>ESPGHAN 2013</td>
<td>4,000 delegates 8th - 11th May 2013</td>
</tr>
<tr>
<td>BIBA Annual Conference and Exhibition 2013</td>
<td>5,299 delegates 15th - 16th May 2013</td>
</tr>
<tr>
<td>European Stroke Conference 2013</td>
<td>3,868 delegates 28th - 31st May 2013</td>
</tr>
<tr>
<td>EAGE 2013</td>
<td>6,000 delegates 10th - 14th June 2013</td>
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<tr>
<td>ESHRE 2013</td>
<td>10,007 delegates 7th - 10th July 2013</td>
</tr>
<tr>
<td>ECOC 2013</td>
<td>2,000 delegates 23rd - 26th September 2013</td>
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<tr>
<td>International Liver Congress 2014</td>
<td>10,000 delegates 9th - 12th April 2014</td>
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<tr>
<td>EFORT 2014</td>
<td>8,000 delegates 4th - 7th June 2014</td>
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<tr>
<td>2014 IIA International Conference</td>
<td>3,700 delegates 6th - 9th July 2014</td>
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<tr>
<td>The XXIII Congress of the European Society of Cataract and Refractive Surgeons</td>
<td>7,500 delegates 13th - 17th September 2014</td>
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<tr>
<td>IADC Drilling Conference and Exhibition 2015</td>
<td>3,000 delegates 19th - 23rd March 2015</td>
</tr>
<tr>
<td>Congress of the ERA-EDTA 2015</td>
<td>10,000 delegates 26th - 31st May 2015</td>
</tr>
<tr>
<td>EuroPerio 2015</td>
<td>8,000 delegates 23rd - 25th June 2015</td>
</tr>
<tr>
<td>DDF 2015 Meeting</td>
<td>3,000 delegates 23rd - 25th June 2015</td>
</tr>
<tr>
<td>ESC Congress 2015</td>
<td>35,000 delegates 23rd August - 2nd September 2015</td>
</tr>
<tr>
<td>8th International Orthodontic Congress</td>
<td>9,000 delegates 23rd - 30th September 2015</td>
</tr>
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1.5m visitors to ExCeL
the big picture

attractions
- Houses of Parliament
- Trafalgar Square
- St Paul's Cathedral
- The Gherkin
- The London Eye
- The Tower of London
- The Shard
- The Globe Theatre
- Tower Bridge
- Royal Observatory and National Maritime Museum, Greenwich
- Thames Barrier

onsite hotels
1. Aloft London Excel
2. Crowne Plaza London Docklands
3. Ibis London Excel
4. Ibis Styles London Excel
5. Novotel London Excel
6. Premier Inn
7. Ramada Hotel & Suites
8. Sunborn Yacht Hotel

No. of Rooms: 252
Star Rating: n/a

No. of Rooms: 270
Star Rating: 4 star

No. of Rooms: 278
Star Rating: 2 star

No. of Rooms: 302
Star Rating: 2 star

No. of Rooms: 257
Star Rating: 4 star

No. of Rooms: 202
Star Rating: 2 star

No. of Rooms: 224
Star Rating: 4 star

No. of Rooms: 136
Star Rating: 4 star

transport
- London City Airport
- London Underground Station
- Docklands Light Railway Station
- Docklands Light Railway
- Jubilee Line
- Central Line
- Hammersmith & City Line
- East London Line
- High Speed 1 - Javelin Train
- Crossrail - opening 2018
- Thames Clipper Piers
- Roads
- Emirates Air Line (Cable Car)
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Product Innovations
Showcase
Learning Exchange

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www.escardio.org/ESC2015
Exhibition – opportunity for showcase & exchange

At the heart of science – presenting innovations & research

80% of surveyed delegates confirm they visit the exhibition

Encourage scheduled learning activities for delegates

Wide open hall with service ducts throughout

New
Price: €420/m²
Saturday: 12.30 opening
Sponsored Sessions offer innovation & exchange

Take home messages for the patient bedside

Latest developments & how to apply, patient cases

To continue: Experts on the Spot alongside Focus room (4 x 250, 1 x 200)

Hands on Tutorials in exhibition area on demand
Sponsorship

Communication of onsite activities – digital & print
Eblasts – Industry Programme – Congress News

Going beyond the congress – 1 delegate/3 at home
Webcasts – Live Sessions

Congress Highlights
Best of ESC – ESC Congress in Review – Content Licenses

New: Poster Area Exclusive by Topic

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Key Dates Applications:

Exhibition: 1 November (top 10)
1 December (top 20)
12 January (accrued points)

Sponsored Sessions: 12 January

Sponsorship: 1 December

Guidelines for Industry: January 2015

One Team for you: industry@escardio.org