ESC CONGRESS
BARCELONA 2017
26 – 30 August
Where the world of cardiology comes together

www.escardio.org/ESC2017
AGENDA

I. INTRODUCTION

II. KEY FIGURES & CONGRESS HIGHLIGHTS

III. INDUSTRY FIGURES & INNOVATION

IV. INDUSTRY FEEDBACK

V. CONCLUSION
## Key Figures

<table>
<thead>
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<tr>
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<td>521</td>
<td>507</td>
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<td>Satellite Symposia</td>
<td>71</td>
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<td>Satellite Symposia – Experts on the Spot</td>
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<td>18</td>
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<td>Hands on Tutorials</td>
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<td>6</td>
<td>5</td>
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<tr>
<td>Active Delegates</td>
<td>24 561</td>
<td>25 343</td>
<td>27 208</td>
<td>27 853</td>
<td>26 805</td>
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<tr>
<td>Total Attendance</td>
<td>29 990</td>
<td>30 330</td>
<td>32 758</td>
<td>33 007</td>
<td>31 652</td>
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</table>
Country Breakdown – Top 10

- Germany: 2146
- Italy: 1351
- France: 1234
- United States of America: 1228
- Japan: 1148
- Spain: 1135
- United Kingdom: 1116
- China People’s Republic of: 774
- Brazil: 772
- Netherlands: 747
Country Breakdown – 11 to 20

- Switzerland: 705
- Sweden: 620
- Russian Federation: 540
- Poland: 523
- Turkey: 518
- Belgium: 506
- Denmark: 486
- Argentina: 476
- Austria: 463
- Australia: 438
## Breakdown Groups vs Individuals

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<tbody>
<tr>
<td>Groups</td>
<td>46%</td>
<td>46%</td>
<td>46%</td>
<td>44%</td>
<td>44%</td>
<td>40%</td>
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<tr>
<td>Individuals</td>
<td>54%</td>
<td>54%</td>
<td>54%</td>
<td>56%</td>
<td>56%</td>
<td>60%</td>
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# Faculty Country Breakdown – Top 10

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Faculty</th>
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<tbody>
<tr>
<td>Germany</td>
<td>195</td>
</tr>
<tr>
<td>United States of America</td>
<td>181</td>
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<tr>
<td>United Kingdom</td>
<td>160</td>
</tr>
<tr>
<td>Italy</td>
<td>113</td>
</tr>
<tr>
<td>France</td>
<td>94</td>
</tr>
<tr>
<td>Netherlands</td>
<td>93</td>
</tr>
<tr>
<td>Spain</td>
<td>83</td>
</tr>
<tr>
<td>Switzerland</td>
<td>52</td>
</tr>
<tr>
<td>Belgium</td>
<td>49</td>
</tr>
<tr>
<td>Greece</td>
<td>42</td>
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</table>
Recent Events

- Meetings with Mossos d’Esquadra
- Daily follow-up from local partners
- Demonstration 700,000 persons
- Impact on Transportation
- Strong support from all actors
Security at the Venue

- Concrete Barriers
- Dog Units
- Random Checks
- X-Ray Machine
- On-site Police Station
- Badge Scanning
Transportation

- Airport
- Metro
- Coaches
- Taxi

- Overall Coordination
Hotel Accommodation

- No major problems
- No overbooking
Congress Highlights

- Optimal Layout
- Delegate Experience
- ESC Plaza
- Integrated Exhibition
- Modern Infrastructure
- New ESC Branding
Congress Highlights

• Registration Operations

• Final Programme on-demand
  8,500 left out of 20,000

• Opening of Exhibition
Congress Highlights

• New Poster Area

• ESC TV Stage

• Digital Health

  *Today 12:45 - 13:45*

  *Special Event featuring the “winning” technologies and networking event with refreshment*
Congress Highlights

• Late Breaking Science

• Press Coverage
Industry Figures - Exhibition

- 11,000 sqm Exhibition
- 8,634 sqm of Industry stands (does not incl. Publishers & Non for Profit)
- 109 Exhibitors

Average sqm/exhibitor

- 2013: 78
- 2014: 67
- 2015: 75
- 2016: 77
- 2017: 79

Average sqm/exhibitor
Industry Figures - Exhibition

- Trend of Exhibition Space over the years

Industry Stands sqm

- Industry Stands sqm

2013: 8138
2014: 8055
2015: 8470
2016: 8568
2017: 8634
Digital Health at ESC Congress

- **Digital Health Area**
  (16 exhibitors)

- **Digital Health Theater**
  (4 Sessions)

- **15 Digital Health Sessions**
Industry Figures
Networking, meeting & exchange

Function Spaces

- Room ordered
- 2013: 24
- 2014: 18
- 2015: 29
- 2016: 32
- 2017: 50
Industry Figures
Industry Sponsored Sessions

- 109 Sponsored Sessions (vs 99 last year)
- Organised by 36 Companies (vs 38 last year)

NEW
9 Satellite Symposium organised in HUBs (45’)

Hands On
5 Hands-On Tutorials
room = 75 sessions during the 4 days of the congress
Industry Figures
Industry Sponsored Sessions

- 109 Sponsored Sessions
- Average room occupancy: 85%
- Median room occupancy: 92.5%
Industry Figures
eSponsorship

ESC Congress Mobile app
23,899 downloads
(vs 22,646 same dates last year)

Splash Advert

Each Splash Advert & Push Notification was viewed by 9,563 different device

Each device viewed it on an average of 2.9 times
Industry Figures

eBLAST

Reached pre-registered delegates

~15 000 pax

9 August: 5884 open rate 42.5%
16 August: 5744 open rate 40.86%
25 August: 5792 open rate 37.04%

Post congress eBLAST bringing to your webcast (will be sent on 20 Sept.)

Audience that will be reached: 100 000 pax
Industry Figures
Today on ESC TV

Aired on escardio.org
From Sat. 27/8 to Mon. 29/8: **16 210 pax watching live (Homepage + other pages)**
Average time spent: 22 minutes

**Live Satellite Symposium success story:**
1) Sat. 26/8 15:30 to 17:00 (Novartis)
936 pax watching live + Average Duration 50 min.
2) Sun 27/8 18:30 to 20:00 (BMS/Pfizer)
973 pax watching live + Average Duration 48 min.
3) Mon 28/8 12:45 to 13:45 (Novartis)
819 pax watching live + Average Duration 55 min.
4) Bayer Satellite Symposium to come
Industry Feedback

• **Pre Congress**
  + Organisation
  + Promotion & Communication

• **During Congress**
  + Rooms
  + Exhibition
  + Sponsored Sessions
  + Sponsorship
    - Scientific Programme
    - Venue, Hotels, City
    - Registration

• Suggestions
ESC Congress
Munich 2018
25-29 August
SITE VISIT
6 & 7 NOVEMBER

Where the world of cardiology comes together

#ESCcongress
www.escardio.org/ESC2018