ESC CONGRESS
BARCELONA 2017
26 – 30 August
Where the world of cardiology comes together
www.escardio.org/ESC2017
Where the world of cardiology comes together
The Richter scale

Measures energy waves emitted by earthquake

0 - 1.9
Can be detected only by seismograph

2 - 2.9
Hanging objects may swing

3 - 3.9
Comparable to the vibrations of a passing truck

4 - 4.9
May break windows, cause small or unstable objects to fall

5 - 5.9
Furniture moves, chunks of plaster may fall from walls

6 - 6.9
Damage to well-built structures, severe damage to poorly built ones

7 - 7.9
Buildings displaced from foundations; cracks in the earth; underground pipes broken

8 - 8.9
Bridges destroyed, few structures left standing

9 and over
Near-total destruction, waves moving through the earth visible with naked eye
<table>
<thead>
<tr>
<th></th>
<th>2013 Amsterdam</th>
<th>2014 Barcelona</th>
<th>2015 London</th>
<th>2016 Rome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstracts submitted</td>
<td>10 491</td>
<td>11 444</td>
<td>11 306</td>
<td>11 139</td>
</tr>
<tr>
<td>Abstracts selected</td>
<td>4 215</td>
<td>4 597</td>
<td>4 533</td>
<td>4 594</td>
</tr>
<tr>
<td>Number of sessions</td>
<td>430</td>
<td>521</td>
<td>507</td>
<td>530</td>
</tr>
<tr>
<td>Expo m² occupied</td>
<td>10 200</td>
<td>10 369</td>
<td>11 256</td>
<td>10 987</td>
</tr>
<tr>
<td>Satellite Symposia</td>
<td>60</td>
<td>59</td>
<td>61</td>
<td>60</td>
</tr>
<tr>
<td>EBAC Accredited Educational Programme</td>
<td>11</td>
<td>12</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>Satellite Symposa – Experts on the Spot</td>
<td>-</td>
<td>7</td>
<td>16</td>
<td>20</td>
</tr>
<tr>
<td>EBAC Accredited Educational Programme - Experts on the Spot</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Hands on Tutorials</td>
<td>4</td>
<td>4</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Product Theatre</td>
<td></td>
<td></td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>Active Delegates</td>
<td>24 561</td>
<td>25 343</td>
<td>27 208</td>
<td>27 974</td>
</tr>
<tr>
<td>Total Attendance</td>
<td>29 990</td>
<td>30 330</td>
<td>32 758</td>
<td>33 130</td>
</tr>
</tbody>
</table>
**Top 10 countries**

<table>
<thead>
<tr>
<th>Country</th>
<th>#Number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>1769</td>
<td>8,38%</td>
</tr>
<tr>
<td>Italy</td>
<td>1318</td>
<td>6,25%</td>
</tr>
<tr>
<td>France</td>
<td>1194</td>
<td>5,66%</td>
</tr>
<tr>
<td>United States of America</td>
<td>899</td>
<td>4,26%</td>
</tr>
<tr>
<td>Japan</td>
<td>868</td>
<td>4,11%</td>
</tr>
<tr>
<td>Spain</td>
<td>838</td>
<td>3,97%</td>
</tr>
<tr>
<td>China People's Republic of</td>
<td>711</td>
<td>3,37%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>581</td>
<td>2,75%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>549</td>
<td>2,60%</td>
</tr>
<tr>
<td>Brazil</td>
<td>534</td>
<td>2,53%</td>
</tr>
</tbody>
</table>

**The 5 ESC Regions**
• Meetings & Connections

• 361 meetings over 6 days
  - Friday 26 August: 3
  - Saturday 27 August: 61
  - Sunday 28 August: 91
  - Monday 29 August: 119
  - Tuesday 30 August: 79
  - Wednesday 31 August: 8

• 30 persons average participation

• 14 000 simultaneous wifi connections
• **World Media Record**
  605 on-site journalists (vs. 580 in 2015)
  4 776 articles
  62 677 views of the press releases on escardio.org
  Coverage: Medical, Lay, Business, Newswires and Financial

• **Press conferences**
  51 news releases
  13 press conferences:
  Most attended and best coverage:
  Hot Lines, Prevention, Heart Failure, Stroke and Lay (Mediterranean diet, e-cigarette...
• **Scientific Programme**

• **Pre-Arranged**
  - 1533 Invited Faculty from 59 countries, for 3045 roles

• **Abstracts-based**
  - 3284 Abstract Presenters from 79 countries

• **529 Scientific Sessions Organised**
  - Abstract-based Sessions 98
  - ESC Clinical Practice Guidelines Sessions 9
  - Late Breaking Science Sessions 20
  - Pre-arranged Sessions 302

• **11 139 abstracts submitted, 4 594 accepted**
Where the world of cardiology comes together
ESC CONGRESS SCIENTIFIC PROGRAMME
Who are we creating the program for?

Congress attendees:

<table>
<thead>
<tr>
<th>Registration by Category</th>
<th>ESC 2012 Munich</th>
<th>ESC 2013 Amsterdam</th>
<th>ESC 2014 Barcelona</th>
<th>ESC 2015 London</th>
<th>ESC 2016 Rome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physicians</td>
<td>21 440</td>
<td>24 561</td>
<td>24 622</td>
<td>27 208</td>
<td>27 369</td>
</tr>
<tr>
<td>Press</td>
<td>629</td>
<td>546</td>
<td>721</td>
<td>594</td>
<td>605</td>
</tr>
<tr>
<td>Total active participants</td>
<td><strong>22 069</strong></td>
<td><strong>25 107</strong></td>
<td><strong>25 343</strong></td>
<td><strong>27 802</strong></td>
<td><strong>27 974</strong></td>
</tr>
<tr>
<td>Exhibitors</td>
<td>5 210</td>
<td>4 883</td>
<td>4 987</td>
<td>4 956</td>
<td>5 156</td>
</tr>
<tr>
<td>Total Participants</td>
<td><strong>27 279</strong></td>
<td><strong>29 990</strong></td>
<td><strong>30 330</strong></td>
<td><strong>32 758</strong></td>
<td><strong>33 130</strong></td>
</tr>
</tbody>
</table>
Who are we creating the program for?

Table 9: Delegates by Profession

<table>
<thead>
<tr>
<th>Profession</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiologists</td>
<td>68.8%</td>
<td>68.3%</td>
<td>69.9%</td>
<td>69.5%</td>
<td>69.3%</td>
</tr>
<tr>
<td>Cardiologist – Trainees</td>
<td>7.4%</td>
<td>7.7%</td>
<td>7.7%</td>
<td>8.2%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Other Medical Specialities</td>
<td>7.2%</td>
<td>7.2%</td>
<td>6.4%</td>
<td>6.5%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Scientist</td>
<td>4.8%</td>
<td>5.1%</td>
<td>5.3%</td>
<td>5.5%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Industry/Agent</td>
<td>5.0%</td>
<td>5.3%</td>
<td>4.6%</td>
<td>4.4%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Nurse</td>
<td>2.0%</td>
<td>1.6%</td>
<td>1.7%</td>
<td>1.8%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Press/Medical Writer</td>
<td>1.7%</td>
<td>1.7%</td>
<td>1.6%</td>
<td>1.4%</td>
<td>1.5%</td>
</tr>
<tr>
<td>General Practitioner</td>
<td>1.2%</td>
<td>1.2%</td>
<td>1.1%</td>
<td>1.0%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Surgeon</td>
<td>0.9%</td>
<td>0.9%</td>
<td>0.8%</td>
<td>0.9%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Technician</td>
<td>0.6%</td>
<td>0.6%</td>
<td>0.5%</td>
<td>0.5%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Public Health Organisation/NGO</td>
<td>0.3%</td>
<td>0.3%</td>
<td>0.2%</td>
<td>0.2%</td>
<td>0.3%</td>
</tr>
<tr>
<td>PR Agency/Comms</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Total</td>
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<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
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</table>
Who are we creating the program for?

<table>
<thead>
<tr>
<th>Specialty</th>
<th>2014</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td>Interventional Cardiology</td>
<td>14.7%</td>
<td>14.8%</td>
</tr>
<tr>
<td>Heart Failure (HF)</td>
<td>11.3%</td>
<td>10.9%</td>
</tr>
<tr>
<td>Non-invasive imaging - Echocardiography, CMR, CT and Nuclear Techniques</td>
<td>10.2%</td>
<td>10.0%</td>
</tr>
<tr>
<td>Other</td>
<td>8.8%</td>
<td>8.9%</td>
</tr>
<tr>
<td>Acute Coronary Syndromes (ACS)</td>
<td>9.5%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Arrhythmias</td>
<td>8.6%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Cardiac Consult</td>
<td>6.3%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Basic Science</td>
<td>5.8%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Hypertension</td>
<td>4.1%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Atrial Fibrillation</td>
<td>3.0%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Cardiovascular Rehabilitation and Secondary Prevention – Long-term Management</td>
<td>2.3%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Chronic Ischaemic Heart Disease (IHD)</td>
<td>2.4%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Valvular Heart Diseases</td>
<td>2.1%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Congenital Heart Disease</td>
<td>1.9%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Myocardial Disease</td>
<td>1.4%</td>
<td>1.2%</td>
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</table>
Congress attendees:

<table>
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<tr>
<th>Fields of Interest</th>
<th>2011</th>
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<th>2013</th>
<th>2014</th>
<th>2015</th>
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</thead>
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<tr>
<td>Heart Failure (HF)</td>
<td>55%</td>
<td>55%</td>
<td>58%</td>
<td>58%</td>
<td>58%</td>
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<tr>
<td>Acute Coronary Syndromes (ACS)</td>
<td>52%</td>
<td>53%</td>
<td>55%</td>
<td>55%</td>
<td>54%</td>
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<tr>
<td>Hypertension</td>
<td>41%</td>
<td>42%</td>
<td>43%</td>
<td>41%</td>
<td>41%</td>
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<tr>
<td>Atrial Fibrillation</td>
<td>36%</td>
<td>38%</td>
<td>39%</td>
<td>41%</td>
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<tr>
<td>Arrhythmias</td>
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<td>36%</td>
<td>38%</td>
<td>38%</td>
<td>39%</td>
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<tr>
<td>Non-invasive Imaging - Echocardiography, CMR, CT and Nuclear Techniques</td>
<td>36%</td>
<td>36%</td>
<td>38%</td>
<td>37%</td>
<td>39%</td>
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<tr>
<td>Chronic Ischaemic Heart Disease (IHD)</td>
<td>36%</td>
<td>37%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
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<tr>
<td>Valvular Heart Diseases</td>
<td>30%</td>
<td>31%</td>
<td>32%</td>
<td>33%</td>
<td>34%</td>
</tr>
<tr>
<td>Myocardial Disease</td>
<td>25%</td>
<td>26%</td>
<td>27%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>Diabetic Heart Disease</td>
<td>25%</td>
<td>26%</td>
<td>26%</td>
<td>25%</td>
<td>25%</td>
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<tr>
<td>Invasive imaging - Cardiac Catheterisation and Angiography</td>
<td>21%</td>
<td>23%</td>
<td>24%</td>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>Interventional Cardiology</td>
<td>14%</td>
<td>19%</td>
<td>20%</td>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>Sudden Cardiac Death and Resuscitation</td>
<td>21%</td>
<td>22%</td>
<td>23%</td>
<td>24%</td>
<td>24%</td>
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<tr>
<td>Syncope</td>
<td>21%</td>
<td>21%</td>
<td>22%</td>
<td>23%</td>
<td>23%</td>
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<tr>
<td>Cardiovascular Rehabilitation and Secondary Prevention – Long-term Management</td>
<td>23%</td>
<td>23%</td>
<td>24%</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>Basic Science</td>
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<td>19%</td>
<td>19%</td>
<td>19%</td>
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<tr>
<td>Clinical Pharmacology</td>
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<td>18%</td>
<td>19%</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>Infective Endocarditis</td>
<td>16%</td>
<td>16%</td>
<td>17%</td>
<td>17%</td>
<td>18%</td>
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<tr>
<td>Thromboembolic Venous Disease</td>
<td>15%</td>
<td>16%</td>
<td>16%</td>
<td>17%</td>
<td>17%</td>
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<tr>
<td>Peripheral Arterial Diseases</td>
<td>14%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>16%</td>
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</tbody>
</table>
Desired information/experience:

„Newness“
„Interactivity“
„Interaction with Experts“
Scientific Programme Satisfaction & Expectations

<table>
<thead>
<tr>
<th>Category</th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientific programme</td>
<td>44%</td>
<td>46%</td>
<td>9%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>The range of topics covered at the Congress</td>
<td>42%</td>
<td>47%</td>
<td>10%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Take home messages</td>
<td>34%</td>
<td>51%</td>
<td>12%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>Networking opportunities</td>
<td>25%</td>
<td>47%</td>
<td>22%</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>Exhibition quality</td>
<td>25%</td>
<td>47%</td>
<td>22%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Session schedule (timing)</td>
<td>25%</td>
<td>52%</td>
<td>19%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>Posters sessions</td>
<td>22%</td>
<td>60%</td>
<td>16%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>ESC activities (stand, products)</td>
<td>21%</td>
<td>48%</td>
<td>26%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Congress organisation</td>
<td>19%</td>
<td>28%</td>
<td>25%</td>
<td>14%</td>
<td>14%</td>
</tr>
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</table>

* N=1327, N=1323, N=1308, N=1281, N=1306, N=1322, N=1165, N=1263, N=1327
Impact on Daily Practice

Please rate the degree of impact which may have to your clinical practice and/or research work:

- ESC Clinical Practice Guidelines implementation: 33% Very high impact, 51% High impact, 15% Average impact, 1% Low impact, 0% Very low impact
- Sessions 'Take-Home messages' delivered: 23% Very high impact, 52% High impact, 22% Average impact, 2% Low impact, 0% Very low impact
- Educational lectures: 22% Very high impact, 53% High impact, 22% Average impact, 2% Low impact, 0% Very low impact
- Case Management Demonstrations from experts: 20% Very high impact, 49% High impact, 28% Average impact, 2% Low impact, 1% Very low impact
- New techniques / Advances in CV presented: 16% Very high impact, 50% High impact, 30% Average impact, 3% Low impact, 0% Very low impact
- Focus on Basic Science research and advances: 16% Very high impact, 40% High impact, 33% Average impact, 10% Low impact, 2% Very low impact

N=1245* for ESC Clinical Practice Guidelines implementation
N=1219* for Sessions 'Take-Home messages'
N=1201* for Educational lectures
N=1125* for Case Management Demonstrations
N=1113* for New techniques / Advances in CV
N=1187* for Focus on Basic Science research and advances
Please rate your satisfaction level on the ESC's new learning environments:

<table>
<thead>
<tr>
<th>Environment</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Average</th>
<th>Unsatisfied</th>
<th>Very unsatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Hub (360' lecture room)</td>
<td>34%</td>
<td>46%</td>
<td>15%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Mobile App sessions</td>
<td>31%</td>
<td>47%</td>
<td>18%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Agora Room (casual setting)</td>
<td>22%</td>
<td>49%</td>
<td>23%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Poster Area</td>
<td>21%</td>
<td>55%</td>
<td>21%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

N=1268*  N=1086*  N=1013*  N=1183*
BARCELONA 2017 - OBJECTIVES

• Session content that will impact patient care
• Enhanced learning experience, variety of room types, interaction where it makes sense.
• Encounters with global Key Opinion Leaders
• Providing excellence in science and education
Major sections of the program

**Educational and Scientific sessions**
- Covering all areas of cardiology and CV research
- New guidelines
- Repetition of past guidelines

**Abstract Sessions**
- Oral
- Poster

**Hotline Sessions**
Where the world of cardiology comes together

Total Session Attendance per Day

- 2014
- 2015
- 2016

Saturday
Sunday
Monday
Tuesday
Wednesday
ESC Congress 2017 – SPOTLIGHT

« 40 YEARS OF PCI »

Highlight influence of PCI on all areas of cardiology

Track to include sessions in corresponding village as well as transversal sessions with other topics

Spotlight stage with "live in the box" content

EAPCI involvement
ESC Congress 2017 – New or modified

- **“Cardiology at Breakfast”** and **“Science at Breakfast” Programmes (7:30 – 8:15)**
  Focus on Clinical / Science & Career development

- **Great Debates** – Challenge the experts on their stand

- **Focus on Expert interaction with panel discussions and new session types, e.g.**
  “Expert Advice” / “Read with the Experts” / “Let’s Discuss Strategy”

- **Clinical Trial & Clinical Trial Update poster** –
  more opportunities to showcase latest science and encourage exchange

- **“Congress Condensed”** – On Wednesday, congress wrap up before Highlight session –
  Essential take home messages on General Cardiology, Guidelines, Basic Science and Intervention

- **“Hub rooms back to the center, capacity increased. Spotlight stage.”**
ESC Congress 2017 – activity, here: CALL FOR SESSIONS
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 2016</td>
<td>Opening of online services</td>
</tr>
<tr>
<td>February 2017</td>
<td>Scientific programme available online</td>
</tr>
<tr>
<td><strong>14 February 2017</strong></td>
<td>Abstract submission deadline</td>
</tr>
<tr>
<td>01 March 2017</td>
<td>Clinical case submission deadline</td>
</tr>
<tr>
<td>01 May 2017</td>
<td>Clinical Trials, Clinical Trial Updates, Registries and Basic &amp; Translational Science Hot Line Submission Deadline</td>
</tr>
<tr>
<td>Early May 2017</td>
<td>Abstract results announcement</td>
</tr>
<tr>
<td><strong>21 May 2017</strong></td>
<td>New: Submission deadline for Late Breaking Clinical Trials, Clinical Trial Updates, Registries, Late Breaking Basic &amp; Translational Science</td>
</tr>
<tr>
<td>June 2017</td>
<td>Full programme available online</td>
</tr>
</tbody>
</table>
ESC CONGRESS
BARCELONA 2017
26 – 30 August
Where the world of cardiology comes together

www.escardio.org/ESC2017
WELCOME!
Barcelona, a well connected city

The international airport Barcelona-El Prat, links the city with Europe’s capitals and world destinations.

Efficient public transportation with the new metro line L9 connecting the airport with the city and Fira Gran Via

Metro and train transportation capacities:

Train: 450 people per train every 4 minutes: 7000 people/hour in every direction

L9: 1000 people per train every 7,5 minutes: 8000 people/hour in every direction

Possibility to double the capacities.
New metro line L9

Metro L9

Ferrocarrils (train)

Metro L9
Security and transportation meetings

Attendees
Barcelona Convention Bureau
Fira de Barcelona
Airport
Housing and social events official local agency
Catalan Police: security in the Metropolitan Transport and L’Hospitalet area
Traffic Police from Barcelona and L’Hospitalet
Metro and bus authorities
Ferrocarrils (local train)
Audica: Coaches Companies Association
Taxi Organisation (IMT)

Meetings
Two meetings prior to the congress dates (May and July)
Follow-up meetings: every day during congress days, from Sunday to Wednesday
Barcelona

• Support from Barcelona Convention Bureau

• Highly Attractive Destination

• Strong Public Transport Network

• Fulfilling all 11 ESC Criteria

• Selected in Top 3 destinations

• 4\textsuperscript{th} time at Fira Gran Via
Hotels

- Over 14,000 rooms booked in Barcelona and near surrounding area
- 70% are 4 star hotels
- 70% of the contingent assigned to groups
- ESC Hotel accommodation team is working with Barcelo Congressos our official local housing agency
ESC CONGRESS
BARCELONA 2017
26-30 August

Where the world of cardiology comes together

Fira Barcelona

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www.escardio.org/ESC2017
Congress Venue

• 120 trade shows, congresses and corporate events per year
• 30,000 exhibitors
• 2 million visitors from over 200 countries
• 400,000 m² of exhibition floor space (spread over Montjuïc and Gran Via)
• Over a century of tradition in the organization of big events
Congress Venue

- Venue located very close to city centre, easy connections
- Exclusive use of the Building, just one Entrance
- Compact Layout - 120 000 m² (versus 88 000 m² in 2016)
- State-of-the-art infrastructure and technical services
- Advertising opportunities
- Recently built meeting rooms
- Experienced Management Team
New Metro Station
Most scientific sessions, except satellite symposia, are arranged by topics in themed villages.
### Topics

**Village 1**  
Basic Science

**Village 2**  
Hypertension  
Cardiovascular Pharmacology

**Village 3**  
Cardiac Imaging  
E-Technology

**Village 4**  
Prevention - Rehabilitation  
Sports – Nursing

**Village 5**  
Arrhythmias - Pacing -  
Resynchronisation

**Village 6**  
Interventions - Peripheral Circulation -  
Stroke - Surgery

**Village 7**  
Valvular Disease - Pulmonary Circulation  
Myocardial-Pericardial Disease -  
Congenital Heart Disease and Paediatric Cardiology

**Village 8**  
Coronary Artery Disease -  
Acute Coronary Syndromes -  
Acute Cardiac Care

**Village 9**  
Heart Failure (Chronic & Acute)
# Lecture Rooms

- **1 Main Auditorium**: 3,000 seats
- **19 Regular Lecture Rooms**: from 200 to 1,000 seats
- **1 Spotlight Stage**: 500 seats
- **5 Hubs**: 250, 300 seats
- **2 Agoras**: 100 seats
- **Total of 28 Rooms**: 16,650 seats
Exhibition

• 22 000 m² of Exhibition in one Hall, in a prime and central location, surrounded by Villages

• The Hub – London 2015 concept

• Catering outlets concentrated within Exhibition Hall, with adjacent outside areas

• Hands-On Tutorials and Function Spaces located within Exhibition
Technical Services

• Online Exhibitor Services
• Robust IT infrastructure, WiFi
• Catering GastroFira, Cleaning
• Hostesses, Rigging, Electricity, Security, Air Conditioning...
Tour of the Venue
ESC CONGRESS
BARCELONA 2017

26 – 30 August

Where the world of cardiology comes together

www.escardio.org/ESC2017
Industry Prospectus
OBJECTIVE

1) Highlight important changes
2) KPIs on new products launched in 2016
3) Advices/Answers
Satellite Symposium & Expert on the Spots

1) More rooms (26 in 2017 vs 22 in 2016)
2) More space = more soundproofness
3) More slots

Satellite Symposia lecture rooms:
(Subject to changes)

<table>
<thead>
<tr>
<th>Rooms Capacities</th>
<th>Rental Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 seats</td>
<td>€1 000</td>
</tr>
<tr>
<td>300 seats</td>
<td>€1 500</td>
</tr>
<tr>
<td>400 seats</td>
<td>€2 000</td>
</tr>
<tr>
<td>500 seats</td>
<td>€2 500</td>
</tr>
<tr>
<td>600 seats</td>
<td>€3 000</td>
</tr>
<tr>
<td>700 seats</td>
<td>€3 500</td>
</tr>
<tr>
<td>800 seats</td>
<td>€4 000</td>
</tr>
<tr>
<td>1000 seats</td>
<td>€4 500</td>
</tr>
<tr>
<td>3000 seats</td>
<td>€8 000</td>
</tr>
<tr>
<td>The Hub (250 seats)</td>
<td>€2 500</td>
</tr>
<tr>
<td>Spotlight Stage (500 seats)</td>
<td>€4 000</td>
</tr>
</tbody>
</table>

Satellite Symposia-Experts on the Spot
Saturday 26 August 2017  12:45 – 13:15

**NEW THIS YEAR**

- Experts on the Spot sessions can now be scheduled prior to or post your related Satellite symposium, at your discretion.
- 45-minute Satellite Symposium: 1 Experts on the Spot session permitted
- 60-minute or 90-minute Satellite Symposium: 2 Experts on the Spot sessions permitted

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Your digital sessions on ESC Congress 365

Webcast on ESC Congress 365

ESC Congress 365 generates traffic
- Q3 2016 = 270K resources consulted
- Industry webcasts = ~380 views after 1 month availability

Post congress eBlast

- Sent the 27/9
- Delivered to 105K pax
- Opened by 20K pax
- **Direct impact on webcast views:**
  Progression doubled

#esccongress
**e-Daily News Adverts**

- 2 e-Daily News per day:
  1) To the delegates (~20K pax)
  2) To non delegates (~100K pax)

- Exclusive sponsorship per day:
  A banner to deliver your message

**Mobile App Splash Advert & Push Notifications**

- Mobile app: 22,953 downloads
- Average views per Advert: 21,969
- Notification pushed to all delegates 30’ before the session start
- **Impact:** 2xServier + 1xAmgen = 98% full on 1000 pax rooms

**Voting and Ask a Question**

Engage your audience via interacting vote & questions

#esccongress
Final Programme

- 20K copies printed
- Offered to each delegate with the badge
- No more in the bag

In the bag in 2017

- 28K Industry Programme
- 30K Programme at a Glance & Badge holder
# ESC Congress
## Barcelona 2017
26-30 August

## Product Impact Comparison

<table>
<thead>
<tr>
<th>Message Type</th>
<th>Audience</th>
<th>Visibility Span</th>
<th>Sponsorship</th>
<th>Accredited Person</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poster Area per topic</td>
<td>-</td>
<td>++</td>
<td>+++</td>
<td>36 000</td>
<td>Limited</td>
</tr>
<tr>
<td>Delegate Badge Holder</td>
<td>-</td>
<td>++</td>
<td>-</td>
<td>36 000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Industry Sponsored Sessions Display Screen</td>
<td>-</td>
<td>+</td>
<td>+++</td>
<td>36 000</td>
<td>Limited</td>
</tr>
<tr>
<td>Full Programme Booklet</td>
<td>+++</td>
<td>+</td>
<td>+++</td>
<td>26 000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Full Programme Back Cover + Inside Ads</td>
<td>+++</td>
<td>+</td>
<td>+++</td>
<td>26 000</td>
<td>Limited</td>
</tr>
<tr>
<td>Programme at a Glance Back Cover Ad</td>
<td>+++</td>
<td>+</td>
<td>+++</td>
<td>26 000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Industry Programme Inside Front + Back Cover Advertisement</td>
<td>+++</td>
<td>+</td>
<td>+++</td>
<td>28 000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Industry Programme Invitation Ads</td>
<td>+++</td>
<td>+</td>
<td>+++</td>
<td>28 000</td>
<td>Unlimited</td>
</tr>
<tr>
<td>ESC Congress News ADS Pages</td>
<td>-</td>
<td>+</td>
<td>+++</td>
<td>70 000 people during the congress</td>
<td>Limited</td>
</tr>
<tr>
<td>e-Daily News Ads</td>
<td>-</td>
<td>+</td>
<td>+++</td>
<td>100 000 / Congress day (npESC Account Owners)</td>
<td>Limited</td>
</tr>
<tr>
<td>ESC Congress - 'In Review' Optical Highlight Report</td>
<td>+++</td>
<td>+</td>
<td>+++</td>
<td>25 000</td>
<td>Exclusive</td>
</tr>
</tbody>
</table>

**Notes:**
- Digital/Online Sponsorship Products: Red
- Classic/Omite Sponsorship Products: Orange
- +++ Very Strong Impact
- + Impact
- No Impact
- Forbidden

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Where the world of cardiology comes together

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**Time for Change**

ESC Congress
Rome 2016
27 - 31 August

50,000 Page views
300 PDFs downloaded

Updated

www.escardio.org/ESC2017
**Next steps**

Sales open on the 28 October 2016

To order with priority status:

**Exhibition:**
- Top 10: order before the 15 November 2016
- Top 10 to 20: order before 1 December 2016
- After top 20: order before 15 January 2017

**Sponsored Sessions**
- Order before the 15 January 2017

**Sponsorship**
- Order before the 1 December 2016

- Onsite Advertisement offer finalized for the 28 October 2016.
Thank you
ESC CONGRESS
BARCELONA 2017
26 – 30 August

Where the world of cardiology comes together

www.escardio.org/ESC2017
ESC 2017 in Barcelona

Jeroen J Bax
Leiden University Medical Center
The Netherlands

President ESC 2016-18
European Society of Cardiology
Strategic Plan 2016 - 2020

**OUR MISSION:** To reduce the burden of cardiovascular disease in Europe

**OUR VISION:** The ESC will be recognised as the leading authority for scientific and educational programmes which improve cardiovascular health. To achieve this, it needs to:

- Promote the ESC family as a single, cohesive entity and reinforce ESC brand values
- Be the prime resource for professional development of cardiovascular health care professionals
- Be a key facilitator of excellence in research and innovation
- Be the voice for the ESC membership
- Advocate the highest standards of cardiovascular patient care and promote cardiovascular health

**KEY OBJECTIVES:**
- To improve coordination and management of all ESC Advocacy activities
- To provide faster, more effective responses to requests for comment and opinion on relevant matters
- To improve promotion of cardiovascular-related topics relevant to ESC and its work

**KEY ACTIONS:**
- Develop an inventory of events and launch a detailed coordination, management, and tracking process
- Appoint and train a cadre of expert, credible spokespeople to speak on behalf of ESC
- Provide training to enable advocacy capacity across the ESC, thereby to suit all geographic regions and channels
- Develop a fully exploited multi-channel approach, including social media

**RESEARCH**

Encourage excellence and manage research innovation

**KEY OBJECTIVES:**
- To improve research coordination and prioritisation
- To improve research visibility and access
- To increase quality and value through training
- To provide better focus on innovation
- To exert more influence on research regulatory frameworks
- To exert more influence on research funding distribution

**KEY ACTIONS:**
- Form ESC-wide Research Think Tank
- Develop new processes for internal and external communications
- Establish ESC-wide programmes

**EDUCATION**

Deliver world-class learning and professional development

**KEY OBJECTIVES:**
- To gain CME and CPD accreditation and deliver relevant education and training
- To protect the ESC’s reputation for delivering robust, unbiased educational programmes
- To respond to demand from national and affiliated cardiac societies
- To extend the education product portfolio

**KEY ACTIONS:**
- Develop and implement an educational blueprint
- Engage in role of the art technology when and where learning develop robust educational programmes
- Provide educational offers based on needs assessment and incorporating robust validated instructional design principles

**MEMBERSHIP**

Engage with cardiovascular professionals and grow our membership

**KEY OBJECTIVES:**
- To recruit 10,000 Professional Members by 2020
- To widen awareness of the individual membership initiative
- To offer an organisation capable of promoting, developing & supporting the initiative

**KEY ACTIONS:**
- Launch an ESC individual membership initiative at ESC Congress 2016
- Establish a compelling value proposition for ESC membership
- Implement a communication plan that reaches out to potential members

**STRATEGIC TRENDS**

- Gender flip (70% of cardiologists in training are women)
- Generation gap (leading to cultural changes)
- Geographical reach
- Increasing economic pressure in health care
- Stringent regulatory environment
- Innovation
- Member engagement, retention and recruitment

Where the world of cardiology comes together

#esccongress

www.escardio.org/ESC2017
We do this TOGETHER
Global: bringing cardiology professionals from across the world together
- ESC 2016: over 33,000 participants from 144 different countries
European Society of Cardiology
Strategic Plan 2016 - 2020

**STRATEGIC DRIVERS**

**OUR MISSION:** To reduce the burden of cardiovascular disease in Europe

**OUR VISION:** The ESC will be recognised as the leading authority for scientific and educational programmes which improve cardiovascular health. To achieve this, it needs to:

- Promote the ESC family as a single, cohesive entity and reinforce ESC brand values
- Be the prime resource for professional development of cardiovascular healthcare professionals
- Be a key facilitator of excellence in research and innovation
- Be the voice for the ESC membership
- Advocate the highest standards of cardiovascular patient care and promote cardiovascular health

**KEY OBJECTIVES:**
- To improve coordination and management of all ESC Advocacy activities
- To provide faster, more effective responses to requests for comment and opinion on relevant matters
- To improve promotion of cardiovascular-related topics relevant to ESC and its work

**ADVOCACY**

Exert influence, manage our brand and leverage our reputation

**KEY OBJECTIVES:**
- Develop an inventory of events and launch a detailed coordination, management, and tracking process
- Appoint and train a cadre of expert, credible spokespersons to speak on behalf of ESC
- Provide training for ESC staff so they can rapidly adapt responses to suit all target audiences and channels
- Develop plans to fully exploit all media channels, including social media

**KEY ACTIONS:**
- Engage with cardiovascular professionals and grow our membership

**MEMBERSHIP**

**RESEARCH**

Encourage excellence and manage research innovation

**KEY OBJECTIVES:**
- To improve research coordination and prioritisation
- To improve research visibility and access
- To increase quality and value through training
- To provide better focus on innovation
- To exert more influence on research regulatory frameworks
- To exert more influence on research funding distribution

**KEY ACTIONS:**
- Form ESC-wide Research Think Tank
- Develop new processes for internal and external communications
- Establish ESC-wide initiatives

**EDUCATION**

Deliver world-class learning and professional development

**KEY OBJECTIVES:**
- To gain CME, CPD accreditation and deliver relevant education and training
- To protect the ESC’s reputation for delivering robust, unbiased education programmes
- To respond to demand from national and affiliated cardiac societies
- To extend the education portfolio worldwide

**KEY ACTIONS:**
- Develop an educational framework that offers a comprehensive portfolio of education programmes
- Develop educational offers based on needs assessment and incorporating robust validated instructional design principles

**CONGRESS**

Organisation of successful congresses which offer the best scientific content and attract the best people

**KEY OBJECTIVES:**
- To make ESC congresses ‘must attend’ events
- To widen audience participation
- To exploit new technology for virtual congress concept
- To launch branded products and seek non-healthcare industry support

**KEY ACTIONS:**
- Develop world-class scientific programmes and ensure that the format of congress adapts to audience needs
- Design and implement initiatives to engage new audiences
- Develop, test, and pilot virtual congress concept
- Diversify congress-related derivative products

**TRENDS**

- Gender flip (70% of cardiologists in training are women)
- Generation gap (leading to cultural changes)
- Geographical reach
- Increasing economic pressure in health care
- Stringent regulatory environment
- Evolution
- Member engagement, retention and recruitment

#esccongress

www.escardio.org/ESC2017
Increasing desire of «BELONGING TO »
The answer is:
permanent ESC Membership:
creating an international WORLDWIDE community in cardiovascular medicine
Innovation: ESC looking for new and better ways to deliver science
Content dissemination:
the latest content available to all cardiology professionals
THROUGHOUT the entire year after BARCELONA—365 days
INDUSTRY and ESC partnerships: delivering together top science and innovation
ESC CONGRESS

THEME:
organisation of the most successful congress
offer the best scientific content
attract the best people

KEY OBJECTIVES:
• make ESC congress ‘must attend’ event
• widen audience participation - WORLDWIDE - GLOBAL
• Exploit new technology (in Rome the “outdoors congress hall”)
KEY ACTIONS:

• develop world-class scientific programmes
• adapt the format of the congress to audience needs
• education versus innovation vs science

• design and implement initiatives to engage new audiences
  — WORLDWIDE
  — Related medical specialties — stroke council, focus on diabetes, kidney disease, hypertension and peripheral artery disease
• POST — congress derivative products
• involve all-around the world audience
• FOCUS on our National Cardiac Societies
We do this TOGETHER

Your success is our success

AND

our success is your success