INDUSTRY DEBRIEF
WELCOME

ESC Congress
Munich 2018
25-29 August

Where the world of cardiology comes together

#ESCcongress
www.escardio.org/ESC2018
MAKING A DIFFERENCE TOGETHER
DEBRIEFS, SURVEYS, EXHIBITION TASKFORCE

- Exhibition Opening Hours (10am – 5pm)
- Visibility & Access
- New Product Opportunities
- Meeting Rooms & Space in Exhibition
Public Event
Public Event

- Lifestyle and Prevention
- Early Detection
- Living with Cardiovascular disease
Registration: Key Figures

Attendance by year

- Munich 2012: 27279
- Amsterdam 2013: 29990
- Barcelona 2014: 30330
- London 2015: 32758
- Rome 2016: 33130
- Barcelona 2017: 31705
- Munich 2018: 32858
## Registration: Key Figures

### Registration by Category

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<td>27279</td>
<td>29990</td>
<td>30330</td>
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<td>24561</td>
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<td>721</td>
<td>594</td>
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<td>Total Active registrations</td>
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<td>4956</td>
<td>5156</td>
<td>4848</td>
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Registration: Key Figures

Country breakdown

Germany: 3479
United States of America: 1341
Italy: 1340
United Kingdom: 1139
Japan: 1094
France: 1027
China People's Republic of: 966
Brazil: 786
Switzerland: 741
Spain: 727
Netherlands: 722
Russian Federation: 575
Sweden: 531
Austria: 509
Denmark: 501
Poland: 498
India: 487
Australia: 484
Argentina: 468
Mexico: 413
# Groups vs Individuals

## Group/Individual Registrations

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<tbody>
<tr>
<td>Groups</td>
<td>46%</td>
<td>46%</td>
<td>46%</td>
<td>44%</td>
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<tr>
<td>Individuals</td>
<td>54%</td>
<td>54%</td>
<td>54%</td>
<td>56%</td>
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<td>60%</td>
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Messe Munich
Registration
Digital Health Area
Delegate Experience
New in 2018

**NEW DAILY SCHEDULE:**

**Morning** - 90 minutes

Morning - 90 minutes

**INCREASED TIME FOR TRANSITION WITH LUNCH SESSIONS**

Afternoon - 75 minutes

Afternoon - 60 minutes
New in 2018

- “Science Box“
- “Library Room“
New in 2018

- “Cardiology in 4 Days“
- More Expert Sessions and Panels
- Improved Mobile App Features:
  *Hot Line presentations with audience interaction via mobile app moderator*
ESC Congress Online

Live from ESC Congress ____________________________ escardio.org
SELECTED SESSIONS TRANSMITTED LIVE

ESC TV ____________________ www.escardio.org/Congresses-&-Events/ESC-TV
WRAP-UPS, SUMMARIES, DISCUSSIONS

ESC 365: abstracts, slides, webcasts ________________ esc365.escardio.org
NEW PLATFORM FOR ALL CONGRESS-RELATED MATERIAL

Social Media ____________________________
New on ESC TV STAGE

- Interviews, Programme, Sessions
- Breakfast Buzz
Best of ESC Congress 2018
Live from Paris on Wednesday 5 September at 19:00 CEST

New Online Interactive Programme

During this streamed live programme, a group of experts will gather in a Paris studio to present their views on the most important take-home messages from ESC Congress 2018, and will answer questions from the live audience.

This event is organised in collaboration with the following National Cardiac Societies (NCS): Latvia, Lebanon, Lithuania, Montenegro, Romania, Russia and Serbia
Sponsored Sessions
Lunch vs evenings

Average room occupancy: 104%
Practical Tutorials

4 x Imaging
1 x Device
2 x Pharmaceutical
All congress resources in one online library

Select congresses
All

Search
Search for presentations, speakers, topics, sessions,...

+ 79 Satellite Symposium
+ 35 Expert on the Spot
Vs
37 webcasts available on ESC 365
ESC Digest

7 Digests realized
+ 2 x Siemens
+ Novo Nordisk
+ 4 x Bayer