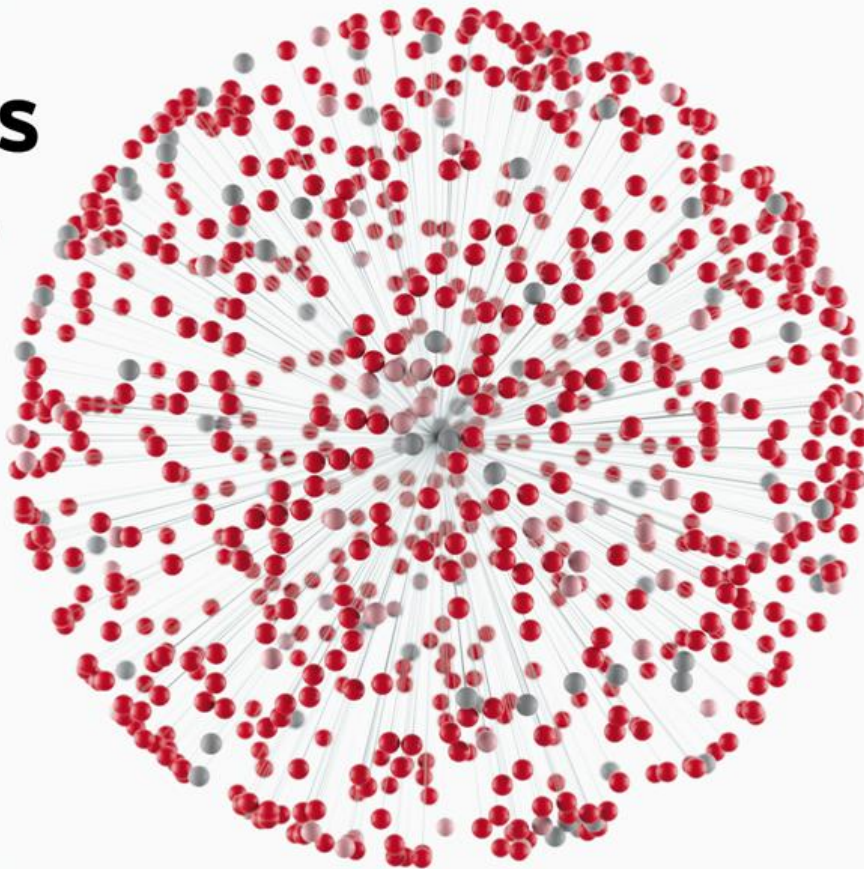


ESC Congress Munich 2018

25-29 August

INDUSTRY DEBRIEF
WELCOME

#ESCcongress
www.escardio.org/ESC2018



Where the world
of cardiology
comes together



ESC

European Society
of Cardiology

MAKING A DIFFERENCE TOGETHER

DEBRIEFS, SURVEYS, EXHIBITION TASKFORCE

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

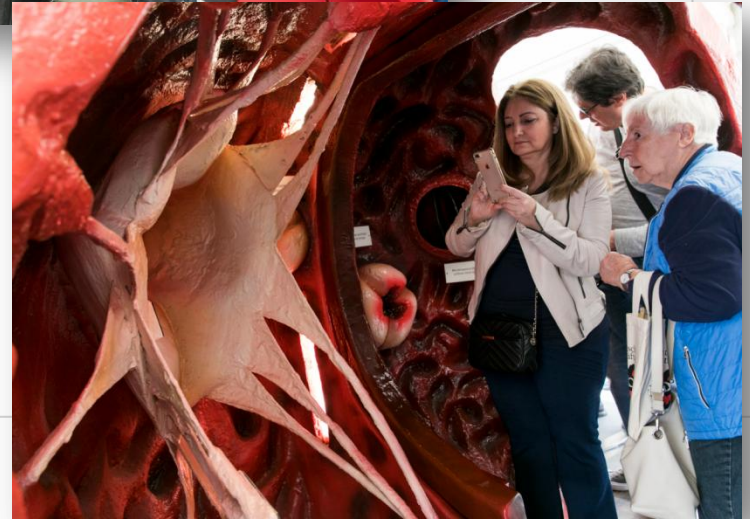


Public Event

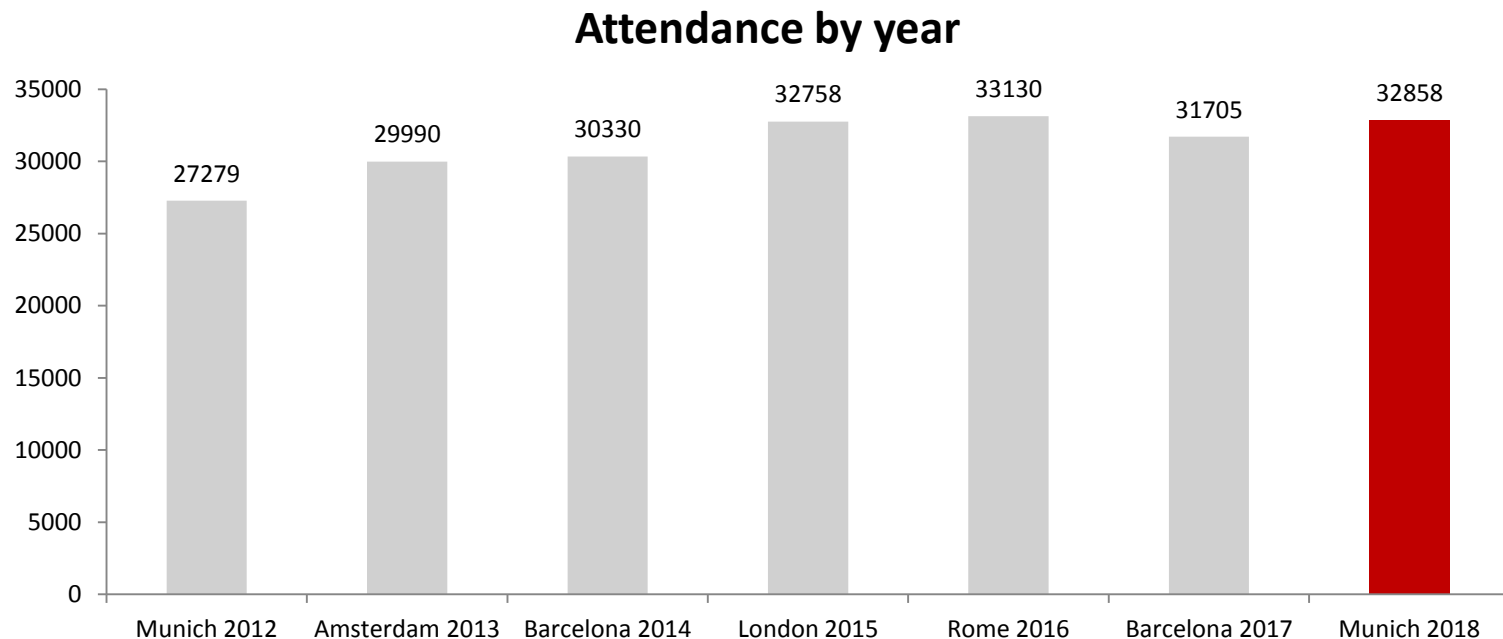


Public Event

- Lifestyle and Prevention
- Early Detection
- Living with Cardiovascular disease



Registration: Key Figures



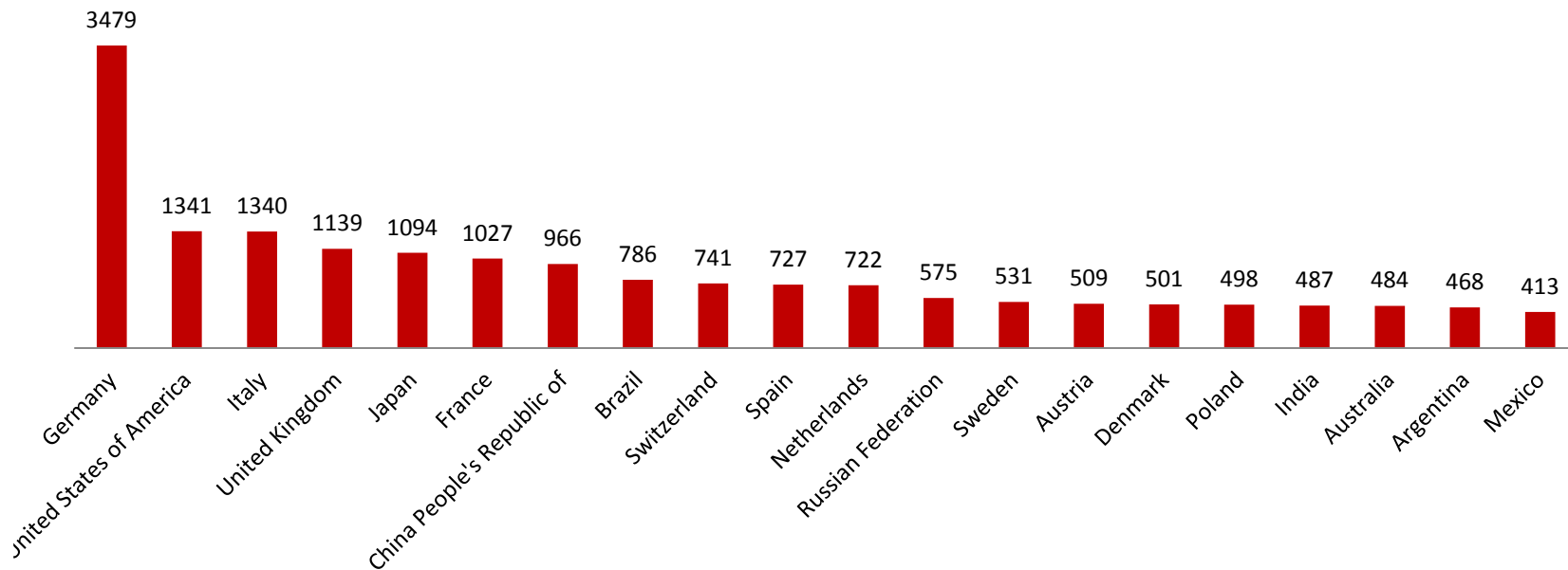
Registration: Key Figures

Registration by Category

Registration by Category	Munich 2012	Amsterdam 2013	Barcelona 2014	London 2015	Rome 2016	Barcelona 2017	Munich 2018
Total Registrations	27279	29990	30330	32758	33130	31705	32858
Delegates	21440	24561	24622	27208	27369	26302	27151
Press	629	546	721	594	605	555	512
Total Active registrations	22069	25107	25343	27802	27974	26857	27663
Exhibitor registration	5210	4883	4987	4956	5156	4848	5195

Registration: Key Figures

Country breakdown



Groups vs Individuals

Group/Individual Registrations

Groups vs Individuals	Munich 2012	Amsterdam 2013	Barcelona 2014	London 2015	Rome 2016	Barcelona 2017	Munich 2018
Groups	46%	46%	46%	44%	44%	40%	40%
Individuals	54%	54%	54%	56%	56%	60%	60%

Messe Munich



Registration



Room Settings



Digital Health Area



Diversity



Delegate Experience



New in 2018

NEW DAILY SCHEDULE:

Morning - 90 minutes

Morning - 90 minutes

INCREASED TIME FOR TRANSITION WITH LUNCH SESSIONS

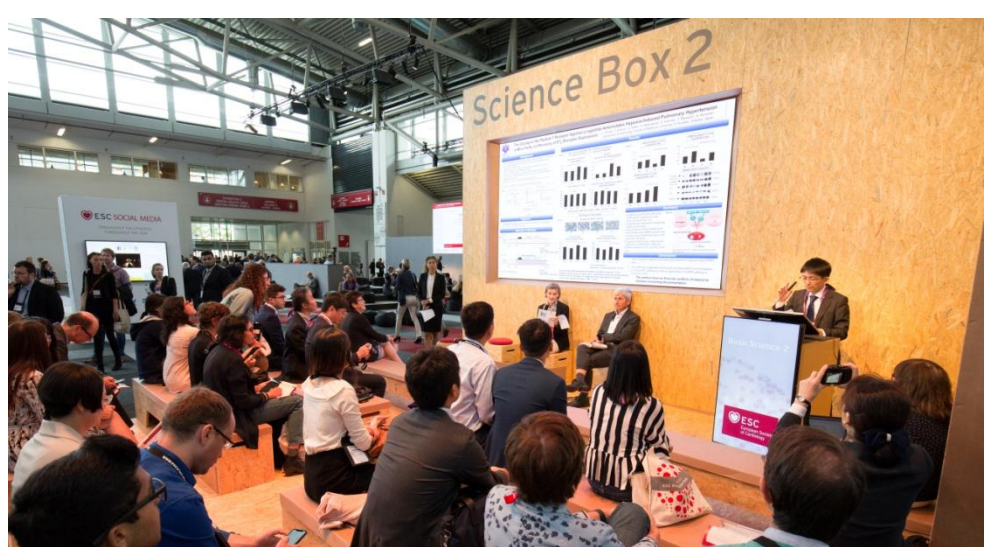
Afternoon - 75 minutes

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



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

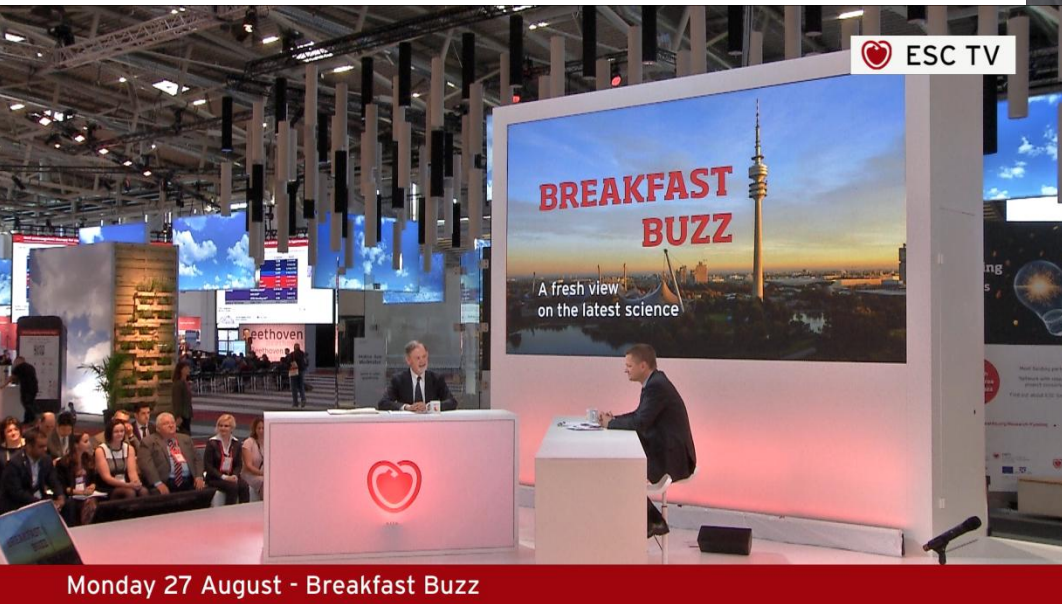
NEW PLATFORM FOR ALL CONGRESS-RELATED MATERIAL

Social Media _____



New on ESC TV STAGE

- Interviews, Programme, Sessions
- Breakfast Buzz



Clinical outcomes following a strategy of first-line coronar[...]



VISION Study - Frequency, Causes, and Timing of 30-day Morta[...]



EORP VHD II registry - Contemporary management of heart valve[...]



SWEDHEART - No changes in survival after acute myocardial i[...]



COMMANDER HF - Randomized Study Comparing Rivaroxaban with P[...]



ATTR-ACT Trial - Efficacy and Safety of Tafamidis in Transth[...]



In-hospital mortality of patients with atrial arrhythmias



APAF-CRT - A randomized controlled trial of AV junction abla[...]



DIGITAL-AF: Results from a real-life digital population scre[...]



Cohort Study of Serious Adverse Events with Sodium-Glucose C[...]



The HeartFlow ADVANCE Registry - Assessing Diagnostic Value [..]



CREDESCENCE - Diagnostic Performance of Cardiac Computed Tomog[...]

Monday 27 August - Breakfast Buzz



Stephan Achenbach, FESC (Erlangen, DE)



John Camm, FESC (London, UK)



Roxana Mehran, FESC (New York, US)



Eva Prescott, FESC (Copenhagen, DK)



Marco Roffi, FESC (Geneva, CH)

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



**Best of
ESC Congress
2018**

Live from Paris
Wednesday 5 September
at 19:00 CEST

Take part online
Ask the experts



Industry Key Figures

ESC Congress
Munich 2018
25-29 August

Arrhythmias and
Device Therapy



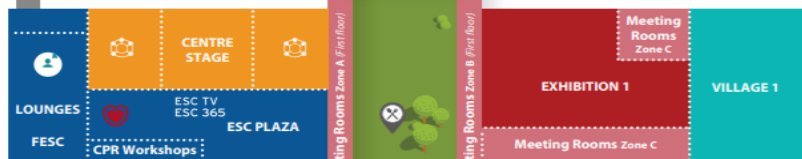
Imaging

Heart Failure Basic Science

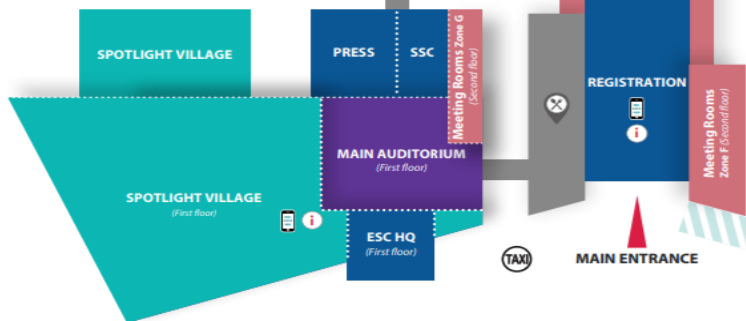


Hypertension

Coronary Artery Disease, Acute Coronary
Syndromes, Acute Cardiac Care,
Valvular, Myocardial, Pericardial, Pulmonary,
Congenital Heart Disease,
Aortic Disease, Peripheral Vascular Disease,
Stroke, Interventional Cardiology and
Cardiovascular Surgery



Preventive Cardiology &
Cardiovascular Disease in
Special Populations

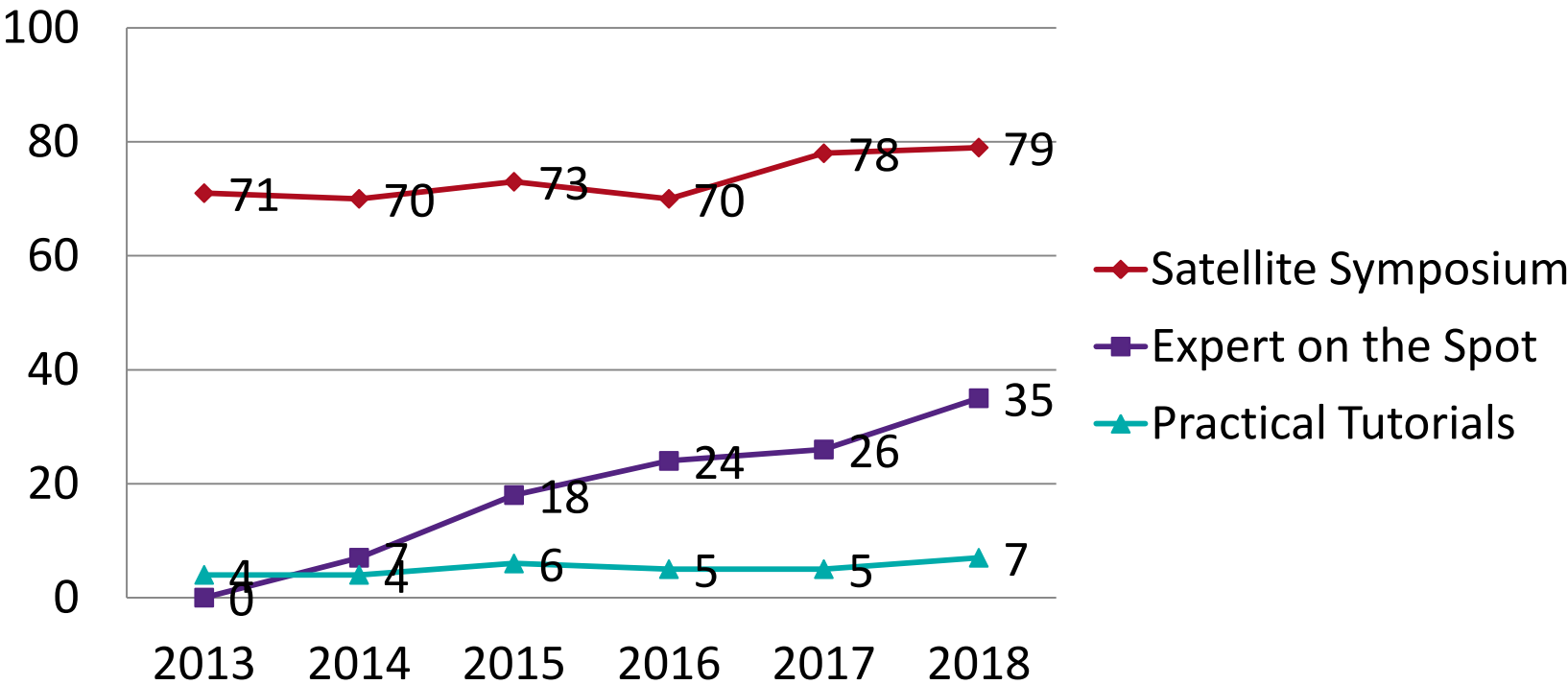


TAXI

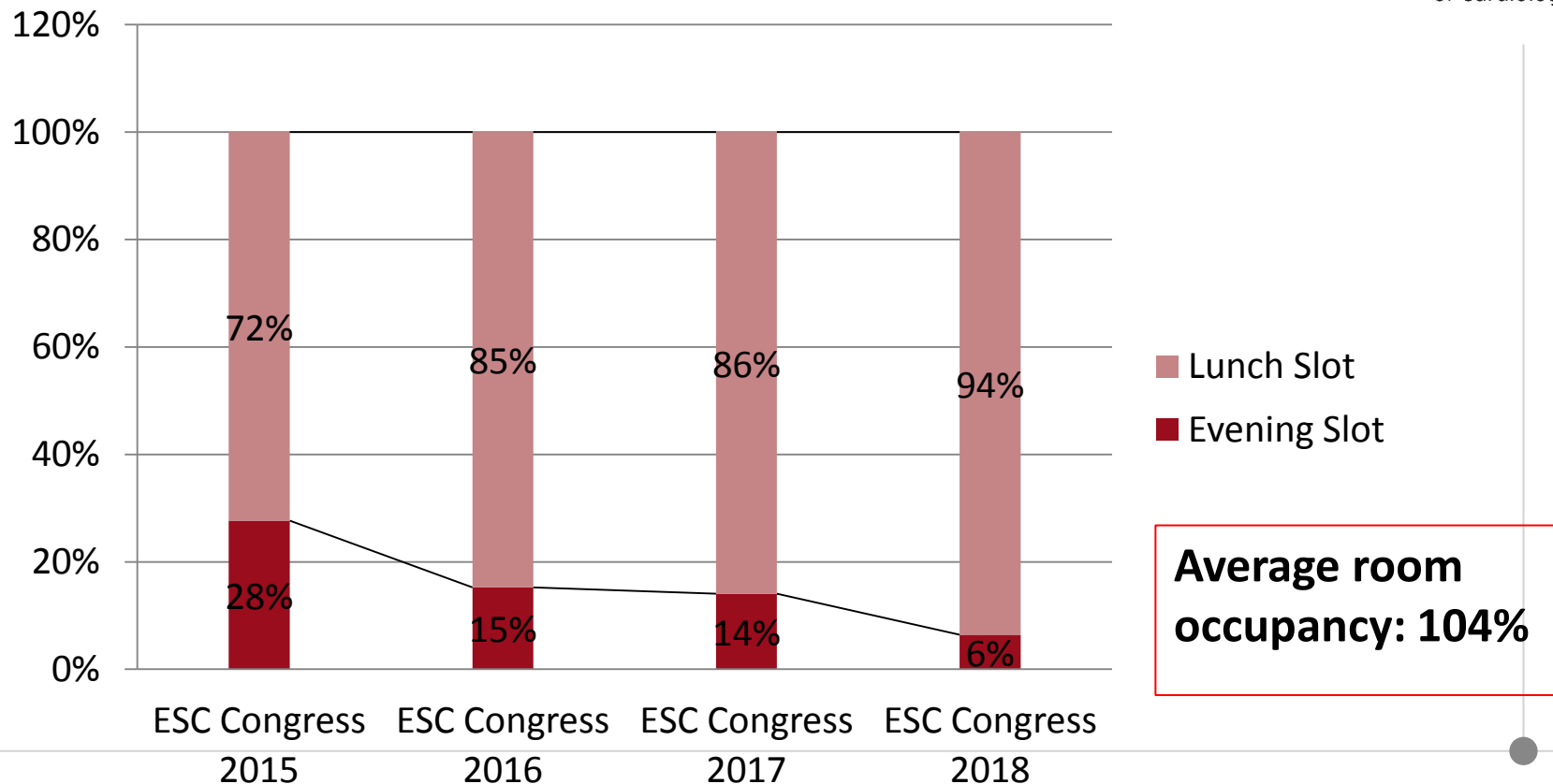


TRAIN

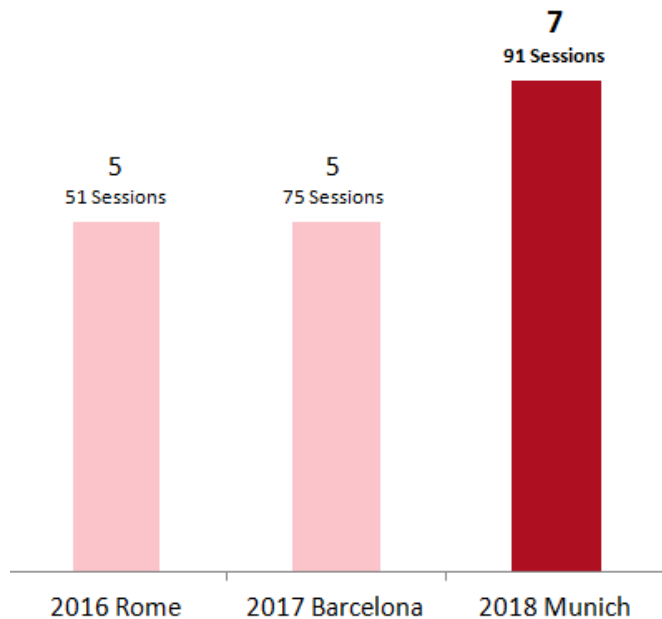
Sponsored sessions



Sponsored Sessions Lunch vs evenings



Practical Tutorials



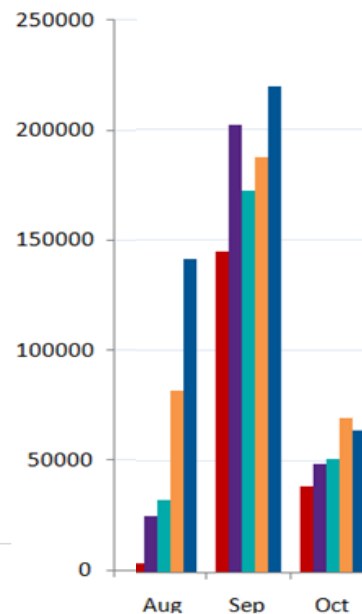
4 x Imaging
1 x Device
2 x Pharmaceutical

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+ 35 Expert on the Spot
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365**



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- + Novo Nordisk
- + 4 x Bayer