

# Digital Health Area - Offer

ESC Munich - Digital Health Area 2018  
25-29 August 2018



**ESC**

European Society  
of Cardiology

*« 2018 will be remembered as one of the milestones in the ESC's history »*

Digital Health is a key element of the future for the ESC: last year's congress in Barcelona confirmed this and supported our decision to put even more time and effort into creating a brand **NEW Digital Health Area** for this year's ESC Congress, which will be held in Munich. Our team is doing its utmost to guarantee an unforgettable experience, not only for delegates, but also for exhibitors who support our congress and visit the Digital Health Area.

***Location and Promotion?***

This year the area will be located at the **entrance of the Exhibition 3**, ensuring optimal visibility and enabling immediate contact between delegates and industry. Furthermore, onsite advertising and additional information in our dedicated Industry Programme booklet will guarantee visitors to the area. The Digital Health Area will also be promoted in our pre-congress advertising formats and will have a dedicated webpage on the ESC website. Additionally, social media will be a key communication channel for advertising our new area.

***Digital Health Stage:***

Our NEW, larger **Digital Health Stage** will be an integral part of the Digital Health Area and will serve as the bedrock for a total of **15 scientific sessions** related to Digital Health. This alone will attract many delegates and allow for meaningful exchange.

***Services:***

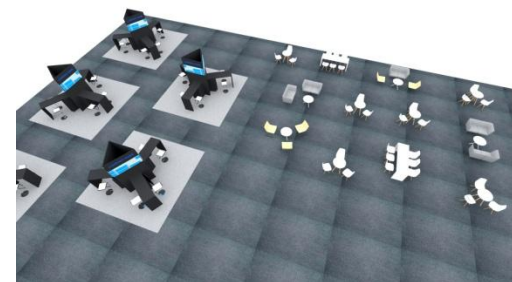
A state-of-the-art **meeting place** will also be available to organize business meetings. On top of this, our **wireless internet** connection will be at your disposal for external communications or any web-based needs you may have.

***Please join us in our Digital Health Area: together we can make a greater impact!***



SPOTLIGHT VILLAGE
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
VILLAGE 1
Preventive Cardiology & Cardiovascular Disease in Special Populations
VILLAGE 2
Hypertension
VILLAGE 3
Imaging
VILLAGE 4
Basic Science
VILLAGE 5
Heart Failure
VILLAGE 6
Arrhythmias and Device Therapy

Digital Health Area





## How can I get involved?

Our newly improved area is split into 3 key sections which each play a unique role in the delegate experience:

***Exhibition:***

Industry booths are located in the vicinity of our Digital Health Stage giving you the opportunity to exchange with delegates and demonstrate your latest digital health related innovations and research.

Two stand formats are on offer: pre-built or customisable structure (includes floor space only).

***Digital Health Stage:***

Take the stage and promote your innovations and products to a large audience (+100 pax) with a 20-minute presentation. Digital health sessions are included and promoted in our final programme.

***Meeting place:***

Greet your digital health contacts in a modern setting for informal and formal onsite business meetings.



## ESC Munich 2018 - Digital Health Area

Prebuilt stand	Exhibition space/m <sup>2</sup>
€2 900,00	Early fee: €420/m <sup>2</sup> <small>excl. VAT*</small> Late fee: €460/m <sup>2</sup> <small>excl. VAT*</small>

### 1. Prebuilt Stand Price Includes:

- Stand structure including a lockable cabinet
- Carpet
- Fascia board with Company Name
- 3kw main electricity connection & consumption
- 2 spotlights
- High table and 2 stools
- DSL internet connection
- Daily stand cleaning
- The Digital Health Area will be promoted in our pre-congress/onsite advertising formats

### 2. Exhibition space/m<sup>2</sup> Price Includes:

- Floor space (no structure or amenities)
- 10 points participation /exhibiting company + 2 points / 9m<sup>2</sup> occupied (2 x normal points)
- The Digital Health Area will be promoted in our pre-congress/onsite advertising formats

\*early fee by 31st March 2018 – Late fee from 1st April 2018



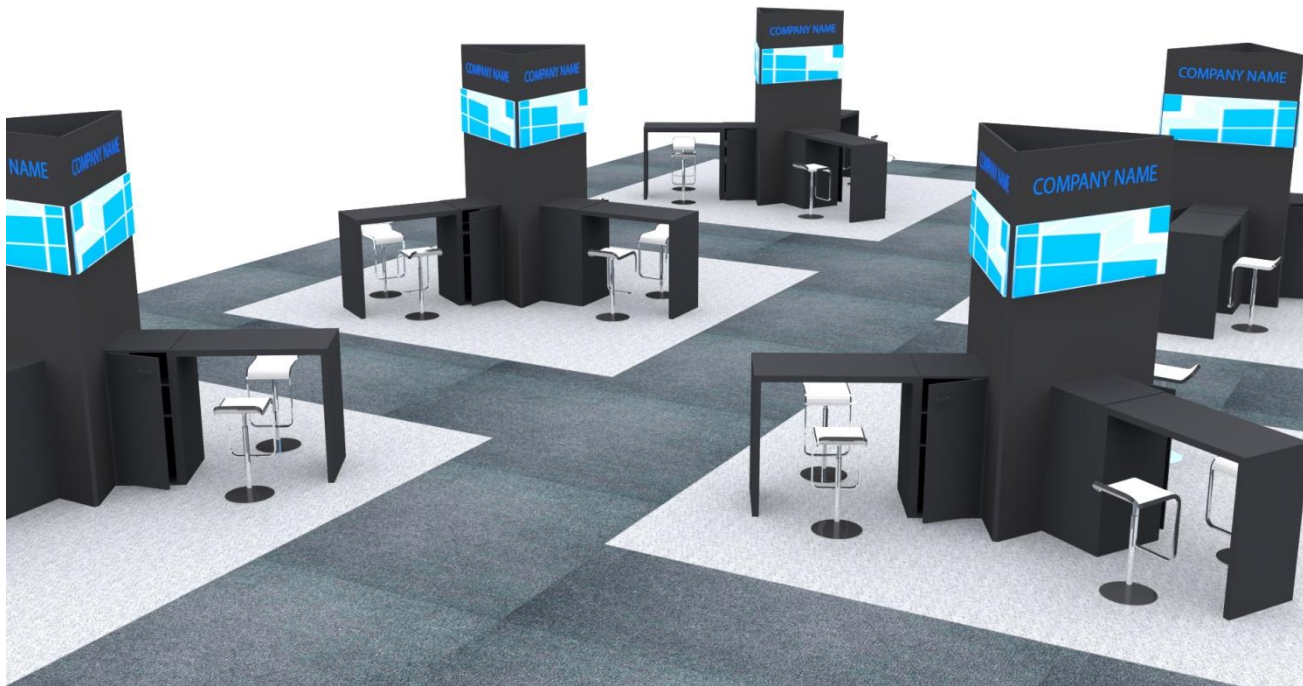
## Prebuilt Stand (for 3 companies)







## Digital Health Area





# Preliminary Programme\*

Topic	Title
Public Health and Health Economics - Other	Key steps to innovation in medical devices
m-Health	Expert Advice - Mobile health in adults with congenital heart disease
e-Health	e-Health and m-health: hype or here to stay?
Digital Health: Big Data Analysis	Expert Advice - Big and Deep Data
Digital Health: Big Data Analysis	BigData@Heart
Digital Health	eCardiology - State of the Heart
Computer Modeling and Simulation	Expert Advice - How to integrate imaging in computerized decision support systems in cardiology
Computer Modeling and Simulation	Virtual valve replacement: the next revolution
e-Cardiology / Digital Health	Everyone get ready! Digital Health will change healthcare on a patient and population level

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\*Subject to change



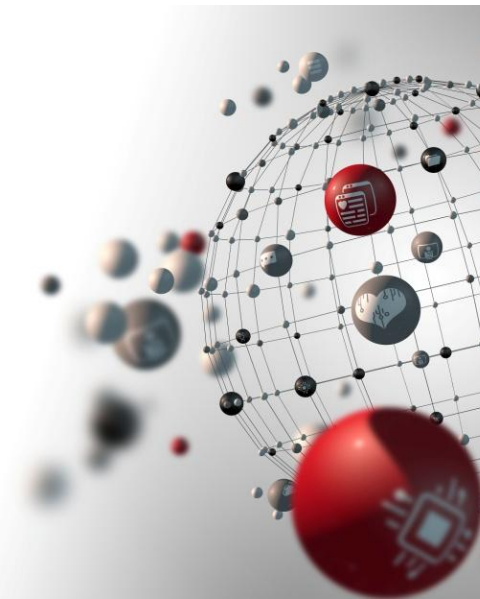


## Key reasons to get involved

- **Be part of the revolution:** inform, educate and prepare the cardiology community for the Digital Health revolution
- **Promote/exchange:** present your latest Digital Health related innovations or research to a responsive audience
- **A comprehensive offer:** our all-in-one offer will encourage delegates to spend time in our Digital Health Area and act as a dynamic platform for exchange and discussion
- **Generate qualitative leads:** this independent area ensures that visitors have a substantial interest in Digital Health innovations and research
- **Gain extensive exposure:** our Digital Health Area's modern design, location and advertising resources will secure delegate traffic to your activities



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