ESC Congress
Paris 2019

Together with
World Congress of Cardiology

31 August
- 4 September
Please rate the importance of the following elements in your Congress experience

1. To learn about the latest research results in the field of cardiovascular medicine
   - Extremely Important: 48%
   - Very Important: 38%
   - Important: 13%
   - Somewhat Important: 8%
   - Not Important: 0%
   - N/A: 0%

2. To learn about latest scientific findings in my own area of research
   - Extremely Important: 44%
   - Very Important: 39%
   - Important: 12%
   - Somewhat Important: 2%
   - Not Important: 2%
   - N/A: 3%

3. To obtain clinically relevant information to improve my daily practice
   - Extremely Important: 45%
   - Very Important: 37%
   - Important: 12%
   - Somewhat Important: 2%
   - Not Important: 3%
   - N/A: 3%

4. To hear from world renowned experts
   - Extremely Important: 42%
   - Very Important: 40%
   - Important: 15%
   - Somewhat Important: 3%
   - Not Important: 3%
   - N/A: 3%

5. To learn about the new ESC guidelines
   - Extremely Important: 46%
   - Very Important: 35%
   - Important: 14%
   - Somewhat Important: 3%
   - Not Important: 3%
   - N/A: 3%

6. To network and interact
   - Extremely Important: 34%
   - Very Important: 37%
   - Important: 21%
   - Somewhat Important: 5%
   - Not Important: 2%
   - N/A: 2%

7. To present my own research work
   - Extremely Important: 24%
   - Very Important: 20%
   - Important: 19%
   - Somewhat Important: 6%
   - Not Important: 17%
   - N/A: 0%

8. Other
   - Extremely Important: 15%
   - Very Important: 19%
   - Important: 14%
   - Somewhat Important: 5%
   - Not Important: 48%
   - N/A: 0%
Innovation
Content; Technologies; Format; Onsite Experience
Peer to Peer Exchange
Belonging; Sharing; Networking; Building together
Representation
Communities; Patients; National & Affiliated Societies; Young; Global perspective; Research Funders
Legacy

Public Awareness; ESC Championing CV Health
ESC Congress 2019

Congress Programme Committee Chairpersons
Professor S Priori, IT
Professor M Roffi, CH
Evidence-based tailoring of ESC 2019

- 32,858 Participants in Munich 2018
Professionals, In-training
And the new generation

<table>
<thead>
<tr>
<th>Stage</th>
<th>%</th>
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<tbody>
<tr>
<td>In training</td>
<td>10.6</td>
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<tr>
<td>Practicing</td>
<td>64.8</td>
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<td>Retired</td>
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<tr>
<td>Student</td>
<td>1.9</td>
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</table>

<table>
<thead>
<tr>
<th>Workplace</th>
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<tbody>
<tr>
<td>Administration And Government</td>
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</tr>
<tr>
<td>Healthcare - Hospital</td>
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<tr>
<td>Healthcare - Private Practice</td>
<td>16.3</td>
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<tr>
<td>Industry</td>
<td>9.8</td>
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<tr>
<td>Insurance</td>
<td>0.2</td>
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<tr>
<td>Research Institution - Non-University</td>
<td>4.5</td>
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<tr>
<td>Research Institution - University</td>
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</table>

Age and gender

- Female
- Male
- Unknown gender
## International Audience

<table>
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<tr>
<th>Rank</th>
<th>Country</th>
<th>Number Of Delegates</th>
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<tbody>
<tr>
<td>1</td>
<td>Germany</td>
<td>3,479</td>
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<tr>
<td>2</td>
<td>United States of America</td>
<td>1,341</td>
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<tr>
<td>3</td>
<td>Italy</td>
<td>1,340</td>
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<tr>
<td>4</td>
<td>United Kingdom</td>
<td>1,139</td>
</tr>
<tr>
<td>5</td>
<td>Japan</td>
<td>1,094</td>
</tr>
<tr>
<td>6</td>
<td>France</td>
<td>1,027</td>
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<tr>
<td>7</td>
<td>China</td>
<td>966</td>
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<td>8</td>
<td>Brazil</td>
<td>786</td>
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<tr>
<td>9</td>
<td>Switzerland</td>
<td>741</td>
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<tr>
<td>10</td>
<td>Spain</td>
<td>727</td>
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<tr>
<td>11</td>
<td>Netherlands</td>
<td>722</td>
</tr>
<tr>
<td>12</td>
<td>Russian Federation</td>
<td>575</td>
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<tr>
<td>13</td>
<td>Sweden</td>
<td>531</td>
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<tr>
<td>14</td>
<td>Austria</td>
<td>509</td>
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<tr>
<td>15</td>
<td>Denmark</td>
<td>501</td>
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</table>
Evidence-based tailoring of ESC 2019

- ESC has implemented a process to carefully monitor the needs of our audience based on feedback received at the congress.

- Data are then analysed to identify new trends, challenges, successful initiatives.....

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<tbody>
<tr>
<td>Saturday</td>
<td>12,932</td>
<td>13,638</td>
<td>15,465</td>
<td>20,480</td>
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<td>Sunday</td>
<td>39,861</td>
<td>33,787</td>
<td>37,536</td>
<td>44,129</td>
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<td>Monday</td>
<td>35,665</td>
<td>29,706</td>
<td>31,932</td>
<td>40,229</td>
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<td>Tuesday</td>
<td>27,138</td>
<td>22,256</td>
<td>23,145</td>
<td>29,630</td>
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<td>Wednesday</td>
<td>6,084</td>
<td>5,228</td>
<td>4,341</td>
<td>6,676</td>
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<tr>
<td>Total</td>
<td>121,680</td>
<td>104,615</td>
<td>112,419</td>
<td>141,144</td>
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</table>

+25%
Building on the Success

Identify the elements have been appreciated by the audience
Address gaps
Spot new trends
Building on the Success

<table>
<thead>
<tr>
<th>Scientific and Educational Programme</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
<th>50%</th>
<th>60%</th>
<th>70%</th>
<th>80%</th>
<th>90%</th>
<th>100%</th>
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<tbody>
<tr>
<td>Didactic lecture sessions (&quot;Symposia&quot;)</td>
<td>41,16%</td>
<td>44,90%</td>
<td>5,81%</td>
<td>7,44%</td>
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<tr>
<td>Guidelines in practice sessions</td>
<td>44,48%</td>
<td>37,98%</td>
<td>7,19%</td>
<td>9,61%</td>
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<tr>
<td>2017</td>
<td>41,1%</td>
<td>41,1%</td>
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<tr>
<td>Expert sessions (Meet the Experts, Expert Advice)</td>
<td>45,96%</td>
<td>35,75%</td>
<td>5,92%</td>
<td>11,29%</td>
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<tr>
<td>2017</td>
<td>40,5%</td>
<td>40,5%</td>
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<tr>
<td>Panel discussions and round tables</td>
<td>36,47%</td>
<td>43,55%</td>
<td>9,24%</td>
<td>9,83%</td>
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<tr>
<td>Debate sessions</td>
<td>38,23%</td>
<td>41,67%</td>
<td>6,83%</td>
<td>12,40%</td>
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<tr>
<td>2017</td>
<td>45,0%</td>
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<tr>
<td>Case-based sessions</td>
<td>35,70%</td>
<td>42,46%</td>
<td>7,80%</td>
<td>13,17%</td>
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<tr>
<td>2017</td>
<td>43,7%</td>
<td>43,7%</td>
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<tr>
<td>Recorded clinical procedures (&quot;Live in the Box&quot;)</td>
<td>25,19%</td>
<td>34,60%</td>
<td>8,71%</td>
<td>30,50%</td>
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<tr>
<td>2017</td>
<td>34,6%</td>
<td>34,6%</td>
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</tbody>
</table>

N=2339
What are the expectations

- To learn about the latest research results in the field of CV Medicine
- To learn about the latest scientific findings in my own area of research
- To obtain clinically relevant information to improve my daily practice
- To hear from the world renowned experts
- To learn about the new ESC Guidelines
- To network and interact
- To present my own research work
What are the expectations

- To learn about the latest scientific findings in my own area of research
- To hear from the world renowned experts
- To learn about the new ESC Guidelines
- To network and interact
- To present my own research work
- To obtain clinically relevant information to improve my daily practice

- 91% New Research
- 83% News in my field
- 81% update in my practice
Attendees voice

ESC Congress 2019

Objectives

• To create, promote and deliver an exceptional scientific and educational programme in line with the ESC’s mission to reduce the burden of Cardiovascular Disease

• Disseminate evidence-based scientific knowledge for better patient care.
• Provide a most updated educational program in cardiovascular disease
• Integrate translational and clinical science
• Present and discuss innovations in cardiovascular medicine
KEYWORDS 2019
Excellence & Engagement

Promote Excellence
• Attract and retain the best teachers, investigators and scientists
• Clinical Trials Scouting Team led by CPC chairs and ESC president to recruit top clinical trials and innovations
• Provide expert guidance that will make a difference in everyday clinical practice

Promote Engagement
• Tailored learning environment to the topic and audience
• Give visibility to emerging professionals
• Provide education in a dynamic & engaging format
• Foster interaction between attendees, faculty and partners
ESC Congress 2019
Special Edition
In collaboration with World Heart Federation

Spotlight “Global Cardiovascular Health“

- Dedicated Committee of International Key Opinion Leaders
- Well defined track throughout the programme
- Related Initiatives in the ESC Plaza on Research & Advocacy
ESC Congress 2019
FOCUS on Clinical Practice Guidelines

New release

ESC Guidelines 2019
Sessions in Main Auditorium

Meet the taskforce sessions
Guidelines Condensed Session on Wednesday

Previously published Guidelines

Supporting translation into daily practice through Guideline implementation sessions
Guidelines in Daily Practice (case-based)
„Big Picture“ sessions on Guidelines and Registries results
Meet the expert sessions
Mini-Quiz
ESC Cardiology Quiz
ESC Congress 2019

Symposia & Case Based Sessions

Debates
   New! Controversies Track

Expert Sessions
   Expert Advice/Meet the Experts
   New! How Should I treat Sessions

“Cardiology in 4 Days”
   Extremely well attended in 2018!

More Case-based Learning & Exchange
   ESC Clinical Case Gallery
ESC Congress 2019

Fitting Environment to Content

“Science Box“ & new!“Clinical Case Box“
The Hub – new! Controversy track
Open lecture room

Fitting Schedule with Experience

Saturday – full day programme
New schedule (90/75 minutes)
## Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 2018</td>
<td>Opening of online services (Abstracts &amp; Registration)</td>
</tr>
<tr>
<td>February 2019</td>
<td>Scientific programme available online</td>
</tr>
<tr>
<td></td>
<td>Launch of the Mobile App</td>
</tr>
<tr>
<td>14 February 2019</td>
<td><strong>Abstract submission deadline</strong></td>
</tr>
<tr>
<td>01 March 2019</td>
<td>Clinical case submission deadline</td>
</tr>
<tr>
<td>21 May 2019</td>
<td>Hot Line &amp; Late Breaking Science Submission Deadline</td>
</tr>
<tr>
<td>Early May 2019</td>
<td>Abstract results announcement</td>
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<tr>
<td>June 2019</td>
<td>Full programme available online</td>
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</table>
PARiS Welcomes you!
PARIS, a leading destination
Accommodation in Paris
Hotel for every taste and every budget
PARIS support

Contact the Paris Convention Bureau: convention@parisinfo.com
See you next year!
ESC Congress 2019
Welcome to Paris
Exceptional Paris locations
In the heart of the city
Neighbourhood

+ EIFFEL TOWER
+ PARC GEORGES BRASSENS
+ SAINT-GERMAIN DES PRÉS
+ TOUR MONTPARNASSE
Paris Convention Centre was specifically designed to host the very largest gatherings.

Since its opening less than a year ago, the Centre has already hosted eight major conferences, and 28 more are already in the planning stages through 2023.

- Société Française Rhumatologie: 5,000 delegates
- Société de Réanimation de Langue Française: 3,000 delegates
- Microsoft Tech Summit: 2,500 delegates
- VMware Worldwide Kickoff: 2,000 delegates
- International Liver Congress: 10,000 delegates
- Google Cloud Summit: 2,000 delegates
- Congress of the ISMRM: 7,000 delegates
- European Respiratory Society: 23,000 delegates
Viparis and organizers

Over and above the excellence of Viparis’s sites, we believe that the art of hospitality is an essential part of every event. Guest Attitude, Viparis’ pro-active approach to services, was developed to improve both clients’ and visitors’ experiences at all of our sites.

Our approach is based on
5 key points

Accessibility Experience Quality
Information Orientation
In October 2014, Viparis received ISO 20121 certification for its all of its venues and activities. This is the most demanding international accreditation that exists in the area of sustainable events. Viparis is the very first events management firm to have earned this for such a large number of venues. Viparis has also put in place a concrete approach towards sustainable development, focused on four areas: “Better Events – VIPARIS 2030”
A successful congress with higher attendance congresses generally experience a 20% increase in attendance when they are held in Paris

Like a Parisian great location in the heart of the city, convention centre with a view of the Eiffel Tower. Hotels all within 30 minutes of the venue

Excellent access and connections via metro, tramway, taxis and uber

Visibility for your brand through impactful digital signage (50m diameter panoramic screen at the entrance) and specific locations on the delegate journey

Optimized delegate experience daylight, food outlets, rest areas, charging stations, outdoor spaces, etc.

Ideal visitor flow compact layout and multiple accesses to exhibition area

Tailor-made services online ordering and dedicated exhibitor department contact in preparation phase and onsite

Sustainability solutions for less energy consumption, local sustainable partners

Event innovation partnerships with event start-ups for innovative services
ESC Congress 2019 – Paris Industry Site Visit

Nata Nambatingué

30 October 2018
Destination Paris
### Registration Figures

<table>
<thead>
<tr>
<th>Registration by category</th>
<th>WCC 2006</th>
<th>ESC 2007</th>
<th>ESC 2008</th>
<th>ESC 2009</th>
<th>ESC 2010</th>
<th>ESC 2011</th>
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</thead>
<tbody>
<tr>
<td>Physicians</td>
<td>24,776</td>
<td>22,527</td>
<td>22,886</td>
<td>24,311</td>
<td>21,424</td>
<td>26,355</td>
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<tr>
<td>Press</td>
<td>725</td>
<td>564</td>
<td>719</td>
<td>745</td>
<td>559</td>
<td>725</td>
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<tr>
<td><strong>Total active participants</strong></td>
<td><strong>25,501</strong></td>
<td><strong>23,091</strong></td>
<td><strong>23,605</strong></td>
<td><strong>25,056</strong></td>
<td><strong>21,983</strong></td>
<td><strong>27,080</strong></td>
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<tr>
<td>Exhibitors</td>
<td>6,120</td>
<td>5,631</td>
<td>6,068</td>
<td>5,656</td>
<td>4,947</td>
<td>5,277</td>
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<tr>
<td>Accompanying persons</td>
<td>923</td>
<td>701</td>
<td>707</td>
<td>611</td>
<td>566</td>
<td>540</td>
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<tr>
<td><strong>Total participants</strong></td>
<td>32,544</td>
<td>29,423</td>
<td>30,380</td>
<td>31,323</td>
<td>27,496</td>
<td>32,897</td>
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### Registration by Category

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</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>
<td>26,302</td>
<td>27,151</td>
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<tr>
<td>Press</td>
<td>629</td>
<td>546</td>
<td>721</td>
<td>594</td>
<td>605</td>
<td>555</td>
<td>512</td>
</tr>
<tr>
<td><strong>Total Active Participants</strong></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>
<td><strong>26,857</strong></td>
<td><strong>27,663</strong></td>
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<tr>
<td>Exhibitors</td>
<td>5,210</td>
<td>4,883</td>
<td>4,987</td>
<td>4,956</td>
<td>5,156</td>
<td>4,848</td>
<td>5,195</td>
</tr>
<tr>
<td><strong>Total Participants</strong></td>
<td>27,279</td>
<td>29,990</td>
<td>30,330</td>
<td>32,758</td>
<td>33,130</td>
<td>31,705</td>
<td>32,858</td>
</tr>
</tbody>
</table>
2018 Daily Attendance

Munich 2018 figures, collected through badge scanning
Paris Expo Porte de Versailles

Centrally located – 20 minutes from the central Paris

To/from airports:
- Orly: 21 min (by taxi)
  45 min (by public transport)
- CDG: 45 min (by taxi)
  60 min (by public transport)

To/from train stations:
- Gare de Lyon: 25 min (by taxi)
  35 min (by public transport)
- Gare du Nord: 35 min (by taxi)
  35 min (by public transport)
Hotel Accommodation

- Over 13 000 hotel rooms have been booked in Paris
- 70% of the hotels are 4 star category
- 70% of the contingent assigned to group bookings
- ESC Hotel accommodation team is working with MCI France – the official local housing agency
City Marketing & Support

• Displaying a welcome message on the 180 city’s billboards
• Providing official Paris city map and city guide
• Shuttle at the CDG airport – Welcome banner & Welcome desk (TBC)
• In the city, welcome banner on the street around the Venue
• A concierge service
• Paris CVB information desk at Gare du Nord
• Unlimited Travel Pass solution
• Transport Committee
Unlimited travel pass solution for the ESC CONGRESS 2019

<table>
<thead>
<tr>
<th>Duration</th>
<th>Areas</th>
<th>1 - 3</th>
<th>1 - 5</th>
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<tr>
<td>1 day</td>
<td></td>
<td>12,00 €</td>
<td>25,25 €</td>
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<tr>
<td>2 days</td>
<td></td>
<td>19,50 €</td>
<td>38,35 €</td>
</tr>
<tr>
<td>3 days</td>
<td></td>
<td>26,65 €</td>
<td>53,75 €</td>
</tr>
<tr>
<td>5 days</td>
<td></td>
<td>38,35 €</td>
<td>65,80 €</td>
</tr>
<tr>
<td>Airport connexion</td>
<td>On request</td>
<td>included</td>
<td></td>
</tr>
</tbody>
</table>

*incl. 10% VAT, from July 2018 to July 2019 (cost are reviewed each year on July)
Main Entrance & Registration

- Access Via Porte A
  - Taxi & Metro Hub

- Coach Parking (next to the Registration)

- Registration Area
  - Arranged by zones to ease operations
  - Industry Welcome Desks
  - More desks for Exhibitor registration (following Munich!)
Hall 4 – Main auditorium & ESC activities

- Main Auditorium – Paris
- ESC Plaza
  - ESC TV
  - Research Funding area
- Speaker Service Centre
- Meeting rooms (ESC)
- Press Area
Flexible space on 3 levels

- 44 000 sqm on Level 1 & 2
- 27 000 sqm of modular rooms on Level 3

**Multiple vertical connections** ensuring an easy flow between the Villages and the exhibition areas

**Catering outlets** on each floors
Hall 7 – Exhibition & Science activities

- Exhibition 1
- 8 Practical Tutorials
- 15 Meeting rooms 24 m² (Industry)

- Village 1 - Imaging (2 open rooms)
  - 500 seats room
  - 300 seats room

- Digital Health Area (2 open rooms)
  - 100 seats each
Hall 7 – Exhibition & Science activities

- Exhibition 2
- 39 Meeting rooms 24 m² (Industry)
- The Hub (6 open rooms)
  - 250 & 300 seats
- Centre Stage
  - 500 seats
Hall 7 – Exhibition & Science activities

- Poster Area
  - 4 Science Boxes (50 seats)
  - 2 Agoras (100 seats)

- Village 2 to 6
  - 16 rooms from 350 to 1000 seats
  - Overflow areas
Exhibition Task Force

- Navigation
- Delegate Experience
- Communication
Mobile App Indoor Positioning

- Find your way
- Find someone (opt in / opt out)
- Flows tracking (limited to app users)
Delegate Experience

Great Science + Great Delegate Experience = A Successful ESC Congress
The content and the overall experience go hand in hand: for evidence, see our delegates’ “Best Moments at Congress”:

“hearing from world-famous cardiologists”
“the guidelines”
“the scientific program was excellent”
“trial presentations in the main auditorium”

As well as...

“I can’t just comment on one “best moment”. My “best moment” starts when I entered the congress hall and finished when Prof. Bax said “thank you and goodbye!”

“ESC tour when we went behind the scenes and watched Braunwald rehearsing his presentation”

“The Opening Ceremony”

“People laughed at my first ever joke during a presentation”

“Getting to the front of the food line”

* source: delegate comments taken from ESC Congress 2018 – post Congress survey.
Two key emotions we’re managing: Anticipation and Anxiety

Increase Anticipation

“It’s going to be AMAZING!”

Decrease Anxiety

“It’s completely overwhelming”
“will my English be up to it?”
“will I get a seat at the session?”
“Will my presentation be ok?”
“how will I share all this content?”
“when do I EAT in all this???”
Delegate expectations are always increasing
(standing still is not an option)

Our post Congress survey is a rich source of feedback:
3000+ delegate help us improve every year...
Thank you
ESC Congress Industry Offer
Exhibition 1
Level 1

8 x Practical Tutorials

Digital Health Area
with 2 stages x 100

Imaging Village with:
+ LR 300 pax
+ LR 500 pax

Catering areas

Escalators to Level 2
Key Figures ESC Congress 2019
Triple Size: 2300 m²
2 open stages: 2 x 100 pax
Call for Technology
Exhibition 2
Level 2

Catering areas

Escalators from Level 1 & to Level 3
ESC Congress starts @ 7:30
Exhibition starts @ 10:00

Option 1: Staff your booth
Option 2: Secure your stand
• 15 000 copies distributed
• Sponsor activities promotion
  + booth
  + booth activities on 2/3 of the Back Page
  + sessions promotion

(product advertising permitted - Exclusive sponsorship)
Meeting Rooms

Network, meet & exchange
54 Meeting Rooms
All 24 m² - (can be merged)

15 Meeting rooms

39 Meeting rooms
Satellite Symposium
- 2 LR 1000 pax
- 2 LR 870 pax
- 2 LR 800 pax
- 4 LR 500 pax
- 8 LR 350 pax
- 1 LR 300 pax
- 6 HUBs
- Intersession 30’

Expert on the Spot
- 6 stages
- 4 x 300 pax
- 2 x 250 pax
Splash & Notifications

**Mobile App**
+ 20 000 users

**Splash Adverts and Push Notifications**

- **13 418** Average views on an advert
- **6 200** Average number of pax viewing the advert
- **992** Average number of pax receiving the Push Notification right before the sponsored session
- **107%** Average room occupancy
eBlast

3x Pre Congress: sent to pre-registered
- Average number of person reading the email: 7,246
- Average number of person reading an advert in the email: 1,303
- Average room occupancy: 125%

Post Congress: sent to ESC database
- Average number of person opening the email: 51,619
- Average number of person opening an advert in the email: 2,724
Webcasts

ESC 365

All congress resources in one online library

Industry Webcasts Key Stats – 2015 webcasts
Excerpts on 22/10/2018

- 57,310 presentations available
- Average views per sessions: 1203

Industry Webcasts Key Stats – 2018 webcasts
Excerpts on 22/10/2018

- Average views per sessions: 718
All congress resources in one online library

Select congresses
Default: all
Search
Search for presentations, speakers, topics...
### ESC Congress News 2019 - Advertisement Spaces

**No product advertising permitted**

Printed daily and delivered to the congress centre and key delegate hotels in time for breakfast. The highly popular Congress News is a daily publication providing delegates with an update on congress news and events. This paper is a must-have and is very much consulted by a large number of delegates over their morning cup of tea, so we invite you to seize the opportunity to post your key congress message in this popular publication in one of the following formats:

<table>
<thead>
<tr>
<th>Back Page</th>
<th>5 Days</th>
<th>€42,000</th>
<th>17 points &amp; 4 bonus points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Back Page</td>
<td>5 Days</td>
<td>€37,000</td>
<td>15 points &amp; 3 bonus points</td>
</tr>
<tr>
<td>Centre page</td>
<td>Sat</td>
<td>€12,000</td>
<td>Sun</td>
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<tr>
<td>Page 3</td>
<td>€10,000</td>
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<tr>
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<td>Page 7</td>
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<td>€10,000</td>
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# Key Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event/Deadline Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 November 2018</td>
<td>Exhibition application deadline for Top 10 point holders</td>
</tr>
</tbody>
</table>
| 15 December 2018   | Exhibition application deadline for Top 20 point holders  
Satellite Symposia - Experts on the Spot deadline for Top 10 point holders  
Sponsorship application deadline with priority status |
| 15 January 2019    | Exhibition deadline for application with priority status  
Industry Sponsored Sessions application deadline with priority status  
Rooms at ESC application deadline with priority status |
| 31 March 2019      | Early fee Exhibition deadline  
Industry Sponsored Sessions scientific programme submission deadline |
| 1 April 2019       | Standard fee Exhibition deadline                                                                                                                        |

Deadline correspond to receipt by ESC of a signed Order Form
Public Event

Series of citizens' activities promoting healthy lifestyle messages towards the public.

Last edition in Munich 2018 attracted **10 000 visitors**

Lifestyle & Prevention

Early Detection

Living with Cardiovascular Disease

Throughout the event:

- Stage Program with Moderator
- Activity Area Program
obrigado  Dank U  Merci  mahalo  Köszi
spacibo  Grazie  Thank you  mauruuru  Takkk
Gracias  Dziękuję  Děkuji  danke  Kiitos