ESC Congress
Amsterdam 2020
Bringing the world of cardiology together

29 August - 2 September

Welcome

www.escardio.org/ESC2020
#ESCcongress
Representation: a home for global cardiology professionals
Innovation: a stage for new science, content, formats
Application: Making a difference, improving practice
Welcome to RAI Amsterdam

Our venue brings people together in the physical and virtual worlds, crossing borders and providing inspiration.
120 Years of heritage, benefit from our experience

We’ve been uniting different worlds, people and markets for more than a century, both at home and abroad.

Today we welcome more than 500 national and international conferences, exhibitions and other events, and more than 1.5 million visitors annually.
RAI Amsterdam
state-of-the-art
location

112,200 sqm Hireable space
12 Multi-functional halls
1 Ballroom
4 Interlinked conference centres
70 Conference & meeting rooms
2 Auditoriums
Amsterdam welcomes you
Maya Janssen – Associate Director Data & Marketing Strategy
WHY Life Science and Health?

- Central theme politics and city of Amsterdam
- Contributes to the position of Amsterdam as business destination
- Contributes to the solution of issues in the Amsterdam Area
AMSTERDAM IN NUMBERS

- 854,000 inhabitants
- 2,5 million in area
- 18,000,000 visitors
- Home to >300 Life Science & Health companies and EMA
- 143 New international companies in MRA
- >3,328 international companies
- #9 quality of life city in Europe and #12 in the world
- #1 work-life balance city in the world
- 881,000 bicycles
- #6 Global supply chain efficiency
- #3 for startup and yearly home to 2,900 start-ups
- #2 best in the world workforce
- 143 New international companies in MRA
- 881,000 bicycles
AMSTERDAM CONFERENCE FACTS 2018-2019

#1 safest city in Europe
and #4 in the world

36,860 hotelrooms in Amsterdam

>45,000 hotelrooms in Amsterdam area

81% 3*- 4* and 5*-star quality hotels

>500 venues

4,600 Business events/conventions

#13 ICCA Worldwide Ranking 2018 for Associations Meetings

524 Hotels

>45,000 hotelrooms in Amsterdam area
CULTURE

55 theaters & Concert halls

90% of locals speaks at least two languages

165 canals (World Heritage)

Rich Culture

Home to 180+ nationalities

>1.300 Restaurants

53 museums
Schiphol airport has more than 237 direct flights
Within 15 minutes by train or bus in the city centre from Schiphol Airport
Compact and convenient air, metro and train connections
The world’s fastest internet connections
Collaborating across disciplines
- 2 Universities & 4 colleges
- 2 Academic hospitals
- Amsterdam UMC – University Medical Centers
- Amsterdam Science Park
- Home to European Medicines Agency (EMA)
ESC Congress
Amsterdam 2020

Bringing the world of cardiology together

29 August - 2 September

Silvia Priori
Marco Roffi
Congress Programme Committee Chairpersons

www.escardio.org/ESC2020
#ESCcongress
ESC Congress Paris 2019
Together with World Congress of Cardiology
31 August - 4 September

A GLIMPSE BACK...

#ESCcongress
www.escardio.org/ESC2019
Participation Paris 2019

<table>
<thead>
<tr>
<th>Year</th>
<th>City</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>Amsterdam</td>
<td>29990</td>
</tr>
<tr>
<td>2014</td>
<td>Barcelona</td>
<td>30330</td>
</tr>
<tr>
<td>2015</td>
<td>London</td>
<td>32758</td>
</tr>
<tr>
<td>2016</td>
<td>Rome</td>
<td>33130</td>
</tr>
<tr>
<td>2017</td>
<td>Barcelona</td>
<td>31705</td>
</tr>
<tr>
<td>2018</td>
<td>Munich</td>
<td>32858</td>
</tr>
<tr>
<td>2019</td>
<td>Paris</td>
<td>33510</td>
</tr>
</tbody>
</table>
Audience Profile

Stage in Career

<table>
<thead>
<tr>
<th>Stage in Career</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>In training</td>
<td>10.50%</td>
</tr>
<tr>
<td>Practicing</td>
<td>59%</td>
</tr>
<tr>
<td>Retired</td>
<td>1%</td>
</tr>
<tr>
<td>Student</td>
<td>2.15%</td>
</tr>
<tr>
<td>N/D</td>
<td>27.25%</td>
</tr>
</tbody>
</table>

of the responders
80% are practicing doctors

Workplace

<table>
<thead>
<tr>
<th>Workplace</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration &amp; Government</td>
<td>2%</td>
</tr>
<tr>
<td>Healthcare – Hospital</td>
<td>44%</td>
</tr>
<tr>
<td>Healthcare – Private Practice</td>
<td>14%</td>
</tr>
<tr>
<td>Industry</td>
<td>7%</td>
</tr>
<tr>
<td>Research Institution – Non University</td>
<td>4%</td>
</tr>
<tr>
<td>Research Institution – University</td>
<td>22%</td>
</tr>
</tbody>
</table>

Male: 64.58%
Female: 32.71%

+ 2.2% female
Overall Attendance by day (total seats occupied)
Overall Impression ...

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th></th>
<th>2019</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ESC Congress Munich 2018</td>
<td>26-29 August Where the world of cardiology comes together</td>
<td>31 August to 4 September ESC Congress Paris 2019 Together with World Congress of Cardiology</td>
<td></td>
<td></td>
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</tbody>
</table>

Let us know your overall impression

- Great
- OK
- Poor

<table>
<thead>
<tr>
<th>Great</th>
<th>OK</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>3934</td>
<td>859</td>
<td>92</td>
</tr>
<tr>
<td>78%</td>
<td>17%</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Great</th>
<th>OK</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>5548</td>
<td>919</td>
<td>206</td>
</tr>
<tr>
<td>83.1%</td>
<td>13.7%</td>
<td>3.1%</td>
</tr>
</tbody>
</table>

Thank you for attending ESC Congress 2019

Five days of exceptional science, fruitful conversations and many fond memories as you now return to your daily practice.

ESC Congress is your Congress, so your feedback is particularly valuable.

Please help us to constantly improve this event by taking this short survey.
What are the expectations

82% Hear from renowned experts

83% Obtain clinically relevant info to improve my practice

85% Learn about new ESC Guidelines

90% Learn about latest research in CV medicine
Best moment during ESC Congress
**Scientific Programme: >640 sessions**

### Programme Composition

<table>
<thead>
<tr>
<th>Session Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientific &amp; Educational Sessions</td>
<td>334</td>
</tr>
<tr>
<td>Abstract-based Sessions</td>
<td>248</td>
</tr>
<tr>
<td>Late-breaking Science Sessions</td>
<td>36</td>
</tr>
<tr>
<td>Professional Development Sessions</td>
<td>28</td>
</tr>
</tbody>
</table>
Evaluation of Educational and Networking experience

- **Your learning experience during the Congress**: 95.4%
  - Excellent: 56.1%
  - Very Poor: 39.3%
  - N/A: 3.9%

- **The Influence of the Congress on your clinical practice**: 89.3%
  - Excellent: 43.9%
  - Very Poor: 45.4%
  - N/A: 4.4%

- **The networking environment**: 87.2%
  - Excellent: 46.2%
  - Very Poor: 41.0%
  - N/A: 10.8%
ESC Congress 2020

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 programme in cardiovascular disease
• Integrate translational and clinical science
• Present and discuss innovations in cardiovascular medicine
SPOTLIGHT:
The Cutting Edge of Cardiology

• Dedicated sessions on the application of the latest technology to cardiovascular medicine
• Use of advanced therapies such as stem cells therapy and gene therapy to move toward personalized medicine
• Big data, artificial intelligence and wearable technology to reshape the delivery of medical care
• New techniques to guide and treat structural heart interventions as well as electrophysiology procedures
Digital Health

Fastest growing programme

<table>
<thead>
<tr>
<th>TOPIC - E-CARDIOLOGY / DIGITAL HEALTH, PUBLIC HEALTH, HEALTH ECONOMICS, RESEARCH METHODOLOGY</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstract</td>
<td>7</td>
</tr>
<tr>
<td>Advances in Science</td>
<td>4</td>
</tr>
<tr>
<td>Moderated Posters</td>
<td>3</td>
</tr>
<tr>
<td>Scientific &amp; Educational Programme</td>
<td>33</td>
</tr>
<tr>
<td>Pitch Session</td>
<td>16</td>
</tr>
<tr>
<td>Special Session</td>
<td>2</td>
</tr>
<tr>
<td>Symposium</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>40</strong></td>
</tr>
</tbody>
</table>

+ 25% in content in 2019 vs. 2018
FOCUS on Clinical Practice Guidelines

Sessions in Main Auditorium
Meet the taskforce sessions
Guidelines Condensed Session on Wednesday

Previously published Guidelines
Supporting translation into daily practice
Guidelines in Daily Practice (case-based)
Focus with the expert sessions
Mini-Quiz
ESC Cardiology Quiz

Guidelines 2020

- Non-St-Segment Elevation Acute Coronary Syndromes
- Atrial Fibrillation
- Adult Congenital Heart Disease
- Sports Cardiology and Physical Activity in Patients with Cardiovascular disease
FOCUS on Clinical Practice and Implementation of Treatments

- Live in the box – Recorded Procedures
- « How should I treat »
- Focus with the Experts
  - Meet the Experts
  - Expert advice

83% Obtain clinically relevant info to improve my practice
Late-Breaking Science

Sessions in 2019

<table>
<thead>
<tr>
<th>Session</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hot Line Sessions</td>
<td>6</td>
</tr>
<tr>
<td>Clinical Trial Updates</td>
<td>16</td>
</tr>
<tr>
<td>Late-Breaking Registry Results</td>
<td>14</td>
</tr>
<tr>
<td>Meet the trialists</td>
<td></td>
</tr>
</tbody>
</table>

- Simultaneous publications 2019
  - 6 NEJM
  - 8 Lancet
  - 6 JAMA
  - 14 European Heart Journal
  - 5 Circulation
  - 7 Journal of the American College of Cardiology

90%
Learn about latest Research in CV medicine
International Faculty Members throughout the years

82% Hear from renowned experts

<table>
<thead>
<tr>
<th>Countries Represented</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td>United Kingdom of GB &amp; Northern Ireland</td>
<td>217</td>
<td>147</td>
<td>155</td>
<td>185</td>
<td>182</td>
</tr>
<tr>
<td>United States of America</td>
<td>133</td>
<td>119</td>
<td>168</td>
<td>199</td>
<td>159</td>
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<tr>
<td>Germany</td>
<td>151</td>
<td>144</td>
<td>189</td>
<td>219</td>
<td>153</td>
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<tr>
<td>Italy</td>
<td>132</td>
<td>192</td>
<td>111</td>
<td>135</td>
<td>141</td>
</tr>
<tr>
<td>Luxembourg</td>
<td>142</td>
<td>140</td>
<td>94</td>
<td>79</td>
<td>131</td>
</tr>
<tr>
<td>Netherlands (The)</td>
<td>74</td>
<td>86</td>
<td>90</td>
<td>99</td>
<td>80</td>
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<tr>
<td>Spain</td>
<td>68</td>
<td>85</td>
<td>81</td>
<td>55</td>
<td>66</td>
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<tr>
<td>Switzerland</td>
<td>43</td>
<td>48</td>
<td>49</td>
<td>62</td>
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<td>Sweden</td>
<td>39</td>
<td>37</td>
<td>38</td>
<td>46</td>
<td>45</td>
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<tr>
<td>Denmark</td>
<td>26</td>
<td>37</td>
<td>34</td>
<td>31</td>
<td>38</td>
</tr>
<tr>
<td>Canada</td>
<td>22</td>
<td>25</td>
<td>26</td>
<td>37</td>
<td>38</td>
</tr>
<tr>
<td>Belgium</td>
<td>52</td>
<td>46</td>
<td>51</td>
<td>45</td>
<td>38</td>
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<tr>
<td>Japan</td>
<td>29</td>
<td>34</td>
<td>21</td>
<td>20</td>
<td>31</td>
</tr>
<tr>
<td>Australia</td>
<td>10</td>
<td>14</td>
<td>14</td>
<td>25</td>
<td>31</td>
</tr>
</tbody>
</table>

NEW INVITED Experts as faculty members for 2019 = 33%
Goal for Amsterdam 2020: to make it an unforgettable learning experience
Quality of presentation & speakers (Excellent + good)

94% = 94%

Planning to attend ESC Congress 2020 in Amsterdam?

73% YES

76% YES

"Was it great / OK / poor?"

78% GREAT

83% GREAT

Planning to renew your ESC Professional Membership?

65% YES

65% YES

ESC PLAZA (Excellent + good)

83%

79%

88%

Helpfulness of staff

Guidelines in practice sessions (Excellent + good)

82%

84%
ESC Congress
Amsterdam 2020

Bringing the world of cardiology together

29 August - 2 September

Nata Nambatingué
Associate Director
Congresses & Events

www.escardio.org/ESC2020
#ESCcongress
### Registration Figures

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Physicians</td>
<td>26,355</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>
<td>27,946</td>
</tr>
<tr>
<td>Press</td>
<td>725</td>
<td>546</td>
<td>721</td>
<td>594</td>
<td>605</td>
<td>555</td>
<td>512</td>
<td>410</td>
</tr>
<tr>
<td>Total Active Participants</td>
<td>27,080</td>
<td>25,107</td>
<td>25,343</td>
<td>27,802</td>
<td>27,974</td>
<td>26,857</td>
<td>27,663</td>
<td>28,356</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>5,277</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>
<td>5,154</td>
</tr>
<tr>
<td>Total Participants</td>
<td>32,897</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>
<td>33,510</td>
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</table>
Registration by Geographic Region
## Country Breakdown

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Nbr delegates</th>
<th>Rank</th>
<th>Country</th>
<th>Nbr delegates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Germany</td>
<td>2,212</td>
<td>16</td>
<td>Australia</td>
<td>491</td>
</tr>
<tr>
<td>2</td>
<td>France</td>
<td>1,726</td>
<td>17</td>
<td>Denmark</td>
<td>476</td>
</tr>
<tr>
<td>3</td>
<td>Italy</td>
<td>1,460</td>
<td>18</td>
<td>Mexico</td>
<td>453</td>
</tr>
<tr>
<td>4</td>
<td>United States of America</td>
<td>1,451</td>
<td>19</td>
<td>Romania</td>
<td>436</td>
</tr>
<tr>
<td>5</td>
<td>United Kingdom of Great Britain and Northern</td>
<td>1,331</td>
<td>20</td>
<td>Austria</td>
<td>404</td>
</tr>
<tr>
<td></td>
<td>Ireland</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Japan</td>
<td>1,121</td>
<td>21</td>
<td>Belgium</td>
<td>393</td>
</tr>
<tr>
<td>7</td>
<td>Brazil</td>
<td>963</td>
<td>22</td>
<td>Czechia</td>
<td>380</td>
</tr>
<tr>
<td>8</td>
<td>Spain</td>
<td>834</td>
<td>23</td>
<td>Portugal</td>
<td>373</td>
</tr>
<tr>
<td>9</td>
<td>Netherlands (The)</td>
<td>803</td>
<td>24</td>
<td>Canada</td>
<td>371</td>
</tr>
<tr>
<td>10</td>
<td>China</td>
<td>794</td>
<td>25</td>
<td>Egypt</td>
<td>359</td>
</tr>
<tr>
<td>11</td>
<td>Switzerland</td>
<td>717</td>
<td>26</td>
<td>Norway</td>
<td>309</td>
</tr>
<tr>
<td>12</td>
<td>Russian Federation</td>
<td>659</td>
<td>27</td>
<td>Greece</td>
<td>295</td>
</tr>
<tr>
<td>13</td>
<td>Sweden</td>
<td>608</td>
<td>28</td>
<td>Bulgaria</td>
<td>281</td>
</tr>
<tr>
<td>14</td>
<td>Poland</td>
<td>526</td>
<td>29</td>
<td>India</td>
<td>277</td>
</tr>
<tr>
<td>15</td>
<td>Argentina</td>
<td>494</td>
<td>30</td>
<td>Israel</td>
<td>270</td>
</tr>
</tbody>
</table>
The city of Amsterdam and RAI Amsterdam have the ambition to team-up with us and create a deeply impactful ESC Congress 2020. Let Amsterdam make your heart beat!

- City Marketing
- City Support
- Ground Transportation
- Hotel Accommodation
Heart Healthy Cities

From Paris to Amsterdam to London...

High level Round Table gathering Mayors and ESC scientists to debate about CV health challenges in urban areas and possible responses

Political commitment to reduce the burden of CV health – Signature of Heart Healthy Cities Call to Action
Public Event

In collaboration with:

City of Amsterdam
Dutch Cardiac Society
Industry Partners
Public Event

CATERING AND NUTRITION AREA
A place where participants can eat with a specially selected choice of healthy drinks and meals. Information about healthy food will also be available.

SPORT & ACTIVITIES AREA
An outdoor area equipped with sports equipment and a coach to motivate participants to perform exercises.

“LIVING WITH A CARDIOVASCULAR DISEASE” AREA
This space is dedicated to people living with cardiovascular disease and their families to better understand the management of their disease and daily life. How to feel better, eat better, lose weight, exercise, etc.

DISCOVERY AREA
Under a geodesic dome, your participants are invited to participate in a virtual reality experience plunging them into a human artery.

MEASURES AND ADVICE AREA
A space for better detect individual risks of cardiovascular disease and better identify risks.
Blood Pressure, Blood Sugar, Body Fat, Smoke, Algebra, Tobacco, Cardiovascular Risk Profile, Dysrhythmia Risk Screening for Patients.

THE CENTRAL STAGE
Equipped with a screen and sound system, the stage will be the centerpiece of the event. It will host conferences on various health and prevention topics by well-known sport athletes, etc.

SELF DISC LOVE
Dos & Don’ts
- New entrance – extra space
- Metro stations
- Industry Coach Parking
- Taxis
- Speaker Service Centre
- ESC Plaza
- FESC Lounge
- Professional Members Lounge
- Press Area
• ESC HQ
• ESC Meeting Rooms
- 3,200 seats
- Inaugural Session
- Late Breaking Science
- Hotlines
- Guidelines
- 17 rooms
- 8 villages
- From 300 to 1,000 seats
- Brand new environment
- 6 rooms
- From 250 to 500 seats
- Revisiting constraints
• Poster Boards
• Agora
• Science Box
• Case Corner
- 22,000 m² gross
- Surrounded by Science
- Digital Health Area increased
• 56 Meeting Rooms
• 8 Practical Tutorials
- Geolocation
- Up to 17,900 unique users on busiest day
- Ongoing work to analyse data
- Offer to Industry Partners to follow
ESC Congress
Amsterdam 2020

Bringing the world of cardiology together

29 August - 2 September

INDUSTRY PROSPECTUS

www.escardio.org/ESC2020
#ESCongress
Industry Offer - Overview

EXHIBIT AT ESC CONGRESS

PRESENT YOUR LATEST ADVANCES

CONVEY YOUR KEY MESSAGES

OPTIMISE MEETING OPPORTUNITIES
Exhibition

- 22,000 m² dedicated space
- Surrounded by science; posters & hubs
- Multiple access points to encourage traffic
- Meeting rooms in close vicinity
- Practical tutorials nearby
- Catering services throughout

Digital Health Area: What’s new?

- 4,000m² gross vs 2,300m² last year
- Stations, Stand packages and custom st
- 2 Digital Health Stages
- Networking area

ESC Congress
Amsterdam 2020

Deadline for application for Top 10 point holders: 15 November 2019
Deadline for application for Top 20 point holders: 15 December 2019
Deadline for application with priority status: 15 January 2020
Industry Sponsored Sessions

Satellite Symposia
- Lecture rooms ranging in capacity from 250 to 1,000 seats
- Scientific Programme deadline: 31 May 2019

NEW
Webcast now included in price of Satellite Symposia

Satellite Symposia - Experts on the Spot
- The Hub Lecture rooms ranging in capacity from 250 to 300 seats

Practical Tutorials
- 8 Temporary rooms (80m²)
- One room is allocated per company for the duration of the congress

NEW
Seamless entry of programme by industry partners in Scientific Programme tool
Sponsorship

- Increase brand awareness
- Generate traffic to your on-site activities
- Promotion before, during and after the congress
- Wide range of blended opportunities
  - Traditional
  - Digital

Onsite Advertising

- Mark your presence at ESC Congress 2020 visible
- State your commitment to the cardiovascular arena
- Communicate on your therapeutic areas & innovations
- Invite delegates to your activities
- Promote your Industry Sponsored Sessions
- Leave a lasting impression

Deadline for Priority Status: 15 December 2019
Meeting Rooms

56 Temporary rooms
- 24 rooms in Exhibition hall (balcony level)
  - 23 rooms of 36 m² / 1 room of 24 m²
- 32 rooms of 24 m² annex to Exhibition
- Meetings on the Go areas also available in Exhibition

Deadline for applications with priority status:
15 January 2020
### Key Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 November 2019</td>
<td>Exhibition application deadline for Top 10 point holders</td>
</tr>
<tr>
<td>15 December 2019</td>
<td>Exhibition application deadline for Top 20 point holders</td>
</tr>
<tr>
<td></td>
<td>Satellite Symposia - Experts on the Spot deadline for Top 10 point holders</td>
</tr>
<tr>
<td></td>
<td>Sponsorship application deadline with priority status</td>
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<tr>
<td>15 January 2020</td>
<td>Exhibition deadline for application with priority status</td>
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<tr>
<td></td>
<td>Industry Sponsored Sessions application deadline with priority status</td>
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<tr>
<td></td>
<td>Rooms at ESC application deadline with priority status</td>
</tr>
<tr>
<td>31 March 2020</td>
<td>Early fee Exhibition deadline</td>
</tr>
<tr>
<td>1 April 2020</td>
<td>Standard fee Exhibition deadline</td>
</tr>
<tr>
<td>31 May 2020</td>
<td>Industry Sponsored Sessions scientific programme submission deadline</td>
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