

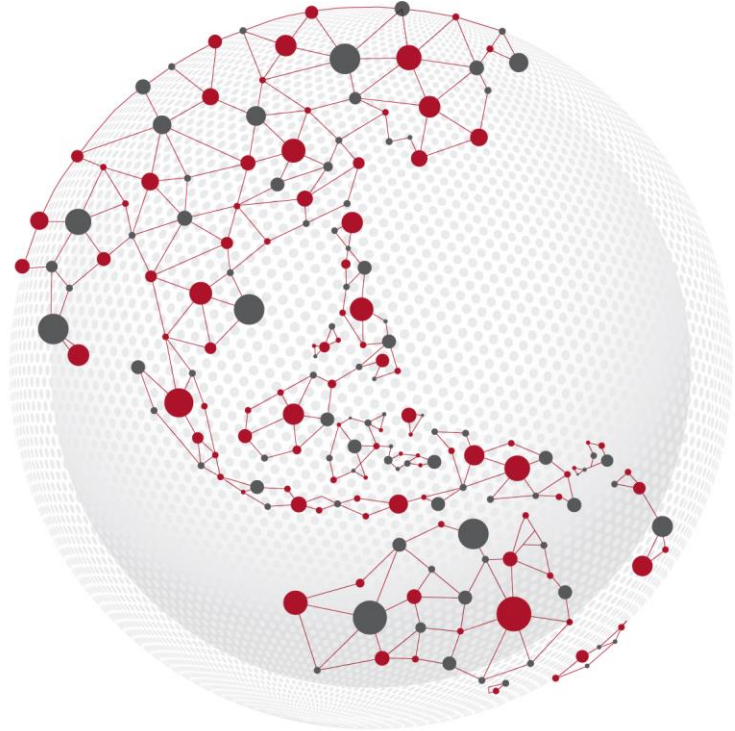
ESC Asia

with APSC & AFC

4-5 December
15:00 - 20:15 (SGT)

Industry Offer

www.escardio.org/escasia
#ESCardioAsia




The Project

The latest cardiovascular knowledge in context for the Asian region

A two-day event gathering renowned opinion leaders from across Europe and the Asia Pacific region for cutting-edge sessions regarding:

•  Prevention

•  Heart Failure

•  Imaging

•  Intervention

•  Arrhythmias

•  And much more..



Format

Format

- 2 days, 12 sessions, 9 hours of scientific content.
- Features key presentations from ESC Congress 2020 – The Digital Experience, review the latest ESC Clinical Practice Guidelines translated to a regional clinical context and highlight essential best practices to support regional practitioners.
- Includes live discussions, a greater variety of sessions covering the full spectrum of cardiology (prevention, imaging, arrhythmias, heart failure, intervention and much more) with key expert opinions from the Asia Pacific region, Europe and the world in addition to leading industry stakeholders.

Calendar

- The ESC Asia with APSC & AFC webpage will launch on **Friday 4 December**. Participants will have to **pre-register online at no charge**.



ESC Asia with APSC & AFC – Preliminary Schedule

Friday 4 December (Day 1)

Hours PARIS Time	Hours (SGT) Singapore	Session name
08:00 - 08:15	15:00 - 15:15	Welcome address
08:15 - 08:45	15:15 - 15:45	2020 ESC Guidelines on Non-ST-Segment Elevation Acute Coronary Syndromes
08:45 - 08:50	15:45 - 15:50	Interlude 1
08:50 - 09:20	15:50 - 16:20	Should we give colchicine to all coronary patients?
09:20 - 09:25	16:20 - 16:25	Interlude 2
09:25 - 09:55	16:25 - 16:55	EMPEROR Reduced
09:55 - 10:00	16:55 - 17:00	Interlude 3
10:00 - 10:30	17:00 - 17:30	Industry Satellite Symposium
10:30 - 10:35	17:30 - 17:35	Interlude 4
10:35 - 11:05	17:35 - 18:05	ESC Guidelines on Atrial Fibrillation
11:05 - 11:10	18:05 - 18:10	Interlude 5
11:10 - 11:40	18:10 - 18:40	Industry Satellite Symposium
11:40 - 11:45	18:40 - 18:45	Interlude 6
11:45 - 12:15	18:45 - 19:15	Update on lipid management and new therapeutic options PCSK9
12:15 - 12:20	19:15 - 19:20	Interlude 7
12:20 - 13:05	19:20 - 20:05	Industry Satellite Symposium
13:05 - 13:10	20:05 - 20:10	Interlude 8
13:10 - 13:40	20:10 - 20:40	COVID-19 and Cardiovascular Diseases
13:40 - 13:45	20:40 - 20:45	Closing of the day + Announcing Programme Day 2



Saturday 5 December (Day 2)

Hours PARIS Time	Hours (SGT) Singapore	Session name
08:00 - 08:05	15:00 - 15:05	Presentation Programme Day 2
08:05 - 08:35	15:05 - 15:35	2020 ESC Guidelines on Sports Cardiology and Exercise in Patients with Cardiovascular Disease
08:35 - 08:40	15:35 - 15:40	Interlude 9
08:40 - 09:10	15:40 - 16:10	New therapies in heart failure with reduced ejection fraction: For whom? When?
09:10 - 09:15	16:10 - 16:15	Interlude 10
09:15 - 09:45	16:15 - 16:45	DAPA CKD
09:45 - 09:50	16:45 - 16:50	Interlude 11
09:50 - 10:20	16:50 - 17:20	Industry Satellite Symposium
10:20 - 10:25	17:20 - 17:25	Interlude 12
10:25 - 10:55	17:25 - 17:55	Explorer HCM
10:55 - 11:00	17:55 - 18:00	Interlude 13
11:00 - 11:30	18:00 - 18:30	Industry Satellite Symposium
11:30 - 11:35	18:30 - 18:35	Interlude 14
11:35 - 12:05	18:35 - 19:05	Latest Late-Breaking Trials in Asia
12:05 - 12:10	19:05 - 19:10	Interlude 15
12:10 - 12:55	19:10 - 19:55	Industry Satellite Symposium
12:55 - 13:00	19:55 - 20:00	Interlude 16
13:00 - 13:30	20:00 - 20:30	Award Session
13:30 - 13:35	20:30 - 20:35	Closing Session



Target Audience

ESC Asia with APSC & AFC delivers science translated to a regional clinical context and highlights essential best practices to support regional practitioners.



Industry sessions

SATELLITE SYMPOSIA

30-minute / 4 slots

Friday 4 December: 10:00-10:30 (17:00-17:30 SGT)
& 11:10-11:40 (18:10-18:40 SGT)
Saturday 5 December: 09:50-10:20 (16:50-17:20 SGT)
& 11:00-11:30 (18:00-18:30 SGT)

Price: **€30,000**

45-minute / 2 slots

Friday 4 December: 12:20 - 13:05 (19:20 - 20:05 SGT)
Saturday 5 December: 12:10 - 12:55 (19:10 - 19:55 SGT)

Price: **€40,000**

INTERLUDE €5,000 - 7 Slots

Broadcast your scientific highlights in a **5-minute interlude** which will be broadcasted between sessions.
Format can be: 5 minutes pre recorded session /Advertorial/Documentary/video footage/ Practical Tutorial.

Friday 4 December:

09:20 - 09:25 (16:20 - 16:25 SGT)
09:55 - 10:00 (16:55 - 17:00 SGT)
12:15 - 12:20 (19:15 - 19:20 SGT)
13:05 - 13:10 (20:05 - 20:10 SGT)

Saturday 5 December:

09:10 - 09:15 (16:10 - 16:15 SGT)
09:45 - 09:50 (16:45 - 16:50 SGT)
12:05 - 12:10 (19:05 - 19:10 SGT)



Time slots are in Paris time CET or GMT+1 and in Singapore time (SGT)

All prices are exclusive of VAT

The use of product names/brand names, misleading names that might be perceived as product/brand names and registered trademarks are not permitted

Sponsorship

A wide range of services for Congress attendees are available for sponsorship by our Industry Partners. These provide essential support for the Congress and opportunities to engage with healthcare professionals from the region



eBlast - Pre Event

Wednesday 2 December to be sent to Asian market approx.: 50,000 contacts
€5,000

eBlast - Event

Friday 4 December to be sent to Asian market approx.: 50,000 contacts: **€6,000**

eBlast - Post Event

Thursday 10 December to be sent to all Pre-registered participants: **€5,000**

Homepage Banner

Promote your activities on our ESC Asia 2020 Homepage dynamic banner:
Position 1: **€10,000** Position 2: **€8,500** Position 3: **€6,000**

Educational Grant

Acknowledgment slides added at the beginning of the session and analytics provided after the event: **€12,000**

eDaily News

Sending Dates: Friday 4 December 2020 to Asian market & Saturday, 5 December 2020 to all registered delegates: **€5,000**




Packages

Discover our integrated Event packages! Our comprehensive offers have been tailored to suit your needs for a holistic, seamless approach to your event strategy

Platinum

Price with all items included without discount:
€46,000 (for 30min)
€56,000 (for 45min)




Special discount 10%:
€41,400 (for 30min)
€50,400 (for 45min)

-  1 Satellite Symposium 30min or 45min
-  1 Banner 1st Position
-  1 event eBlast

Gold

Price with all items included without discount:
€44,500 (for 30min)
€54,500 (for 45min)




Special discount 10%:
€40,050 (for 30min)
€49,050 (for 45min)

-  1 Satellite Symposium 30min or 45min
-  1 Banner 2nd Position
-  1 event eBlast

Silver

Price with all items included without discount:
€42,000 (for 30min)
€52,000 (for 45min)

Special discount 10%:
€37,800 (for 30min)
€46,800 (for 45min)

-  1 Satellite Symposium 30min or 45min
-  1 Banner 3rd Position
-  1 event eBlast

On Demand platform: access and lifecycle

All content from the programme will be made available to registered delegates as video on demand on the platform until 5 January 2021. Content will include:



On-demand content and live discussions on hot topics in the field



Industry Sessions (latest resources from industry partners)



Any other scientific content identified by the ESC Asia together with APSC & AFC committee



Press articles

Following this restricted access period, ESC Digital Health Week resources will be uploaded and archived on the renowned **ESC 365** platform (over 3.73 million resources consulted by 95,000 unique users of the ESC 365 platform since launch).

Content will be available to ESC Professional members with the exception of Industry Sessions content which will be accessible to all for 1 year (MyESC account is required to access resources).



ESC 365



Promotion

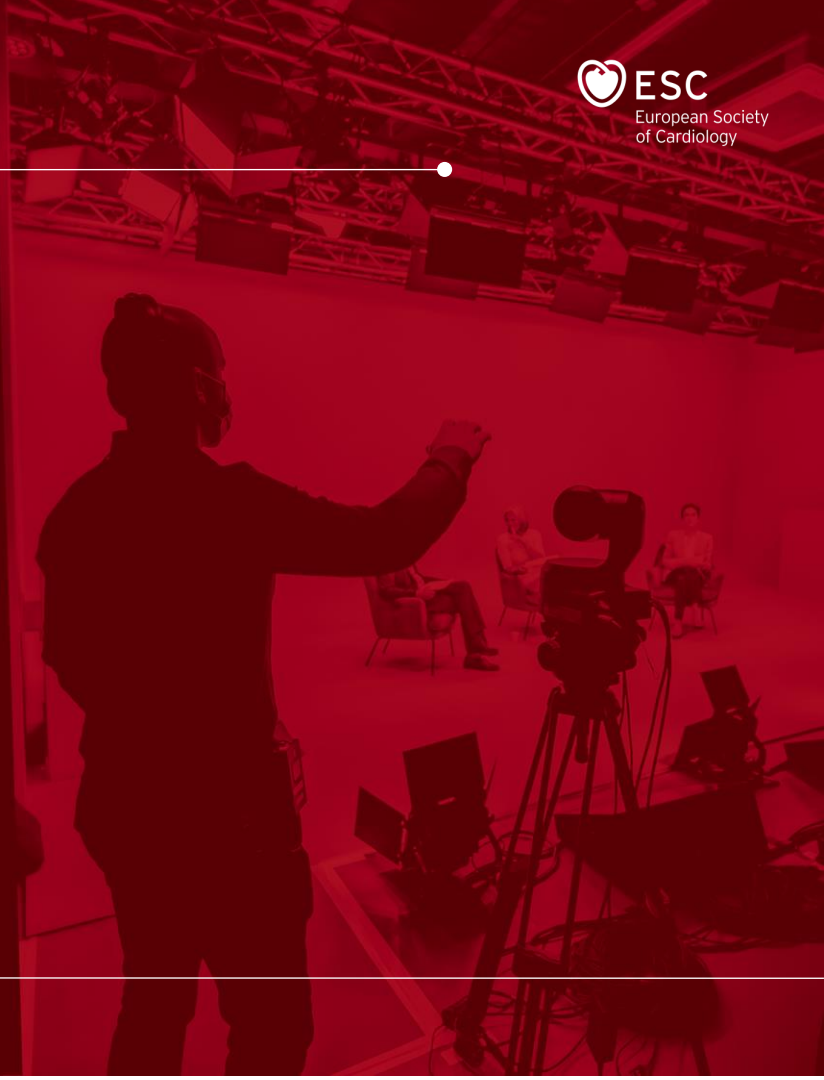
- Dedicated E-campaigns
- Feature in My ESC News Newsletter – 89,900 subscribers
- Feature in ESC Associations bulletins and newsletters
- Feature in some ACS presidents' letters (sent to 47 affiliated cardiac societies)
- Dedicated webpage on the ESC Website
- Social media campaign
- Google adwords campaign



Sponsor value

Sponsors are entitled to the following benefits:

- Full report including live broadcast and VOD statistics including viewership insights (subject to availability in MyESC accounts) will be sent to the sponsor(s) 3, 6 months and 12 months post publication online
- Global reach / audience during live programme as well as VOD resources
- Live interaction with audience via the live chat and live interaction with panellists (for live broadcast sessions only). Q&A form for on demand content
- Opportunity for sponsor to promote the platform and their related content on the platform



Items will be assigned on a first come, first served basis

For more information on our industry opportunities at the ESC Asia with APSC & AFC 2020, please contact us at industry@escardio.org