amsterdam
THE NETHERLANDS
31 AUGUST - 4 SEPTEMBER
ESC CONGRESS 2013
www.escardio.org
ESC Congress 2013
Industry Site Visit

What to expect here in 2013

Ben Hainsworth
PROFESSIONAL ATTENDANCE, ACTIVITIES & DEMOGRAPHICS

ESC CONGRESS 2013

www.escardio.org
Top 20 countries at ESC Congress 2011

- France
- Germany
- Italy
- Brazil
- United Kingdom
- USA
- Spain
- Greece
- Japan
- People's Republic of China
- Netherlands
- Switzerland
- Poland
- India
- Russian Federation
- Sweden
- Belgium
- Austria
- Romania
- Denmark
ESC Congress 2011 participation by Geographical area
Active delegates from more than 150 countries

- ESC (Member Countries): 70%
- ASIA PACIFIC: 15%
- N AMERICA: 8%
- S & C AMERICA: 6%
- AFRICA: 1%
Delegate Profiles

Professional Activities

- Cardiologist 68.8%
- Cardiologist - Trainee 7.4%
- Other 7.2%
- Scientist 5.0%
- Nurse 4.8%
- General Practitioner 4.8%
- Surgeon 4.8%
- Public Health Organisation/NGO 4.8%
- Industry/Agent 2.0%
- Press/Medical Writer 1.7%
- Technician 0.9%
- PR Agency/Comms 0.6%
- Other 0.3%
- In University Hospital 1.0%
- In Non-University Hospital 1.2%
- Private Practice 1.7%
- Research 2.0%
- Other 2.0%

Place of work

- In University Hospital 41%
- In Non-University Hospital 24%
- Private Practice 18%
- Research 10%
- Other 7%
Audience share by main topic in 2011 (Based on access control)

- Arrhythmias: 16%
- Heart Failure/LV dysfunction: 15%
- Valvular disease, Pulmonary circulation, myocardial-pericardial disease, CHD & paediatric cardiology: 15%
- Ischaemia, CAD, ACC: 13%
- Prevention, Rehabilitation, Sports, Nursing: 10%
- Intervention, Peripheral circulation, Stroke, Surgery: 11%
- Cardiac Imaging, computers: 9%
- Hypertension, Pharma: 6%
- Basic Science: 5%
ESC Congress 2012
Abstracts by Geographical area

Abstracts submitted

ESC (National Societies) 70.09%
North America 4.09%
Asia Pacific 22.57%
Africa (non ESC) 0.19%
South & Central America 3.07%

Abstracts accepted

ESC 72.00%
North America 4.88%
Asia Pacific 20.99%
Africa (non ESC) 0.02%
South & Central America 2.12%
Abstract submitted & accepted by topics
Estimated total participation at ESC Congress 2012

- Physicians
- Exhibitors
- Press

<table>
<thead>
<tr>
<th>Year</th>
<th>Physicians</th>
<th>Exhibitors</th>
<th>Press</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000 Amsterdam</td>
<td>17,112</td>
<td>4,382</td>
<td>476</td>
</tr>
<tr>
<td>2001 Stockholm</td>
<td>16,025</td>
<td>4,400</td>
<td>425</td>
</tr>
<tr>
<td>2002 Berlin</td>
<td>18,755</td>
<td>4,950</td>
<td>584</td>
</tr>
<tr>
<td>2003 Vienna</td>
<td>18,932</td>
<td>5,000</td>
<td>642</td>
</tr>
<tr>
<td>2004 Munich</td>
<td>18,413</td>
<td>4,715</td>
<td>636</td>
</tr>
<tr>
<td>2005 Stockholm</td>
<td>17,685</td>
<td>5,017</td>
<td>567</td>
</tr>
<tr>
<td>2006 Barcelona</td>
<td>24,776</td>
<td>6,120</td>
<td>725</td>
</tr>
<tr>
<td>2007 Vienna</td>
<td>22,527</td>
<td>5,631</td>
<td>564</td>
</tr>
<tr>
<td>2008 Munich</td>
<td>22,886</td>
<td>6,068</td>
<td>719</td>
</tr>
<tr>
<td>2009 Barcelona</td>
<td>24,311</td>
<td>5,656</td>
<td>745</td>
</tr>
<tr>
<td>2010 Stockholm</td>
<td>21,424</td>
<td>4,947</td>
<td>559</td>
</tr>
<tr>
<td>2011 Paris</td>
<td>26,355</td>
<td>5,277</td>
<td>725</td>
</tr>
<tr>
<td>2012 Munich</td>
<td>24,400</td>
<td>5,250</td>
<td>600</td>
</tr>
</tbody>
</table>

Budget 2012: 24,400
WHAT TO EXPECT IN AMSTERDAM NEXT YEAR

ESC CONGRESS 2013
Amsterdam the destination

- Familiarity, comfort & performance on a human scale
- Easy international and local access
- Sense of Rediscovery
Expert Partners

- Congress Centre: Event & Service Provider
- Hotel Service

I amsterdam®

- Visitor & Convention Bureau
## Hotel Accommodation

ESC has 15,800 rooms, RAI Hotel Service is our local agent.

### Amsterdam City

<table>
<thead>
<tr>
<th>Hotel Category</th>
<th>ESC Contingent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total 5 star hotels</td>
<td>2,487</td>
</tr>
<tr>
<td>Total 4 star hotels</td>
<td>5,928</td>
</tr>
<tr>
<td>Total 3 star hotels</td>
<td>3,175</td>
</tr>
<tr>
<td>Total 2 star hotels</td>
<td>217</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>11,807</strong></td>
</tr>
</tbody>
</table>

### Amsterdam Airport

<table>
<thead>
<tr>
<th>Hotel Category</th>
<th>ESC Contingent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total 4 star hotels</td>
<td>1,990</td>
</tr>
<tr>
<td>Total 3 star hotels</td>
<td>874</td>
</tr>
<tr>
<td>Total 2 star hotels</td>
<td>94</td>
</tr>
<tr>
<td><strong>TOTAL Hotels</strong></td>
<td><strong>2,958</strong></td>
</tr>
</tbody>
</table>

### Amsterdam Surroundings

- **Within 30 minutes travelling distance**

<table>
<thead>
<tr>
<th>Hotel Category</th>
<th>ESC Contingent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total 5 star Hotels</td>
<td>70</td>
</tr>
<tr>
<td>Total 4 star Hotels</td>
<td>825</td>
</tr>
<tr>
<td>Total 3 star Hotels</td>
<td>190</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,035</strong></td>
</tr>
</tbody>
</table>
Hotel Accommodation

AVERAGE TRAVEL TIME

15 MIN  25 MIN  35 MIN  45 MIN
ESC Congress: the future of medical education and you

- Robust, reliable and proven forum for **scientific exchange**
- Continued **innovation** in content, format, delivery and overall experience
- **Multidisciplinary** scientific spotlight: “The heart interacting with systemic organs”
- Delegate **diversity**: professional & demographic – adapt your contributions & scope accordingly
- Unique **opportunities** for healthcare industry – let’s work together and show the way
- **Congress 365** - smart and functional content all year long to enhance interaction during the event and to intensify engagement all year long – get onboard!

www.escardio.org
Content consolidated for easy online access 365/365

SPO (Scientific Programme online)
Webcasts
Weblinks
Abstracts Online
e-Library
e-Slides
ESC Congress.TV
ESC Congress reports
Best of ESC Congress
Live streaming sessions
News and reports from the Congress
And much much more....

Congress 365 is your pathway to
ESC Congress 2013
- To learn more visit stand A2-B500 in Munich
ESC Congress 2013
Industry Site Visit

Prof. Keith FOX
CPC Chair 2013-2014
11 Villages
34 Lecture Rooms
(from 120 to 3 000 seats)

- Central Village: Hot Topics & Special Sessions
- Village 1: Basic Science
- Village 2: Hypertension
- Village 3: Prevention & Rehabilitation
- Village 4: Ischaemia & Coronary Artery Disease
- Village 5: Heart Failure
- Village 6: Interventional Cardiology & Surgery
- Village 7: Arrhythmias & Pacing
- Village 8: Adult Paediatric Perimyocardial & Valvular Disease
- Village 9: Cardiac Imaging
- Village 10: Focus, Posters, Case Corner, Cardiac Anatomy & e-Library
Most scientific sessions, except satellite symposia, are arranged by topics in themed villages.

- Catering outlets in Exhibition A & B offer a variety of healthy and convenient food options.
- For your convenience you will find Internet access areas close to every village.
Innovations 2012

Best abstracts from ESC Affiliated Cardiac Societies

✓ New session with 6 presentations of best scored abstracts from Affiliated Countries
✓ Diplomas for winners

Highest scored poster abstracts on view on interactive plasma screens in central village throughout the entire congress

13 live streaming sessions including several interactive sessions
Innovations 2012
Case Corner – Village 10

We received more than 300 clinical cases submitted by “Cardiologists of Tomorrow” (under 35). The selected cases to be presented during interactive sessions (Case Corner in village 10).
Hot Lines & Clinical Trial & Registry Update sessions

3 Hot Lines & 3 CT&RU sessions - results now available

55 Hot Lines received 18 accepted
75 CT&RU received 15 accepted
Amsterdam
THE NETHERLANDS
31 AUGUST - 4 SEPTEMBER

ESC CONGRESS 2013
www.escardio.org
“The heart interacting with systemic organs”

Specific topics to be considered:
- The heart and the brain
- The heart and the kidney
- The heart and gut
- The heart and the lungs
- The heart and reproduction
ESC Congress 2013 Building Overview
Important dates 2012/2013 for ESC Congress 2013

End July - 30 September  
SCOPE timeline

22-23 November  
CPC meeting

Mid December 2012- 14 Feb 2013  
Abstract submission

January - March 2013  
Clinical case submission

Mid March – 1 May 2013  
Hot line/CT&RU submission

Mid May  
Abstract & Clinical case results

June  
Hot Line & CT&RU results
What’s new in 2013?

• The participation in ESC relative to other international congresses

• Review of topic list

• Review of types and tracks (session formats)

• ESC Congress 365 platform
Questions
ESC Congress 2013
Industry Site Visit
Congress Management

Nata Nambatingué
ESC Congress 2013 Building Overview
# Lecture Room Capacities

- **Central Village**: 3 rooms, 3000 seats, 1000 seats, 700 seats*
- **Village 1**: 3 rooms, 1000 seats*, 300 seats, 250 seats
- **Villages 2 to 9**: 3 rooms each, 1000 seats, 500 seats, 250 seats
- **Village 10**: 4 rooms, 800 seats x2, 200 seats x2
- **Total**: 34 rooms, 22 250 seats

*Permanent Auditoria*
Key elements

• Experienced Management Team

• Venue located in town, with its own neighbourhood and easy connections to Visitor highlights

• Exclusive use of the Building, just one Entrance, compact Layout, interconnecting Halls

• Exhibition in one Hall and in a prime location (nearby Entrance)

• Access via Exhibition Hall to:
  ✓ Function Spaces & Exhibition Lounges
  ✓ Villages 8 and 9
  ✓ Village 10 (Focus, Posters, Cardiac Anatomy, Case Corner, e-Library)

• Hands-On Tutorials

• Lunch Hospitality Suites
ESC Congress 2013
Industry Site Visit

Industry Services

Aoife Delmas
- 22000m² exhibition space
- 90 sponsored sessions
- 30 + meeting rooms
- Educational projects: Mobile Application, Best of ESC, ESC TV..

Key Stakeholders
Opportunities - Exhibition

- Exhibition: central location for optimal exchange
- Best standards in services and delivery
- ESC support and promotion of the area
- Spaces available on accrued points basis
- Applications open 1 October 2012
- Guidelines November 2012

www.escexhibition.org
Opportunities – Sponsored Sessions

- Satellite Symposia: choice of time and duration
- Hands-On Tutorials: full duration of congress
- Best standards in services and delivery
- Focus on formal programme for delegates
- Spaces available on accrued points basis
- Applications open 1 October 2012

www.escexhibition.org
Opportunities – Projects & Activities

- Traditional Mix with new educational opportunities
- Delivery of content in multiple formats
  - Mobile Application
  - Peer review publication
  - ESC TV
  - Best of ESC
  - Webcasts
- Congress Content available on 365 platform
- Opportunities available on accrued points basis
- Applications open 1 October 2012
Next Steps

- Discovery of building for ESC Congress 2013
- Review of opportunities – Industry Prospectus
- Discussions with ESC Industry Sales Team
- Accrued Points published 17 September
- Applications open 1 October 2012

www.escexhibition.org/ESC2013
Key Dates

17 September 2012: Accrued Points for ESC Congress 2013 published

1 October 2012: Applications for industry services opportunities

Mid December 2012: Online Services open (Registrations, Congress Info)

14 February 2013: Abstract Submission Deadline

15 May 2013: Science Hotline Submission Deadline

www.escexhibition.org/ESC2013