ESC CONGRESS
BARCELONA 2014
Where everything comes together

ESC Congress 2014
Industry Site Visit

Introduction & Welcome
Isabel Bardinet
CEO

30 August – 3 September
www.escardio.org/ESC2014
Agenda

• Introduction Isabel Bardinet
• Welcome address Prof. Vardas (by video)
• Presentation of city amenities Pere Duran
• Presentation of convention centre Agustín Cordón
• Expectations for ESC Congress 2014:
  - Key figures Ben Hainsworth
  - Scientific Programme Prof. Keith Fox
  - Venue Layout Nata Nambatingué
  - Industry Prospectus Fabrice Calabrese
• 11:30 - 13:00 Guided Tour
• 13:00 - 15:00 Buffet Lunch & Discussions with ESC Teams
  (appointments will be organised with ESC Hotel Team only – all other ESC Teams will be available for discussions throughout the afternoon)
Today’s objectives

Rediscover Barcelona

Rediscover the building for ESC Congress 2014 & the exhibition Hall

Learn about the programme

Meet the teams & review opportunities for industry
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Key Figures
Ben Hainsworth
Director Congresses &
Meetings Division

30 August – 3 September
www.escardio.org/ESC2014
The premier conference for global cardiology professionals

Participation HCP 2006-2013

Delegate origin Top 30 countries (Amsterdam 2013)
Delegate Profile

Place of work (Amsterdam 2013)
- 54% In University Hospital
- 21% Private Practice
- 29.7% In Non-University Hospital
- 13.9% Research
- 9.3% Other

Professional activity (Amsterdam 2013)
- 69.9% Cardiologist
- 7.7% Cardiologist Trainee
- 6.4% Other Medical Specialities
- 5.3% Scientist
- 4.6% Industry/Agent
- 1.7% Nurse
- 1.6% Press/Medical Writer
- 1.1% General Practitioner
- 0.8% Surgeon
- 0.5% Technician
- 0.2% Public Health Organisation/NGO
- 0.1% PR Agency/Comms
Shifts

- Group registration 2009 60%  2013 46%

- ESC countries 2009 76%  2013 65%

- Asia Pacific 2009 12%  2013 19%

- N America 2009 6%  2013 7%

- S&C America 2009 5%  2013 8%
Extracts from the ESC Congress 2013 Market research

Is this the first time you have attended the ESC congress?

- Yes: 36%
- No: 64%
Extracts from the ESC Congress 2013 Market research

Do you think you will attend more, less or the same number of conferences this coming year (from September 2013 to August 2014)?

- 24.4% More conferences
- 15.4% Less conferences
- 50.9% The same number
- 9.3% Don't know
Barcelona: a very attractive destination for ESC Congress

- In 1992, 1999, 2006 & 2009 Barcelona has always attracted more participants than previous annual event
  - 32 500 total participants in 2006
  - 31 300 total participants in 2009
Hotel Accommodation

ESC has 17 411 hotel rooms – in Amsterdam we managed almost 70 000 room nights!

<table>
<thead>
<tr>
<th>City Centre</th>
<th>Total ESC Contingent</th>
</tr>
</thead>
<tbody>
<tr>
<td>5* Hotels</td>
<td>2 750</td>
</tr>
<tr>
<td>4* Hotels</td>
<td>10 216</td>
</tr>
<tr>
<td>3* Hotels</td>
<td>3 205</td>
</tr>
<tr>
<td>2* Hotels</td>
<td>260</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>16 431</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Near surrounding areas</th>
<th>Total ESC Contingent</th>
</tr>
</thead>
<tbody>
<tr>
<td>4* Hotels</td>
<td>780</td>
</tr>
<tr>
<td>3* Hotels</td>
<td>200</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>980</strong></td>
</tr>
</tbody>
</table>

The local agent assisting the ESC is Barceló Congresos
Innovations @ ESC Congress

THE HUB

MOBILE APP STATIONS

FOCUS SESSIONS

ESC CONGRESS 365 STATIONS

POSTER AREA
ESC Congress digital content all year long

ESC CONGRESS 365

BEST OF ESC CONGRESS

ESC.TV

ESC CONGRESS IN REVIEW

ESC CONGRESS MOBILE APP
ESC 2013 Mobile App

- Disseminate ESC Congress scientific prog. & general information easily to participants

- Abstracts/slides/webcasts available in the app (ESC Congress 365)

- **2013: 18 236 downloads** = 74% of physicians
  2011: 43%, 2012: 55%

- Available for consultation on app stations throughout the congress centre
Use of ESC Congress 365

- 22.1% of respondents had viewed ESC Congress 365 prior to attending in Amsterdam.
- 23.8% claimed they would access this resource during the congress; and 48.1% claimed they would access the resource after their congress experience.
ESC Congress 365 - purpose of use

The ESC Congress 365 fulfils a variety of uses for delegates:

Which of the following most accurately describes your purpose for using the content within ESC Congress 365?

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To keep up to date generally</td>
<td>46.9%</td>
</tr>
<tr>
<td>To share information with colleagues/peers</td>
<td>33.8%</td>
</tr>
<tr>
<td>To find out the latest research in my speciality</td>
<td>30.2%</td>
</tr>
<tr>
<td>To support the diagnosis of patients</td>
<td>26.6%</td>
</tr>
<tr>
<td>To create treatment plans</td>
<td>22.8%</td>
</tr>
<tr>
<td>To conduct and write research</td>
<td>15.6%</td>
</tr>
<tr>
<td>To share information with patients/patient education</td>
<td>13.6%</td>
</tr>
<tr>
<td>To search for an abstract citation</td>
<td>11.3%</td>
</tr>
<tr>
<td>For developing guidelines at hospital, regional or national level</td>
<td>8.8%</td>
</tr>
<tr>
<td>For teaching (either students, trainees or CME)</td>
<td>7.7%</td>
</tr>
<tr>
<td>Other</td>
<td>2.3%</td>
</tr>
</tbody>
</table>
Digital and Remote ESC Congress 2013 in figures

- **ESC Daily News**: 90,000 opens
- **ESC Congress 365**: 800,000 views this year
  - 90,000 unique users
- **Top Tweet reached**: 65,000 people
- **Congress Reports**: 35,000 visits
- **Facebook**: 24,500 likes
- **Press coverage**: 3,914 articles, €2,067,859 value
- **ESC 2013 mobile app**: 18,000 downloads
- **Congress in Review**: 300,000, 7 languages, 61 countries
- **Guidelines app**: 60,000 guidelines downloaded
- **Best of ESC Congress**: 4,000 log ons
- **ESC.TV**: 24,000 viewers
- **Live Stream**: 42,000 views
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ESC Congress 2014
Industry Site Visit

Scientific Programme
Prof. Keith FOX
CPC Chair 2013-2014

30 August – 3 September
www.escardio.org/ESC2014
AMSTERDAM 2013

Most scientific sessions, except satellite symposia, are arranged by topics in themed villages.
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Where everything comes together

30 August – 3 September
www.escardio.org/ESC2014

NUMBER OF ABSTRACTS SUBMITTED

ESC CONGRESSES
Abstract submission 2008 - 2013

<table>
<thead>
<tr>
<th>Year</th>
<th>Abstracts Submitted</th>
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<tr>
<td>2008</td>
<td>9,669</td>
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<tr>
<td>2009</td>
<td>9,848</td>
</tr>
<tr>
<td>2010</td>
<td>9,511</td>
</tr>
<tr>
<td>2011</td>
<td>10,836</td>
</tr>
<tr>
<td>2012</td>
<td>9,614</td>
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<tr>
<td>2013</td>
<td>10,492</td>
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</table>
HOT LINES at ESC CONGRESS 2013

Hot Line - Clinical Trial Update & Registry - Basic Science Hot Lines

SUBMISSIONS 2011 - 2013

- Hot Line
- Clinical Trial & Registries
- Basic & Translational Science

- 2011
- 2012
- 2013
432 Scientific Sessions

<table>
<thead>
<tr>
<th>Zone</th>
<th>Abstract</th>
<th>Pre-arranged</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Village</td>
<td>36</td>
<td>59</td>
<td>95</td>
</tr>
<tr>
<td>Village 1</td>
<td>11</td>
<td>25</td>
<td>36</td>
</tr>
<tr>
<td>Village 2</td>
<td>12</td>
<td>26</td>
<td>38</td>
</tr>
<tr>
<td>Village 3</td>
<td>8</td>
<td>31</td>
<td>39</td>
</tr>
<tr>
<td>Village 4</td>
<td>9</td>
<td>28</td>
<td>37</td>
</tr>
<tr>
<td>Village 5</td>
<td>13</td>
<td>23</td>
<td>36</td>
</tr>
<tr>
<td>Village 6</td>
<td>8</td>
<td>31</td>
<td>39</td>
</tr>
<tr>
<td>Village 7</td>
<td>13</td>
<td>25</td>
<td>38</td>
</tr>
<tr>
<td>Village 8</td>
<td>9</td>
<td>24</td>
<td>33</td>
</tr>
<tr>
<td>Village 9</td>
<td>21</td>
<td>20</td>
<td>41</td>
</tr>
<tr>
<td>Grand Total</td>
<td>139</td>
<td>293</td>
<td>432</td>
</tr>
</tbody>
</table>
ESC Congress: the future of medical education

- Robust, reliable and proven forum for scientific exchange - Leading Congress
- Innovation in content, format, delivery and overall experience - Dynamic
- Multidisciplinary scientific spotlight: "Innovation and the Heart"
- Delegate diversity: professional & demographic – Multinational
- Unique opportunities for healthcare industry – Collaborations
- Congress 365 - smart and functional content all year long to enhance interaction during the event and to intensify engagement all year long - Novel educational and interactive medium
NEW SCIENTIFIC PROGRAMME TRACKS

Congress Schedule
Posters & moderated posters - Saturday 31 August
Meet The Experts held on Tuesday 13:00 – 15:00

Congress Tracks

Guidelines into Practice
Science in Practice
A Day With The Legends

Initiatives
Best Poster Awards & Poster Discussant Programme

More Hot line & Clinical Trial Update Sessions
In answer to the Record Number of Submissions received
New Format for Presentation – more time for discussions
Which four factors were most important in your decision to attend the congress this year?

- The quality and content of the scientific programme: 71.9%
- To keep up-to-date with new ideas: 64.8%
- The opportunities for networking / career development: 35.2%
- Funding from a sponsor: 33.2%
- Amsterdam as a location: 31.1%
- Presenting research / poster / abstract: 30.4%
- Being able to contribute towards CME: 24.5%
- Having enough time: 18.7%
- Funding from an employer: 17.2%
- ESC business to attend to: 12.4%
- The profile of the delegates attending: 9.3%
- Quality and proximity of hotels: 5.2%
The impact of the congress on clinical practice

- 86.9% of respondents indicated attending the conference would either greatly or somewhat improve their daily clinical practice.

- Respondents from Eastern Europe and South and Central America were particularly likely to predict a great impact on daily clinical practice.

- There were no significant differences by age, ESC membership or role - indicating perhaps all groupings are equally well catered for.
To highlight innovations in research, innovations in science, innovations in clinical practice, innovations in quality of care, innovations in education...

Innovations will change our practice of cardiology in the future and improve the quality of care for cardiac patients.
ESC Congress 365:
Access ESC Congress content, online, all year long, without subscription

- 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

- 71 000 online visits
- 200 000 page views
  (over 8 months, 1 Jan-31 Aug 2013)
- 81 913 views of slide sets
- 34 917 views of abstracts
- 23 161 views of webcasts
- 8 432 views of reports
  (over 1 month, 20 Aug-30 Sept 2013)
Saturday:
Posters: 11:00 – 16:00
ESC Sessions 13:30 – 15:00
Industry Sessions 15:30– 17:00

No more Lunch time ESC Sessions during Industry Sessions slots.

Tuesday
ESC Sessions 14:00 – 15:30
ESC Sessions 16:30 – 18:00
Industry Sessions 18:15– 19:45
Topics

Central Village
Hot Topics, Special Sessions, The Hub, Poster Area, Global Focus

Villages 1
Cardiac Imaging & Cardiac Anatomy

Villages 2
Basic Science

Villages 3
Hypertension

Villages 4
Congenital, Valvular Myopericardial Diseases & Pulmonary Circulation

Villages 5
Interventional Cardiology & Surgery

Villages 6
Heart Failure

Villages 7
Ischaemia & Coronary Artery Disease

Villages 8
Prevention & Rehabilitation

Villages 9
Arrhythmias & Pacing
Innovations in 2014

New Topic List – topics added

New Sessions
In the Hub in Central Village

NEW! Global Focus Sessions
A Day With Legends featuring Meet the Legends & ESC Named Lecture
More Hubs and Interactive Sessions
New! “Experts on the Spot” (Sponsored Hub Sessions)

Throughout the Villages
NEW! Guidelines: How to use them in your daily practice
NEW! Case-based Symposium & Cases in Practice sessions
NEW! Cases in Crossfire
ESC Congress 2014

THE HUB in CENTRAL VILLAGE

Great Response from the Audience
2014 will feature even more Interactive Sessions

NEW! Global Focus Sessions
Meet the Trialists
ESC Cardiologists of Tomorrow Programme

More! Rapid Fire Abstract Sessions

A NEW Day With the legends featuring Meet the Legends & ESC Named Lecture
Meet the Guidelines Task Force

EBAC accredited satellite symposia:
5 in 2009, 11 in 2013
Questions?
ESC CONGRESS 2014
BARCELONA

Where everything comes together

ESC Congress 2014 Industry Site Visit
Venue Layout
Nata Nambatingué
ESC Congress Manager

30 August – 3 September
www.escardio.org/ESC2014
Congress Venue

• Experienced FIRA Management Team

• Venue located very close to city centre, easy connections to Visitor highlights

• Exclusive use of the Building, just one Entrance, compact Layout
Most scientific sessions, except satellite symposia, are arranged by topics in themed villages.
Central Village

Left

• Poster Area
• Large Size Room 1 000 seats
• Global Focus (open style) 500 seats

Right

• Main Auditorium 3 000 seats
• The Hub (open style) 4 rooms of 250 seats each
Most scientific sessions, except satellite symposia, are arranged by topics in themed villages.
Central Village
Hot Topics, Special Sessions, The Hub, Poster Area, Global Focus

Villages 1
Cardiac Imaging & Cardiac Anatomy

Villages 2
Basic Science

Villages 3
Hypertension

Villages 4
Congenital, Valvular Myopericardial Diseases & Pulmonary Circulation

Villages 5
Interventional Cardiology & Surgery

Villages 6
Heart Failure

Villages 7
Ischaemia & Coronary Artery Disease

Villages 8
Prevention & Rehabilitation

Villages 9
Arrhythmias & Pacing
## Rooms Capacities

<table>
<thead>
<tr>
<th>Villages 1 / 5 / 6 / 7</th>
<th>Villages 3</th>
<th>Villages 2</th>
<th>Villages 4 / 8 / 9</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Large Size Room</td>
<td>• Large Size Room</td>
<td>• Small Size Room</td>
<td>1 000 seats</td>
<td>700 seats</td>
</tr>
<tr>
<td>• Medium Size Room</td>
<td>• Small Size Room</td>
<td>• Small Size Room</td>
<td>500 seats</td>
<td>300 seats</td>
</tr>
<tr>
<td>• Small Size Room</td>
<td></td>
<td></td>
<td>300 seats</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>700 seats</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>500 seats</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>300 seats</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>18 500 seats</td>
</tr>
</tbody>
</table>
Most scientific sessions, except satellite symposia, are arranged by topics in themed villages.
Exhibition

• Exhibition in one Hall, in a prime and very central location

• Catering outlets concentrated within Exhibition Hall, with adjacent outside areas

• Hands-On Tutorials, Exhibition Lounges and CPR Workshops located within Exhibition

• Access via Exhibition Hall to:
  ✓ Villages 1 to 9
  ✓ Hospitality Lounges
  ✓ Press Area
  ✓ Some of the ESC Meeting Rooms
Logistical Matters

REGISTRATION

• Group pick-up Wed–Thu

• Congress Bags pre-filled with:
  ✓ Final Programme
  ✓ Industry Programme
  ✓ Pads & Pens
  ✓ City Map

• Distribution to individuals as of Fri

• Improvement of queue management

SIGNAGE

• Compact & Easy Layout

• Signs versus Screens

WIFI

• 3\textsuperscript{rd} year of Wi-Fi coverage in all villages

• Focus on experience

• But... 120 Wi-Fi networks within Exhibition Hall in Amsterdam
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ESC Congress 2014
Industry Site Visit

Industry Prospectus
Fabrice Calabrese
Head of Industry Services

30 August – 3 September
www.escardio.org/ESC2014
Industry Prospectus

Our industry counterparts have a key role to play in the ESC Congress 2014 by demonstrating their active contribution to the field of research in cardiovascular science.

Your contribution will confirm your commitment to new developments in the cardiovascular field and will offer a unique opportunity for exchange with leading cardiovascular scientists and researchers.
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
Application open 17 October 2013
Guidelines January 2014
Sponsored Sessions

Satellite Symposia: choice of time and duration

Experts on the spot: “camp fire” style sessions to ensure interaction

Hands-on Tutorials: full duration of congress

Space available on accrued points basis

Application open 17 October 2013
Sponsorship & Advertising

Opportunities to share information with congress attendees, promote sponsored activities and increased exposure at the congress

Traditional items

Print and Digital media

Onsite advertising

Opportunities available on accrued points basis

Application open 17 October 2013
Rooms at ESC

Exhibition Lounge: quality construction within the Exhibition Hall

Closed Industry Meeting: by invitation only and not open to not invited attendees

Hospitality Lounge: reserved space in cosy and calm atmosphere

Space available on first-come first-served basis

Application open 17 October 2013
Important dates

Application deadlines

Exhibition
1 November 2013 – Top 10 point holders
1 December 2013 – Top 20 point holders
13 January 2014 with priority status

Sponsored Sessions
13 January 2014 with priority status

Sponsorship
1 December 2013 with priority status

Rooms at ESC
30 June 2014

Scientific programme deadline
30 March 2014
Next steps

Discovery of the building for ESC Congress 2014

Discovery of Exhibition Hall

Lunch

Review of opportunities – Industry Prospectus

Discussions with ESC Industry Relations and Services teams

Applications open 17 October 2013 – www.escexhibition.org