



ESC Congress 2011 – Launch Documents

Summary

- ❖ ESC Congress 2011 – Welcome from ESC President
- ❖ ESC Congress 2011 – Key information & Statistics
- ❖ ESC Congress 2011 – Scientific Programme
- ❖ ESC Congress 2011 – Access and Transport
- ❖ ESC Congress 2011 – Congress & Venue
- ❖ ESC Congress 2011 – Industry Participation



ESC Congress 2011 - Industry Site Visit

Welcome from ESC President



ESC Congress 2011

A welcome from Michel Komajda

ESC President 2010 - 2012



I am proud to welcome you to my home city where I have spent all my professional career.

This is the first time that the ESC Congress comes to Paris and I believe that the selection of this destination is a true reflection of the ESC's ongoing mission and reach.





ESC Congress 2011

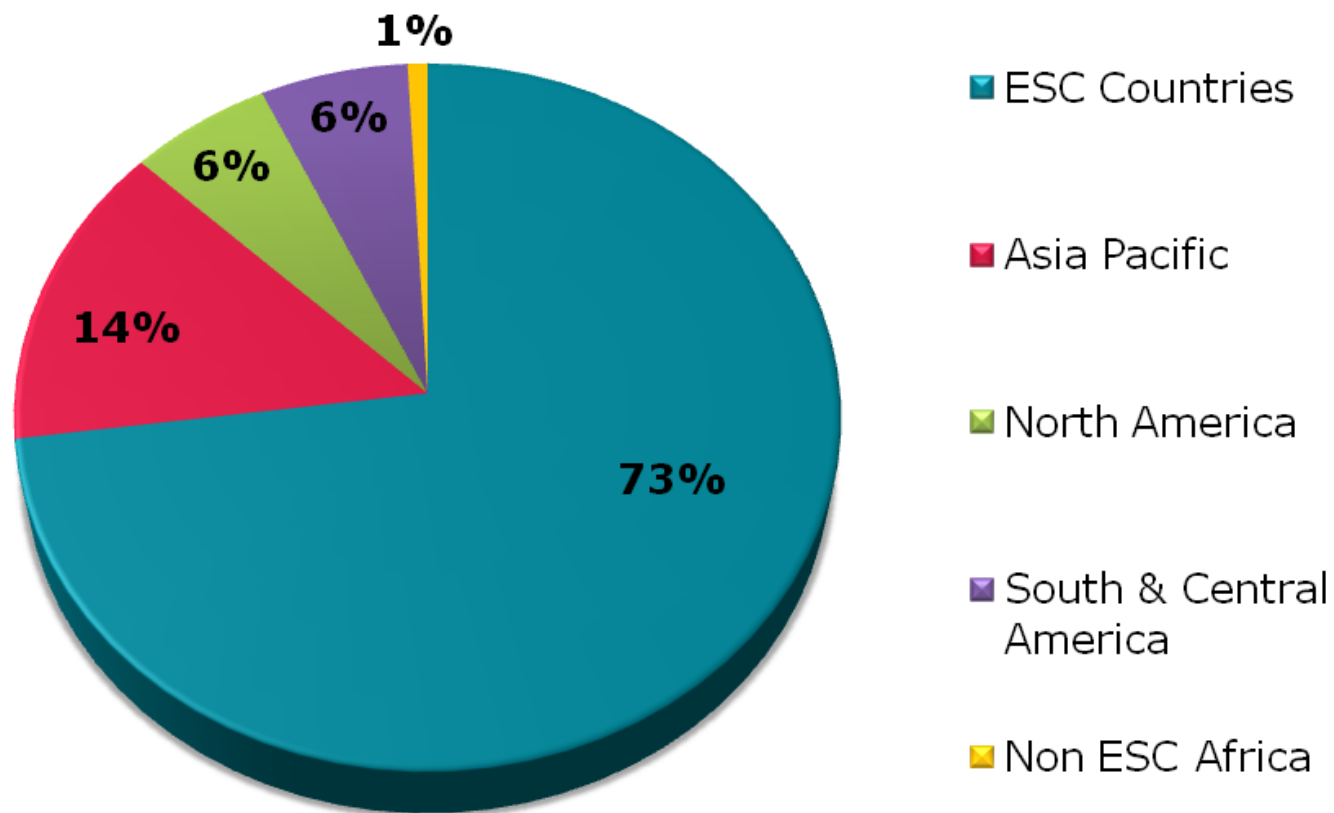
A global cardiovascular meeting in a world class capital

Our international meeting is not only aimed at the 63 000 ESC members from 53 National Societies from around Europe. It has now become a truly global forum embracing professionals from our 34 Affiliate Societies and beyond. Over 27 % of our 30 000 attendees come from outside Europe.





ESC Congress 2010 participation by Geographical area (Active delegates only) More than 140 countries





ESC Congress 2011

A fast evolving meeting

ESC Congress is a congress in constant movement

We adapt and ensure our members' needs for continuous education are met with:

- *More clinical case discussions*
- *More meet the experts/guidelines sessions*
- *Cutting edge technologies demos and discussions*
- *More webcast and interactive sessions*
- *Multidisciplinary sessions: cardio-metabolic, stroke, nephrology...*





ESC Congress 2011

Here to serve you

I am proud to welcome our healthcare industry partners to Paris and invite you to consider the many opportunities that the Congress offers.

The Congress and Meetings Division are equally thrilled by the prospect of working with you in this new venue and will accompany you over the coming months.



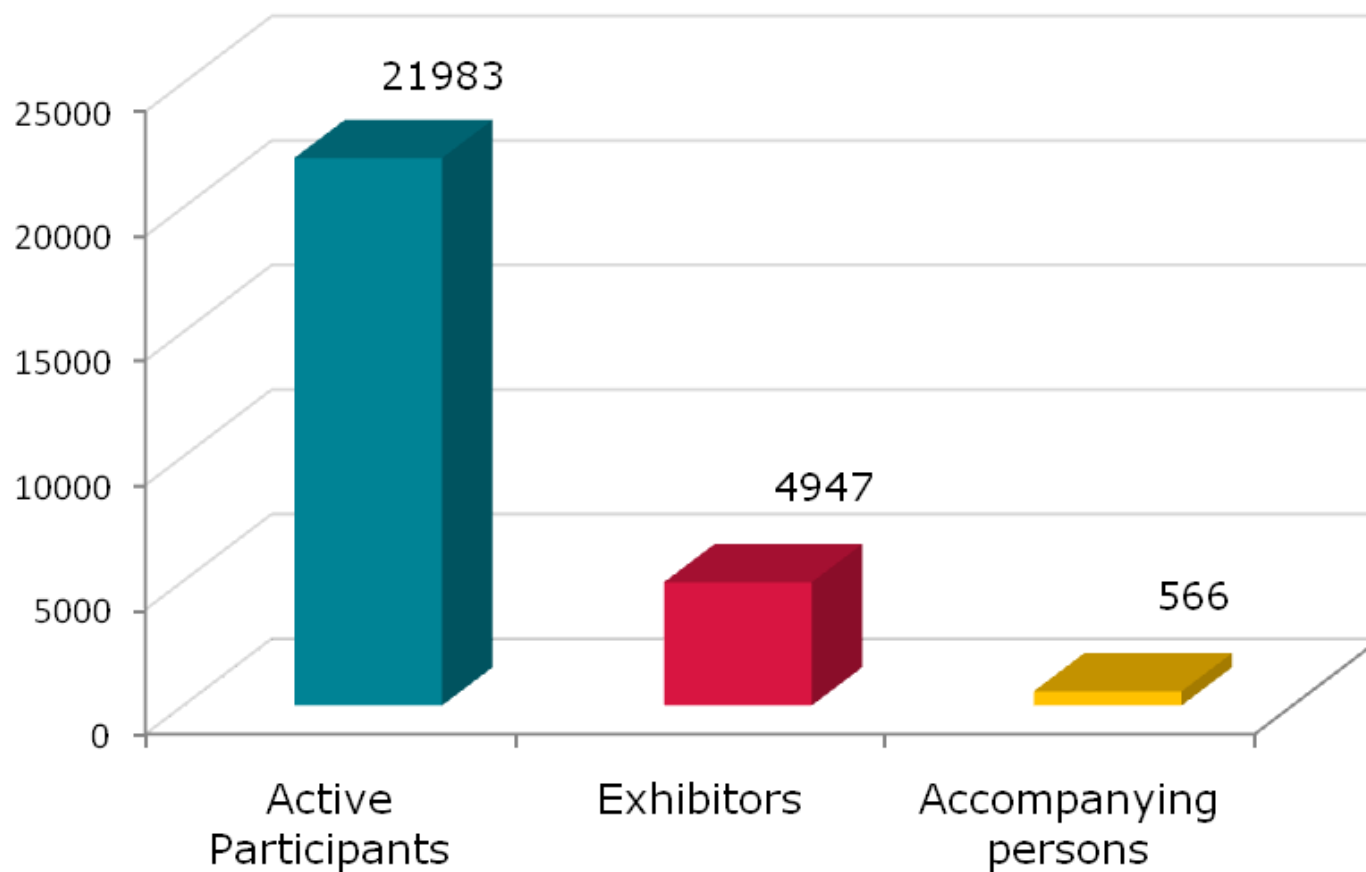


ESC Congress 2011 - Industry Site Visit

Key Information & Statistics

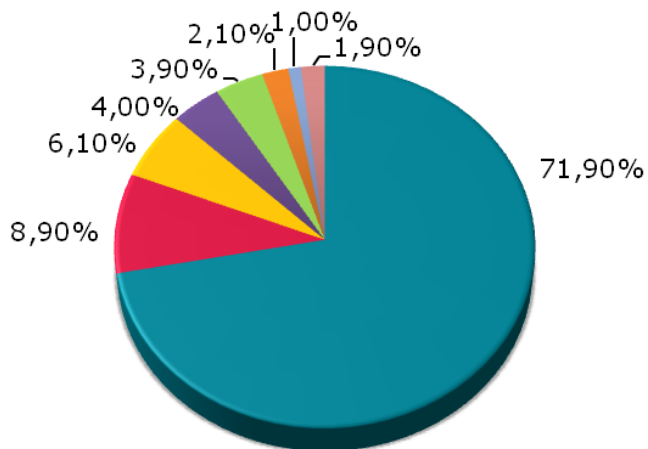


Total participation at ESC Congress 2010: 27496



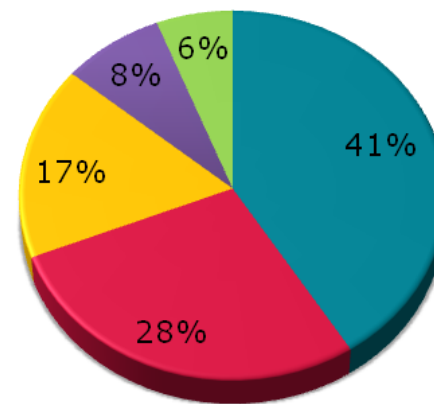


Professional Activities (Provided by 72% of delegates)



- Cardiologist
- Trainee Cardiologist
- Other Medical Specialties
- Industry/Agent
- Scientist
- Nurse
- General Practitioner
- Others

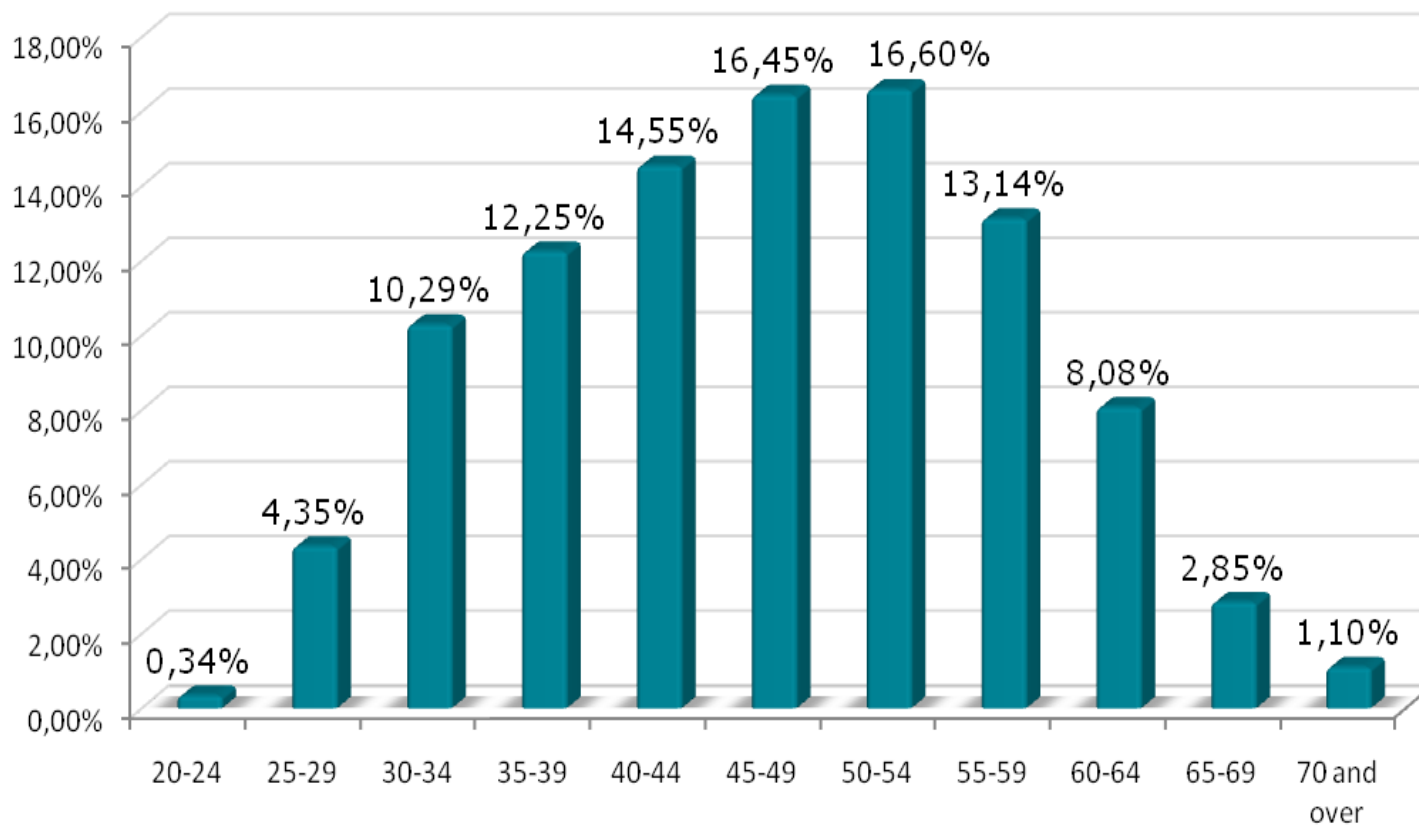
Place of Work (Provided by 72% of delegates)



- In University Hospital
- In Non-University Hospital
- Private Practice
- Research (new)
- Other (new)

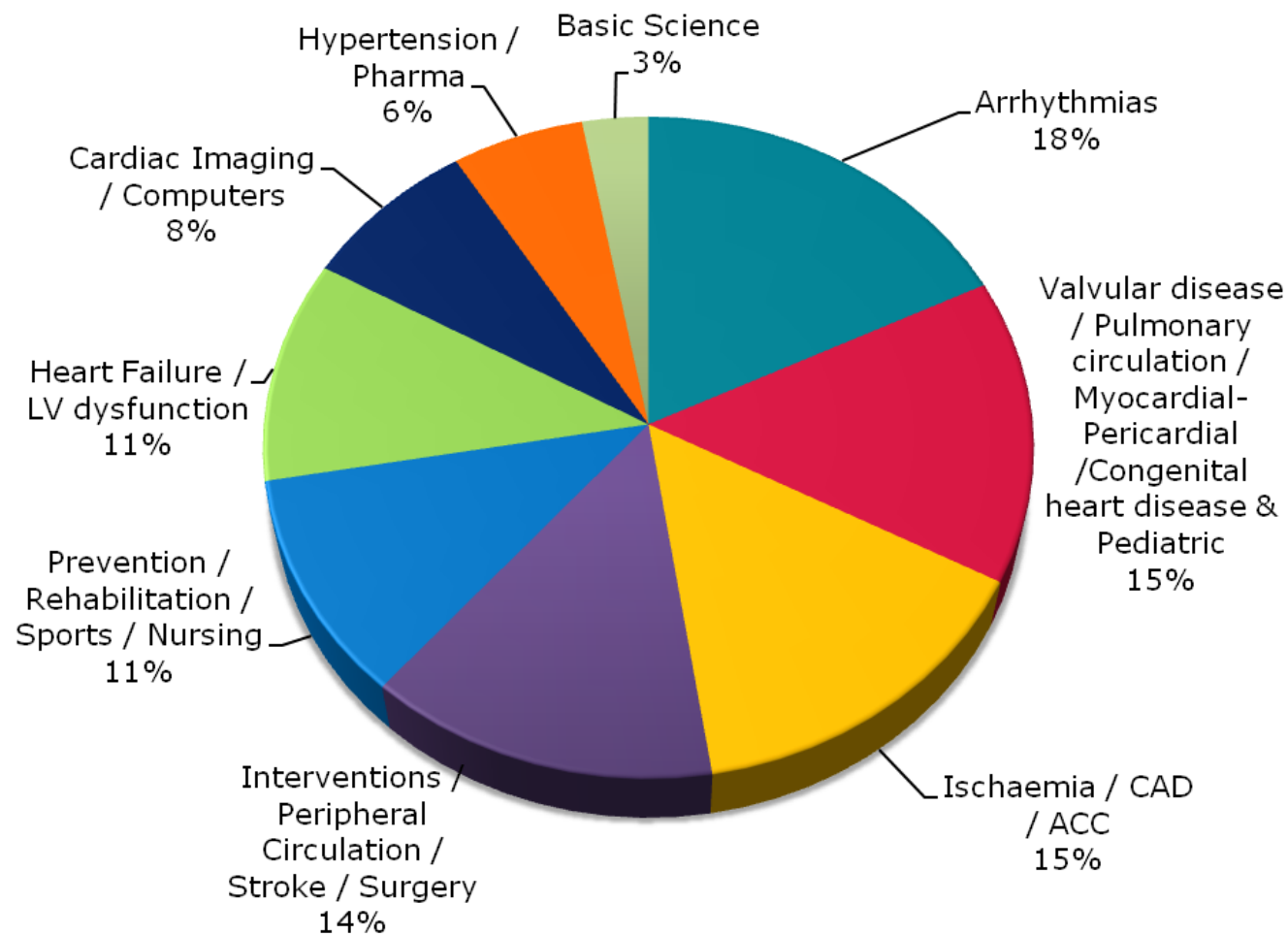


ESC Congress attendees by age range: average age 47



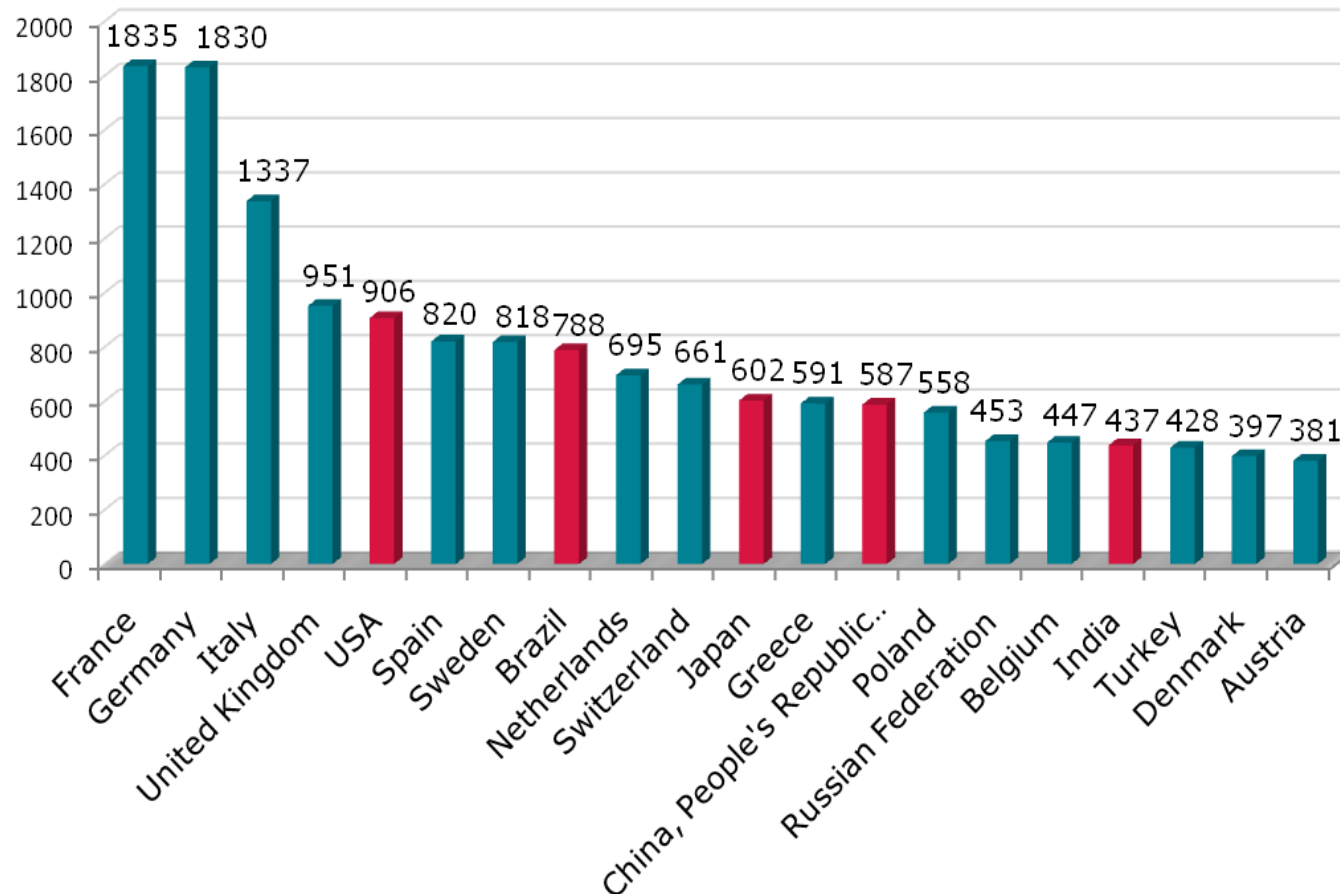


Audience share by main topic (Based on access control)



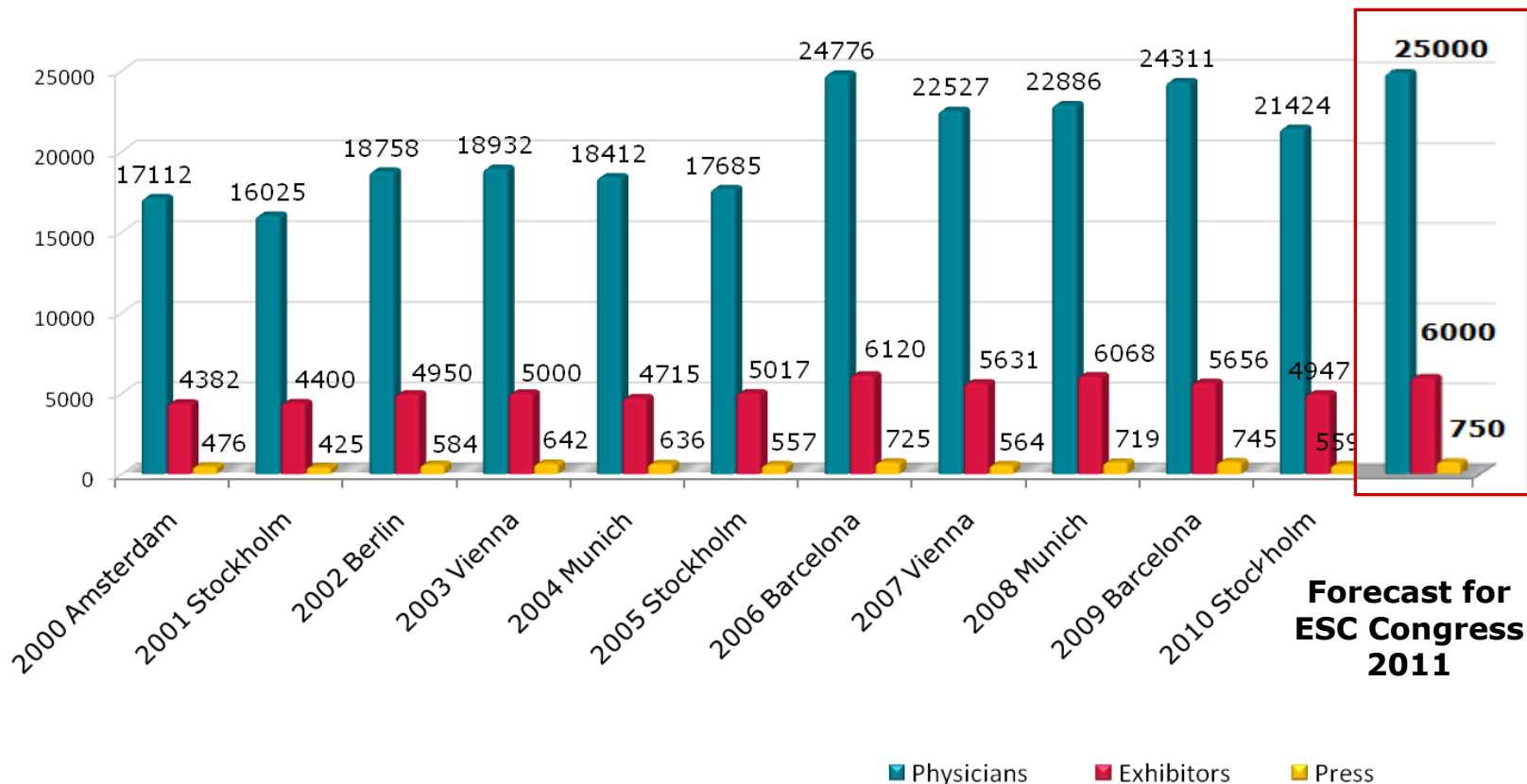


Top 20 countries at ESC Congress 2010





Comparative chart with previous year's registration



The figures for Stockholm 2010 were as expected, small decrease compared with Barcelona 2009 due to destination and current economic climate.
Please note 21% increase on Stockholm 2005



ESC Congress 2011 - Industry Site Visit

Scientific Programme



Congress Spotlight 2011

“Controversial issues in Cardiology”

Specific emphasis on the most stimulating and contentious issues in a broad range of areas such as a heart failure, coronary artery disease, prevention, arrhythmias and interventional cardiology.



Scientific Programme organised around 9 topic areas

- | |
|---|
| 1. Arrhythmias/ Pacing/ Resynchronisation |
| 2. Heart Failure/ LV dysfunction |
| 3. Valvular disease/ Pulmonary circulation/ Myocardial-Pericardial/ Congenital heart disease & Pediatric cardiology |
| 4. Ischaemia/ CAD/ ACC |
| 5. Interventions/ Peripheral circulation/ Stroke/ Surgery |
| 6. Prevention/ Rehabilitation/ Sports/ Nursing |
| 7. Hypertension/ Pharma |
| 8. Basic Science |
| 9. Cardiac Imaging/ Computers |

More details to follow on GP and Nurses track

ESC CONGRESS 2011 – Scientific Programme

2 principal types of content:

❖ Pre Arranged Programme

- Working Group/CPC/ESC Council sessions/Associations
 - Main sessions
 - Debates
 - Symposia
 - Clinical Seminars
 - How-to-session
- ESC Lectures
- Joint Sessions
- CPG sessions
- Association Track (HFA, EAE, EHRA, EACPR, EAPCI)
- Hot Lines and Clinical Trial Updates
- Science Hot Line
- Highlights Session
- Meet the experts sessions
- Read with the experts
- How-to-sessions
- Cardiac Anatomy session
- Meet the Editor session
- Meet the Trialists
- European Heart Journal Sessions

❖ FOCUS Sessions

❖ Abstract Sessions

- Oral Abstract Presentations
- State of the Art and Featured Research Sessions
- Young Investigators Award Sessions
- Atie Immink, New Investigator Award Session
- Poster Area
- Traditional Posters
- Moderated Posters

❖ **Industry:** Satellites, Mini-Satellites, Hands-on-Tutorials





ESC CONGRESS 2011 – Schedule



ESC Congress 2011



Time	Friday 26 August	Saturday 27 August	Sunday 28 August	Monday 29 August	Tuesday 30 August	Wednesday 31 August	Time
7:00-							-7:00
8:00-							-8:00
8:30-		NEW!					-8:30
9:00-		SESSIONS		SESSIONS	SESSIONS	SESSIONS	-9:00
9:30-						State of the Art	-9:30
10:00-		NEW!					-10:00
10:30-		SESSIONS		SPECIAL SESSIONS	SPECIAL SESSIONS		-10:30
11:00-							-11:00
11:30-	REGISTRATION		REGISTRATION	REGISTRATION	REGISTRATION	POSTERS	-11:30
12:00-			EXHIBITION	EXHIBITION	EXHIBITION	SESSIONS	-12:00
12:30-		SATELLITE SYMPOSIA		SPECIAL SESSIONS	SPECIAL SESSIONS		-12:30
13:00-			SPECIAL SESSIONS Young Investigators Awards SATELLITE SYMPOSIA	SATELLITE SYMPOSIA	SATELLITE SYMPOSIA		-13:00
13:30-							-13:30
14:00-		SATELLITE SYMPOSIA		SESSIONS	SATELLITE SYMPOSIA		-14:00
14:30-							-14:30
15:00-							-15:00
15:30-							-15:30
16:00-			SPECIAL SESSIONS	SPECIAL SESSIONS			-16:00
16:30-					SATELLITE SYMPOSIA		-16:30
17:00-		EXHIBITION	SESSIONS	SESSIONS			-17:00
17:30-		OPENING CEREMONY					-17:30
18:00-		RECEPTION	SPECIAL SESSIONS				-18:00
18:30-							-18:30
19:00-				SATELLITE SYMPOSIA			-19:00
19:30-							-19:30
20:00-							-20:00
21:00-							-21:00



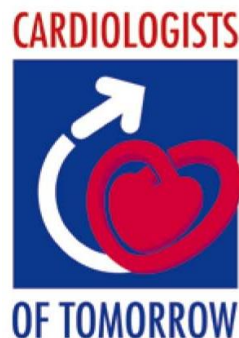
Hot Lines / CTUs

6 Hot Line and Clinical Trial Update sessions

These sessions present the most important new clinical trial results relevant to clinical practice.

We invite our industry partners to provide us with their latest trial data for publication to all delegates at ESC Congress 2011 as part of a Hotline, Clinical Trial Update or Science Hot Line Session.

Deadline for submission: **1 May 2011**



Objective: Involve the new generation in the ESC especially at ESC Congress

16 Nucleus groups of Young Cardiologists identified to create new task force for 2011

Offer: Launched in January 2010 in partnership with the National Societies and Affiliated Societies
Free registration and an online version of the European Heart Journal or Cardiovascular Research for Cardiologists. 3 eligibility criteria:

- Cardiologist in training, under 35 years old
- Have never submitted an abstract for the ESC Congress
- Have never attended ESC Congress before

Programme:

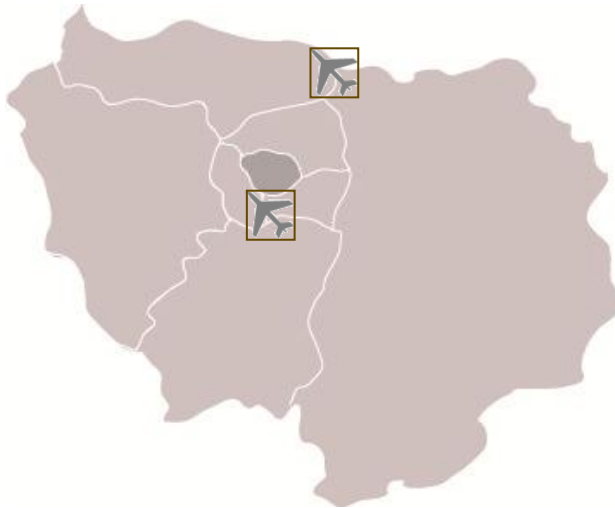
- A dedicated educational track with the most relevant and up to date information on key areas of cardiovascular medicine
- The Forum for Future Leaders in Cardiology, a scientific session presented by and for young cardiologists
- Young Cardiologists Corner meet, discuss the sessions and interact with other Cardiologists of Tomorrow
- The ESC Leadership and New Fellows Cocktail a unique opportunity to meet each other and network with the ESC's current leadership



ESC Congress 2011

Access & Transport

Transportation to the city by plane



- 2 international airports
→ 30 min from city centre
- 83 million passengers
- 557 cities in 132 countries
- Over 14,000 flights every week
- 78 cities linked by low cost airlines





Access by road and rail

7 RAILWAY STATIONS
WITH MORE THAN 425 HIGH-SPEED TRAIN
SERVICES (TGV) DAILY



AN EXCELLENT ROAD NETWORK, ENABLING
EFFICIENT CUTTING JOURNEY TIMES
FOR EXHIBITORS AND FREIGHT FOWARDERS





An extensive transportation network in the city

- 16 metro lines serving 381 stations
- 5 RER lines - urban train lines
- 95 bus lines
- 4 green and noiseless tram lines
- 23,300 Velib', parisian bikes in 1,751 stations
- 17,000 taxis





TRANSPORT

Paris Charles de Gaulle airport ↔ Venue

A dedicated shuttle bus service, making the transfer from the point of arrival to the event venue easy and convenient.

4 bus stops at Paris Charles de Gaulle airport



VIPARIS
venues in paris





ESC Congress Transport Committee



- **Objectives:** Safety, Traffic - Information. Transport Communication
- **Coordinator:** Paris Convention and Visitors Bureau
- **Associates:** VIPARIS - MCI -CCIP - City of Paris
- **Participants:** RATP - SNCF Transilien - Syndicat des Transports d'Ile-de-France STIF - Fédération Nationale des Artisans Taxis FNAT - Préfecture de Police - Aéroports de Paris ADP - Direction Interdépartementale des routes d'Ile-de-France DIRIF
- **Meetings:** In February, March, May, 2010. Next meeting in November, 2010.



Safety

- Intensification of the security guards by the Police headquarters (Préfecture de Police).
- The safety of the SNCF's stations is managed by the agents of the general surveillance. They will be especially positioned at Gare du Nord and Parc des Expositions Station for ESC Congress.
- Security guards will be allocated at the Parc des Expositions station in the evening. Some of them will be at the Gare du Nord station.
- Assistance of the taxis' police.



Traffic - information: TRAINS



RATP SNCF Area line B-RER (REGIONAL EXPRESS NETWORK)

- Saturday 27 August 2011: 6 trains/hour
- Sunday 28 August 2011: 8 trains/hour
- Monday 29, Tuesday 30 & Wednesday 31 August 2011: 8 trains/hour

Trains will be at their maximal capacity for the duration of ESC Congress 2011

RATP SNCF Area line B-RER

- Display of orientation & welcome posters at Gare du Nord and Parc des Expositions
- Display of orientation & welcome messages on the screens at Gare du Nord and CDG airport
- English and French promotional announcements in stations and airports (Gare du Nord CDG1, CDG2 and Parc des Expositions)



The Congress Card a made-to-measure alternative

Proposed by the Paris Public Transport Authority (RATP) and available from ESC website

- An unlimited transport card
 - Valid for a flexible period ranging from 2 to 7 days
 - A combination of possible zones



More information to follow!



ESC Congress 2011

Congress Venue



10 key venues in Paris operated by **VIPARIS**

Figures/year:

- ❖ 337 shows
- ❖ 420 corporate events
- ❖ 160 congresses
- ❖ 10 million visitors (20% international)
- ❖ 72 000 exhibitors (23% international)





Congress Venue

"Paris Nord Villepinte Exhibition Centre - Parc des Expositions"

Easily accessible

❖ **Roissy Charles de Gaulle Airport (CDG) – 3 km**

❖ **TGV Station (high speed train) at CDG Airport**

❖ **Public Transport** (see Hotel Mapping for more):

➤ **By Train** (RER Line B)

- 25 min from Paris Gare du Nord

- 10 min from CDG Airport

- Trains every 7 min

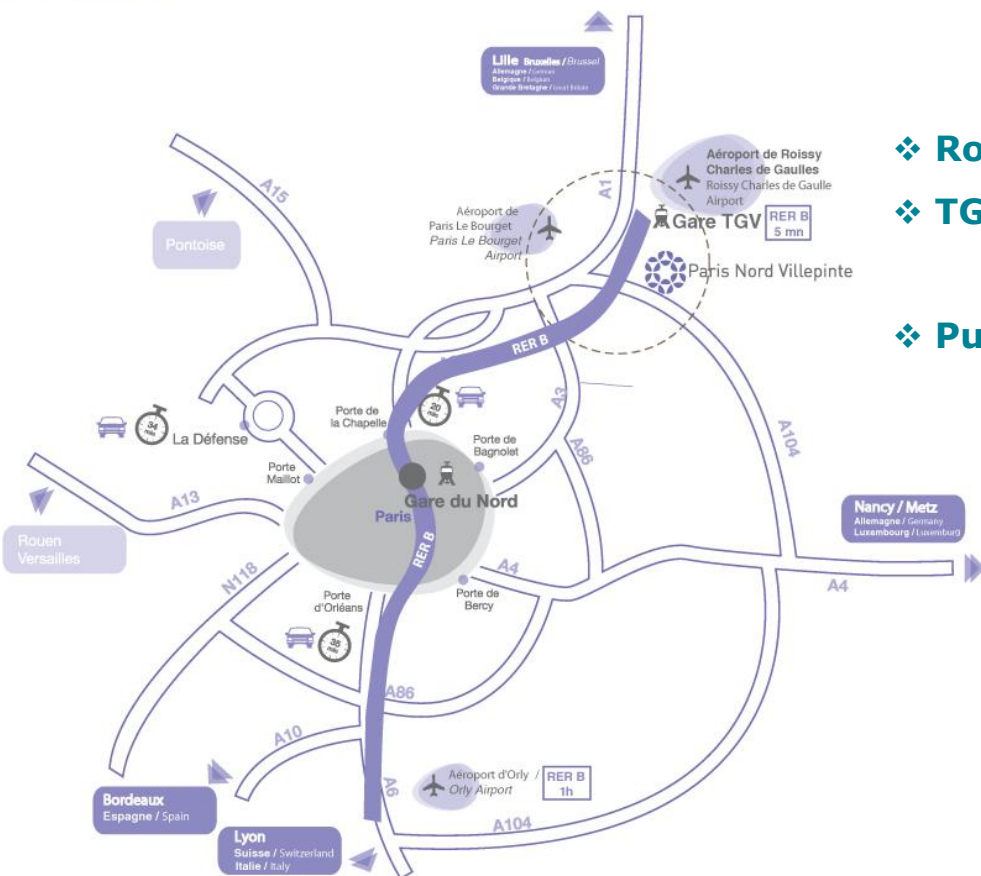
- Direct connections with Metro & Bus network

➤ **By Road**

- 3 motorways (A1, A3, A104)

- 21 km from Paris Gare du Nord

- 26 km from "Arc de Triomphe"



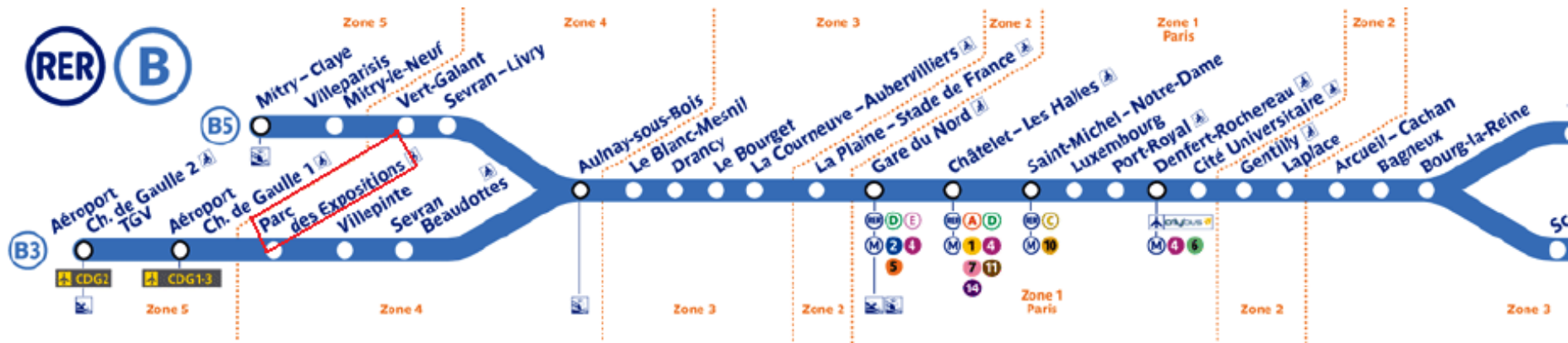


Congress Venue

“Paris Nord Villepinte Exhibition Centre - Parc des Expositions”

“Parc des Expositions” is also the name of the Train Station (**RER B**)

Do not confuse with “Villepinte” which is the previous stop when coming from the city centre, and the next stop when coming for Roissy Charles De Gaulle airport

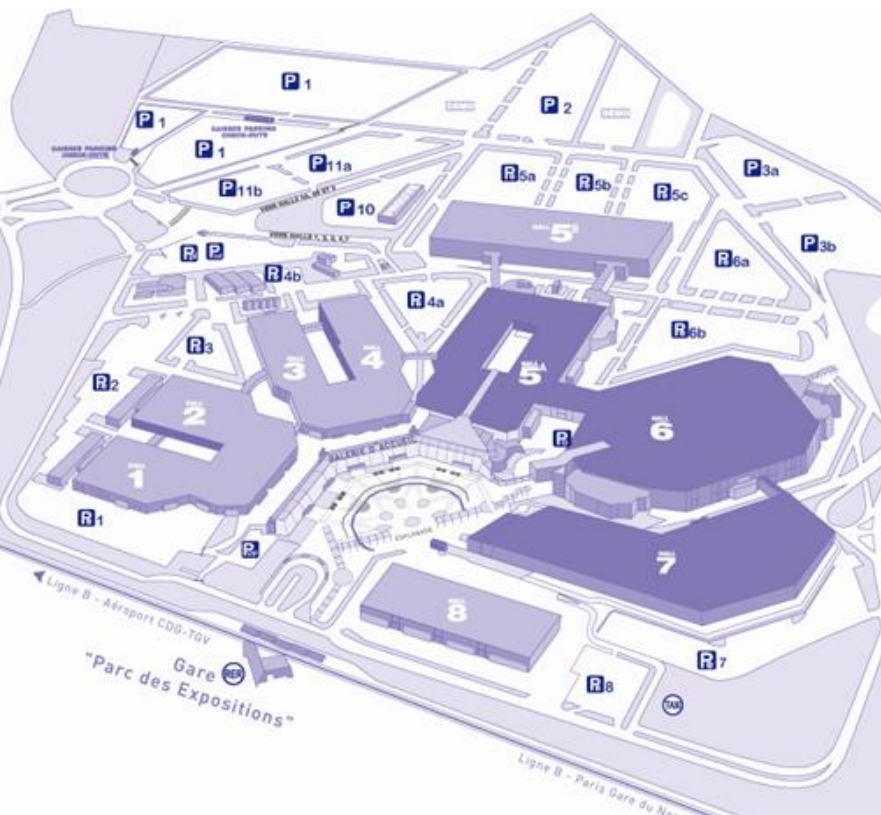




Congress Venue

"Paris Nord Villepinte Exhibition Centre - Parc des Expositions"

A high tech venue tailor made for the ESC Congress



- ❖ State-of-the-art technical infrastructure
- ❖ Experienced management team
- ❖ 9 halls on one level
- ❖ 246 000 m² of covered space
- ❖ Ceiling clearance of 9 meters
- ❖ Logistics made easy
- ❖ Technology and ICT infrastructure
 - Utilities provided via technical ducts
 - Centrally air conditioned buildings
- ❖ A fibre optic network for data communications
- ❖ Wi-Fi coverage
- ❖ Centrally controlled electricity supply

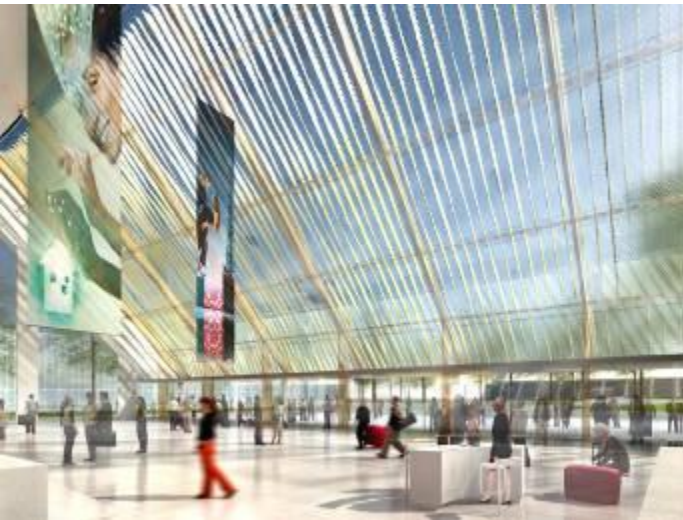
Paris Nord Villepinte figures/year:

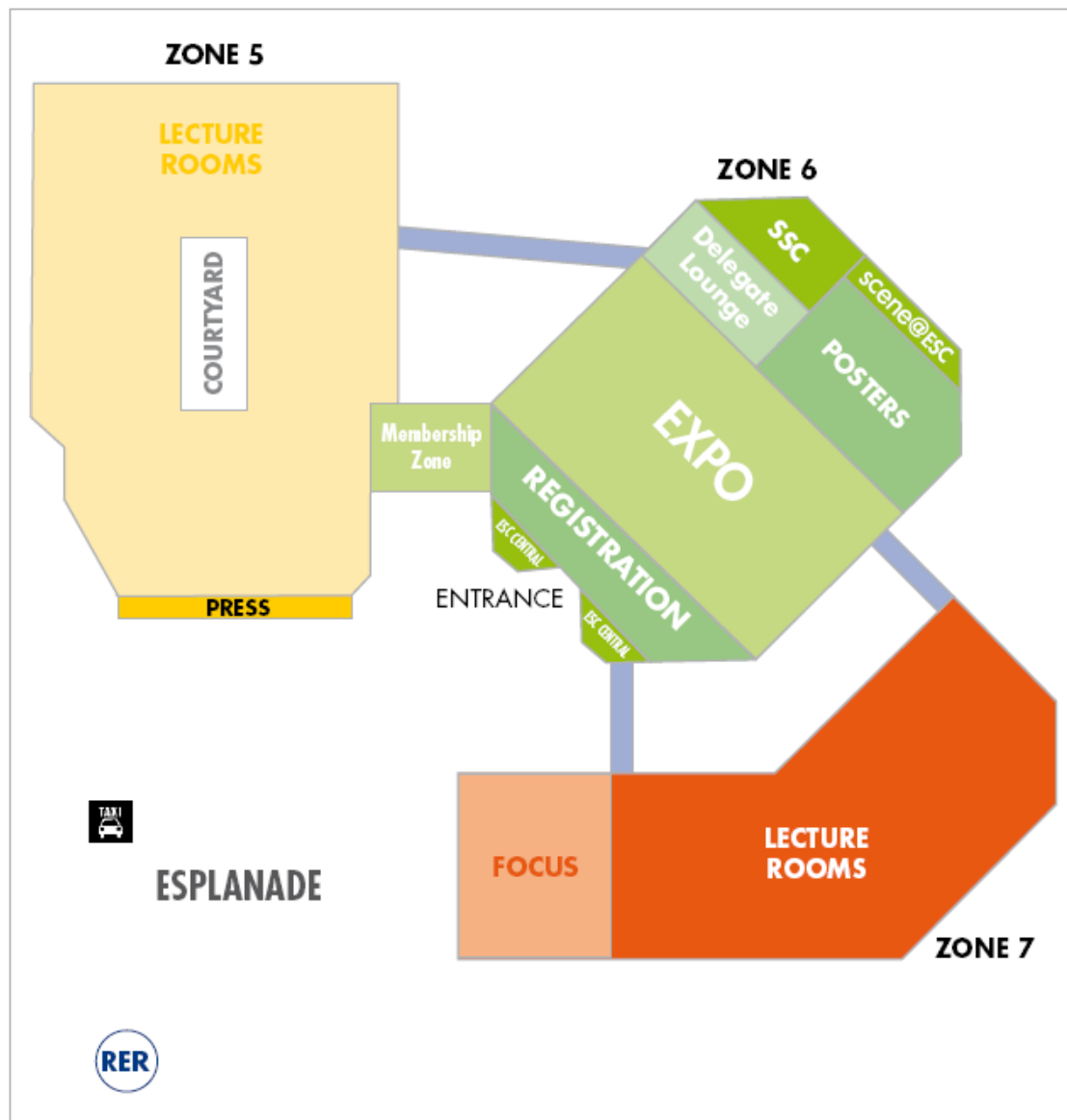
- ❖ 40 shows
- ❖ 51 corporate events
- ❖ 1,5 million visitors (35% international)
- ❖ 25 000 exhibitors (40% international)

Congress Venue

"Paris Nord Villepinte Exhibition Centre - Parc des Expositions"

A World Class Congress and Exhibition Venue







As reference...

In terms of floor space, the ESC Congress 2011 will be the biggest ever !

❖ ESC Congress 2009 – Barcelona	100 000 m ²
❖ ESC Congress 2010 – Stockholm	70 000 m ²
❖ ESC Congress 2011 – Paris	125 000 m ²

➡ But only 3 Halls, i.e. very compact & balanced layout



Zone 6

- ❖ **Exhibition in one Hall – a prime and central location**
- ❖ **Exhibition Hall enjoys excellent visibility from the main entrance**
- ❖ **The majority of catering outlets are located within Zone 6**
- ❖ **Access via Exhibition Hall to:**
 - ✓ **Lecture Rooms**
 - ✓ **Hands-On Tutorials**
 - ✓ **Function Spaces**
 - ✓ **Delegate Lounge**
 - ✓ **Speaker Service Centre**
 - ✓ **Poster Area**
 - ✓ **scene@ESC**
 - ✓ **Coach Parking**





Zone 6

View from Main Entrance !





Zones 5 & 7

Increase in number of lecture rooms from 30 to 34

Zone 5

- ❖ 9 rooms of 200 seats
- ❖ 6 rooms of 500 seats
- ❖ 3 rooms of 1 000 seats
- ❖ 1 rooms of 3 200 seats
- ❖ Press Area



Zone 7

- ❖ 6 rooms of 200 seats
- ❖ 4 rooms of 500 seats
- ❖ 2 rooms of 800 seats
- ❖ 2 rooms of 1 000 seats
- ❖ Hands-On Tutorials
- ❖ Function Spaces



Official ESC Suppliers

Key suppliers will remain unchanged for the ESC Congress 2011

❖ **Fairexx**

Forwarder & Lifter

<stefan.grunwaldt@fairexx.com>

❖ **ACS**

AV, Lecture Rooms, Satellite Sessions

<esc2011@acsaudiovisual.com>

❖ **mediAVentures**

Focus Sessions, Posters, scene@ESC

<wimvanrenterghem@mediaventures.be>

❖ **M Events**

Presentation Management System

<helpdesk@m-events.com>



Industry Social Events

The ESC is pleased to recommend the following companies, should you need assistance to organise your social programme

❖ **Convention Bureau**

[<meeting@parisinfo.com>](mailto:meeting@parisinfo.com)

❖ **Eliance**

[<delphine.bouclon@elior.com>](mailto:delphine.bouclon@elior.com)

❖ **Horeto**

[<c.colombie@fleurdemets.com>](mailto:c.colombie@fleurdemets.com)

❖ **Lenôtre**

[<esc2011@lenotre.fr>](mailto:esc2011@lenotre.fr)

❖ **MCI France**

[<info-esc2011@mci-group.com>](mailto:info-esc2011@mci-group.com)



ESC Congress 2011

Industry Participation



ESC Congress 2011

Guidelines for Industry Participation

Chapter 1: Educational & Scientific Activities

"Ensure your contribution to the outstanding scientific programme"

email: satellite@escardio.org (**mention the session number**)

Chapter 2: Exhibition

"Present your products, services and activities to delegates"

email: exhibition@escardio.org

Chapter 3: Sponsorship, Advertisements & Promotional Opportunities

"Highlight your company profile online, offline and throughout the congress centre"

email: sponsorship@escardio.org

Chapter 4: Registration, Accommodation and Meeting Rooms

"Welcome your delegates to the ESC Congress 2010 in Stockholm"





ESC Congress 2011

Guidelines for Industry Participation



Chapter 1: Industry Educational Sessions

14 timeslots for Industry Educational Sessions

To choose from:

- 45/90 or 180 minute Satellite Symposium: €28 000
- 45 minute Mini Satellite Symposium: €16 000
- Hands-on Tutorials over 4 days: €30 000

Deadline for application with priority status: 15 November 2010



ESC Congress 2011

Guidelines for Industry Participation



Chapter 1 - NEW: Webcasts

Make the most of the traffic to the ESC Congress web site and ensure extended return on investment for your symposia.

Companies will now have the opportunity of hosting their industry educational sessions (satellite symposia, mini-satellite symposia) on the ESC Congress web site post the event.

Webcasts will be created by companies through their choice of supplier and hosted on ESC Congress 2011 web site pages until end December 2011.

Refer to the Guidelines for Industry Participation for further details and costings.



ESC Congress 2011

Guidelines for Industry Participation

Chapter 2 – NOTE: Exhibitor Badge Rights

Exhibitor Badges are provided to companies in line with their stand size to enable them to staff their stands, educational and sponsorship activities.

Exhibitor Badges will not allow access to the scientific sessions of ESC Congress 2011.

Exhibitors must plan for a full delegate registration for any member of their company who wishes to participate in the ESC Congress scientific programme.

Exhibitor Badges will allow exhibitors to attend the educational sessions of their affiliated company (satellite symposia, hands-on tutorials, etc.)

Diamond Exhibitor Badges allow for access to all the scientific sessions of ESC Congress 2011 (please refer to the Guidelines on details of becoming a Diamond Exhibitor).



ESC Congress 2011

Guidelines for Industry Participation

Chapter 2 – Exhibition: 25,000m² of exhibition space in Zone 6

Ensure your place among the key players in cardiology with a stand to fit your business needs. The exhibition in Paris Nord Villepinte offers:

- One Hall
- Central Location
- Excellent visibility from Entrance
- Catering outlets within Hall

Applications submitted by 31 March 2011: €407/m² excl. VAT

Applications submitted as of 1 April 2011: €447/m² excl. VAT



ESC Congress 2011

Guidelines for Industry Participation

Chapter 2 – NEW: Suspension Points (Pilot Project: ESC Congress 2011)

As a new pilot project for ESC Congress 2011, stands over 349m² will be able to have a portion of their stand design suspended.

The suspended height allowance is in direct proportion to the m² purchased:

350m² - 500m²: 7m

501m² - 700m²: 7.5m

More than 701m²: 8m

Please refer to the Guidelines for full details of permitted items for suspension and full technical specifications.



ESC Congress 2011

Guidelines for Industry Participation



Chapter 3 - NEW: Bonus Points for Sponsorship Items

The Accrued Points Ranking of each company is a key factor in the attribution of stand space, hotels, symposia time-slots, etc.

To enable companies to improve their ranking and to value their overall contribution to the congress infrastructure, bonus points will be allocated on select sponsorship items.

These points will be added to next year's calculation and will help boost the ranking of key sponsors.

For further details on the bonus weight attached to each sponsorship item, please refer to the Guidelines, Chapter 3.



ESC Congress 2011

Guidelines for Industry Participation



Chapter 5 - NOTE: Hotel Mapping

The following number of hotels will be available for ESC Congress 2011:

Hotels 4*: 9095

Hotels 3*: 6804

Hotels 2*: 1135

The ESC, with its partners, have created a virtual mapping tool to allow you locate all available ESC Congress hotels in and around Paris, providing you with key contact and transport details. This will be an essential tool for both your agencies and delegates and will be available shortly via www.esccongress.org



ESC Congress 2011

Raise "My ESC" Profile

Help us help you....

Since April 2010, ESC have made a concerted effort to encourage ESC Congress delegates to provide more and better personal data.

This has allowed us to build up complete and accurate professional and demographic profiles on over 71% of all active delegates - a huge improvement on previous rates of around 25%.

We encourage our industry partners to please provide us with valid and complete delegate information when registering delegates.





ESC Congress 2011

Start your Participation

Unique Opportunity in Unique Location

Discuss your options for participation now to ensure your company optimises this unique opportunity to reach out to the cardiologist community in this unique location – Paris (27 – 31 August 2011)

Year-Long Event: with pre-event, on-site and post-event visibility

Think about: Accrued Points Ranking

Your investment this year will serve you for years to come and help in choosing the best in hotels, stand space, symposia, sponsorship– invest in a long-term strategy with the ESC

Contact us for a one-to-one meeting: sponsorship@escardio.org



ESC Congress 2011

Next Steps

Ensure you send in your applications in on time:

15 November 2010: Application Deadline for Industry Educational Sessions & Sponsorship Items with priority status

1 December 2010: Application Deadline for Exhibition – Top 20 Points Holding Companies

31 March 2011: Deadline Stand Rental Early Fee

31 March 2011: Deadline for submission of scientific programme for industry educational sessions