ESC Congress 2011 – Launch Documents

Summary

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Welcome from ESC President
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 Countries: 73%
- Asia Pacific: 14%
- North America: 6%
- South & Central America: 6%
- Non ESC Africa: 1%
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...
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

- Active Participants: 21983
- Exhibitors: 4947
- Accompanying persons: 566

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ESC Congress attendees by age range: average age 47
Audience share by main topic (Based on access control)

- Basic Science: 3%
- Arrhythmias: 18%
- Valvular disease / Pulmonary circulation / Myocardial-Pericardial / Congenital heart disease & Pediatric: 15%
- Ischaemia / CAD / ACC: 15%
- Interventions / Peripheral Circulation / Stroke / Surgery: 14%
- Prevention / Rehabilitation / Sports / Nursing: 11%
- Heart Failure / LV dysfunction: 11%
- Cardiac Imaging / Computers: 8%
- Hypertension / Pharma: 6%
Top 20 countries at ESC Congress 2010

France: 1835
Germany: 1830
Italy: 1337
United Kingdom: 951
USA: 906
Spain: 820
Sweden: 818
Brazil: 788
Netherlands: 695
Switzerland: 661
Japan: 602
Greece: 591
People's Republic: 587
Russia Federation: 558
China: 453
India: 447
Turkey: 437
Belgium: 428
Denmark: 397
Austria: 381
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

❖ 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

❖ FOCUS Sessions

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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:** Involving 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

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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 FORWARDERS
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
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)

ESC Congress 2011 - Launch Documents
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 m²
- ESC Congress 2010 – Stockholm 70 000 m²
- ESC Congress 2011 – Paris 125 000 m²

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 room 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>

- **Eliance**  
  <delphine.bouclon@elior.com>

- **Horeto**  
  <c.colombie@fleurdemets.com>

- **Lenôtre**  
  <esc2011@lenotre.fr>

- **MCI France**  
  <info-esc2011@mci-group.com>
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 - Launch Documents
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
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.
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).
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.
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.
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.escexhibition.org
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