

ESC Congress 2011

27-31 August
PARIS NORD VILLEPINTE



PARIS



www.escardio.org



Feedback

ESC Congress – Guidelines Review 2010

- Hanging Points
- EBAC Communication
- Weblinks
- Applications for booth space
- Webcasts



What's New?

Mobile Devices – Get the ESC Congress Application

Information at your finger-tips - allow delegates to access:

- Scientific Programme
- General Information
- Industry Activities
- Floor Plan
- Search

For iphone, ipad & smartphones



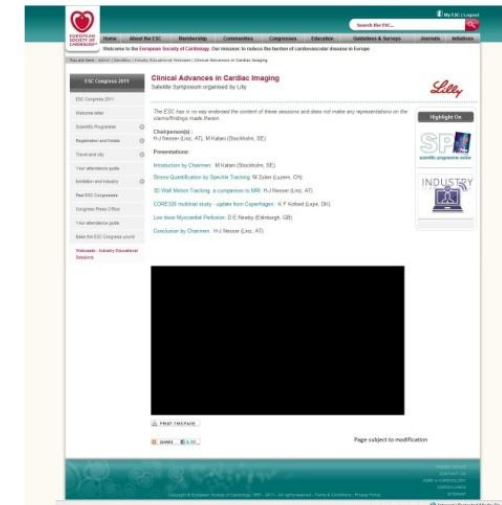
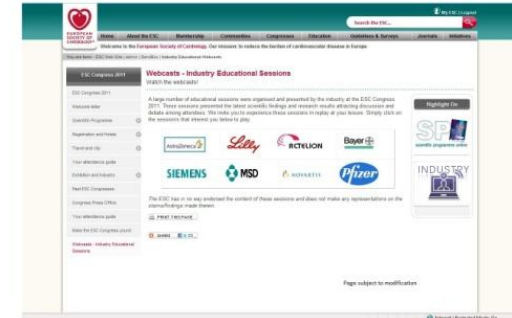


What's New?

Webcasts

Extend the reach of your satellite symposia

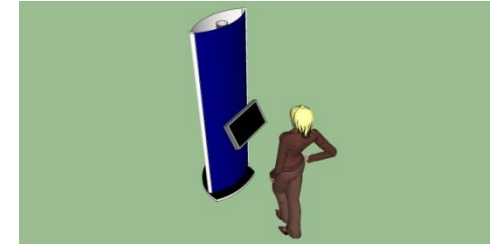
- 80,000 visits to escardio.org in weeks after congress
- Online within 48 hours of supply
- Available via ESC pages for 4 months on congress page
- Promotion on main congress pages & onsite





What's New?

Interactive Exhibition Terminal



Making the exhibition experience more enjoyable

- 10 terminals distributed throughout the exhibition
- Find a company by product, name, therapeutic area
- Congress Layout & Map of exhibition area – « you are here »



What's New?

Group Registrations

The past: Laborious, time consuming process of data input

Now:

- Personalised area to save group data from year to year
- Excel Uploads from file using template
- Quick & user-friendly system

Warning: no possibility to de-duplicate!



What's New?

Exhibitor Badges

Scientific Sessions for Healthcare Professionals

Exhibitor Badges:

- Significant number provided free of charge (15 – 150)
- Destined for staff working on stands (non-HCP's)
- Diamond Exhibitor Badges = access to sessions



What's New?

Accrued Points

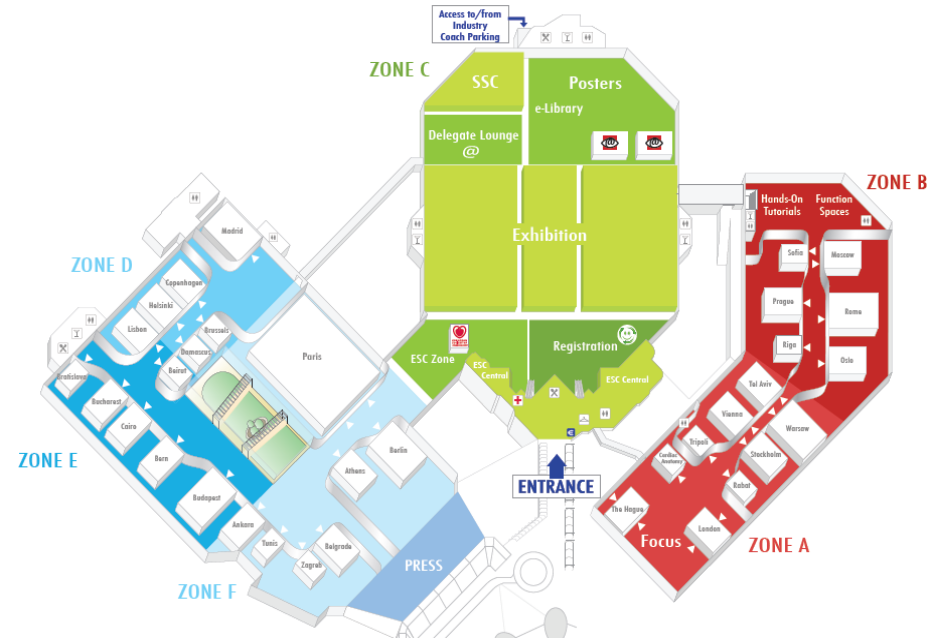
What is calculated:

- Exhibition
- Sessions
- Sponsorship (Bonus)
- Group Registrations

Calculations made by ESC: published 12 September



Paris



- Village layout
- Unique location for exhibition
- Key delegate services:
Poster Area (best of kind), Delegate Lounge, Scene@ESC



Partners in Education

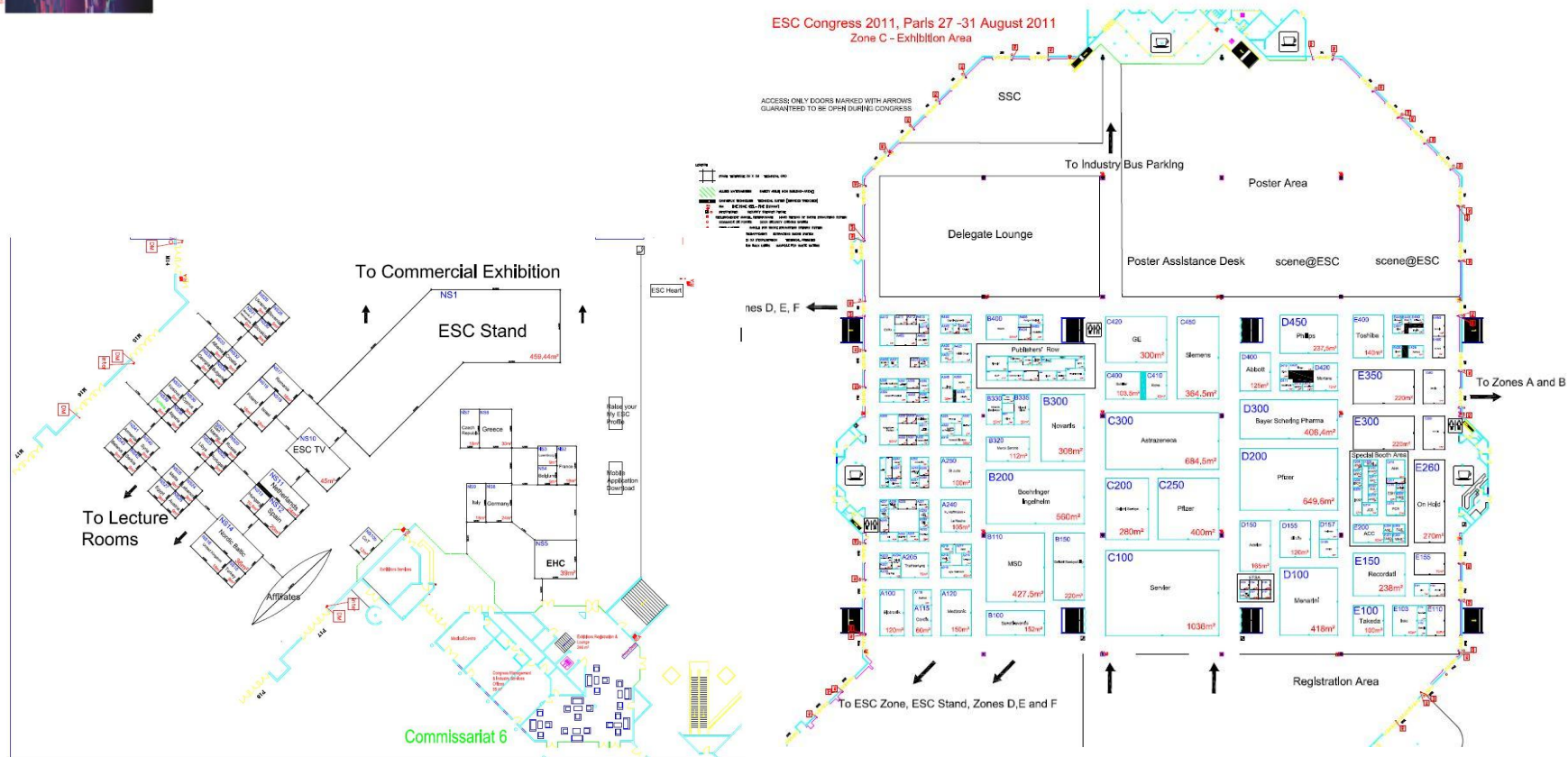
Provide medical professionals with scientific evidence on best therapies for patient care:

- ❖ 42 Satellite Symposia
- ❖ 25 Mini Satellite Symposia
- ❖ 4 Hands on Tutorials
- ❖ 12 Function Spaces & 5 Hospitality Suites
- ❖ 2 Closed Industry Meetings



Industry Activities

Scientific Exhibition: +11.000m²





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Sponsorship & Sales

**Industry Educational
Sessions**

Exhibition

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