Total participation at ESC Congress 2011 (as of 29/08/2011): 32,849
Total participation at ESC Congress 2011 as of 29/08/2011: 32 849
ESC Congress 2011 participation by Geographical area

- Africa: 6%
- Asia: 15%
- ESC Countries: 70%
- North America: 1%
- South America: 8%
Top 20 countries at ESC Congress 2011

France 2456
Germany 2151
Italy 1463
Brazil 1152
United Kingdom 1130
Spain 1104
United States of America 1098
Greece 943
Japan 881
Netherlands 753
Switzerland 670
China, People’s Republic of 669
Poland 618
India 601
Russian Federation 530
Sweden 523
Belgium 494
Austria 486
Romania 454
Denmark 399
## ESC Congress Metrics “at a glance”

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
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</thead>
<tbody>
<tr>
<td>Abstracts submitted</td>
<td>9,032</td>
<td>10,593</td>
<td>9,691</td>
<td>9,469</td>
<td>9,848</td>
<td>9,511</td>
<td>10,000</td>
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<td>Abstracts selected</td>
<td>2,958</td>
<td>3,959</td>
<td>3,523</td>
<td>3,532</td>
<td>4,085</td>
<td>4,167</td>
<td>4,500</td>
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<tr>
<td>Lecture rooms</td>
<td>25</td>
<td>30</td>
<td>30</td>
<td>29</td>
<td>30</td>
<td>30</td>
<td>34</td>
<td>34</td>
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<tr>
<td>Number of sessions</td>
<td>310</td>
<td>356</td>
<td>336</td>
<td>362</td>
<td>364</td>
<td>393</td>
<td>+400</td>
<td>450</td>
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<tr>
<td>Expo m² occupied</td>
<td>11,785</td>
<td>15,228</td>
<td>13,408</td>
<td>14,214</td>
<td>14,178</td>
<td>12,799</td>
<td>13,000</td>
<td>12,026</td>
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<tr>
<td>Satellite Symposia</td>
<td>57</td>
<td>79</td>
<td>59</td>
<td>64</td>
<td>63</td>
<td>56</td>
<td>60</td>
<td>44</td>
</tr>
<tr>
<td>Workshops/Mini Satellite Symposia</td>
<td>6</td>
<td>10</td>
<td>13</td>
<td>15</td>
<td>23</td>
<td>28</td>
<td>25</td>
<td>26</td>
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<tr>
<td>Hands on Tutorials</td>
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<td>n/a</td>
<td>n/a</td>
<td>1</td>
<td>3</td>
<td>4</td>
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<tr>
<td>Active Delegates</td>
<td>19,010</td>
<td>25,501</td>
<td>23,091</td>
<td>23,605</td>
<td>25,056</td>
<td>21,983</td>
<td>25,000</td>
<td>27,038</td>
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<tr>
<td>Total Attendance</td>
<td>24,659</td>
<td>32,544</td>
<td>29,423</td>
<td>30,382</td>
<td>31,323</td>
<td>27,496</td>
<td>31,750</td>
<td>32,849</td>
</tr>
</tbody>
</table>
Why?

- **Scientific Input:** CPC, Constituent Bodies, Abstracts
- **Industry:** Investment, Results, Groups
- **Destination:** City, Access, Accommodation, Venue
- **Communication:** Web, Newsletters, Videos, Global Reach
Exhibition

<table>
<thead>
<tr>
<th>Year</th>
<th>Stands Occupied</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009 Barcelona</td>
<td>207</td>
</tr>
<tr>
<td>2010 Stockholm</td>
<td>193</td>
</tr>
<tr>
<td>2011 Paris</td>
<td>203</td>
</tr>
</tbody>
</table>
Exhibition

- 2009 Barcelona: 14178 m²
- 2010 Stockholm: 11928 m²
- 2011 Paris: 11546 m²

Space used for stands (m²)
- 43 Satellite Symposia were organised by 28 different industries, associations or organisations.*
- 90-minute Satellite Symposia: 38
- 180-minute Satellite Symposia: 1
- 45-minute Satellite Symposia: 4
- 23 receptions were organised (more than 15,000 Lunch boxes)
Mini-Satellite Symposia

- 26 Mini-Satellite Symposia were organised by 20 different industries
- 19 receptions were organised

<table>
<thead>
<tr>
<th></th>
<th>ESC Congress 2009</th>
<th>ESC Congress 2010</th>
<th>ESC Congress 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mini-Satellite Symposia</td>
<td>23</td>
<td>28</td>
<td>26</td>
</tr>
<tr>
<td>Organising Companies</td>
<td>19</td>
<td>23</td>
<td>20</td>
</tr>
</tbody>
</table>

www.escardio.org

30 August 2011
Industry Debrief – ESC Congress 2011
EBAC Accredited Educational Programmes

- **CME ACCREDITATION BY EBAC**
  - A Satellite Symposium or a Mini-Satellite Symposium with EBAC accreditation is officially announced as “EBAC Accredited Educational Programme supported by an unrestricted educational grant from ...”
  - 6 EBAC Accredited Educational Programmes were organised by 4 different industries (AstraZeneca, St-Jude Medical, SERVIER and BIOTRONIK).
4 Hands-On Tutorials were organised by 3 different industries:

- CCVI (Cordis Cardiac and Vascular Institute)
- GE Healthcare
- Philips Healthcare
- Siemens AG, Healthcare Sector
Sponsorship

Mobile Application

Interactive Exhibition Map
See you in Munich
Zone C
Dismantling Schedule

- **Tuesday, 30 August:** Deliver packing cases and remove valuables

  - FAIREXX will return empty packing cases for valuables from **19:00** onwards to the exhibitors that have ordered this service, this will take several hours to complete.
  - Cases ready for collection by Fairexx should be properly labelled.

- **Restricted Vehicle access:** **21:00 – 23:59**

  - Vehicles may enter PPI (Long term Truck Parking) for pre-parking at **18:00**. Vehicles will then proceed to Pe6a from **21:00** to unload cases and load valuables. FAIREXX and Diamond Security Services will be checking all cases before entry into the fairground.
  - Parking space is limited – priority is given to trucks carrying packaging/bulk materials
  - All vehicle access to the fairground is controlled by Fairexx and Diamond Security Services.