



EUROPEAN  
SOCIETY OF  
CARDIOLOGY®

# ***Leading the Way***

**ESC Congress 2010 - STOCKHOLM**

**28 August – 1 September 2010**

## ***Join us on our journey of discovery***

Embark upon the road to Stockholm, destination the ESC Congress 2010, where innovation and education will abound.

The ESC Congress is currently the largest cardiovascular medicine meeting in the world. It will take place over five days in 30 lecture halls and will convene all the disciplines and major players in cardiology.

# ***Leading the***

***Cardiology professionals  
from over 140 countries will study and debate  
the latest therapies and technologies in more  
than 500 scientific sessions.***



### ***Congress Spotlight***

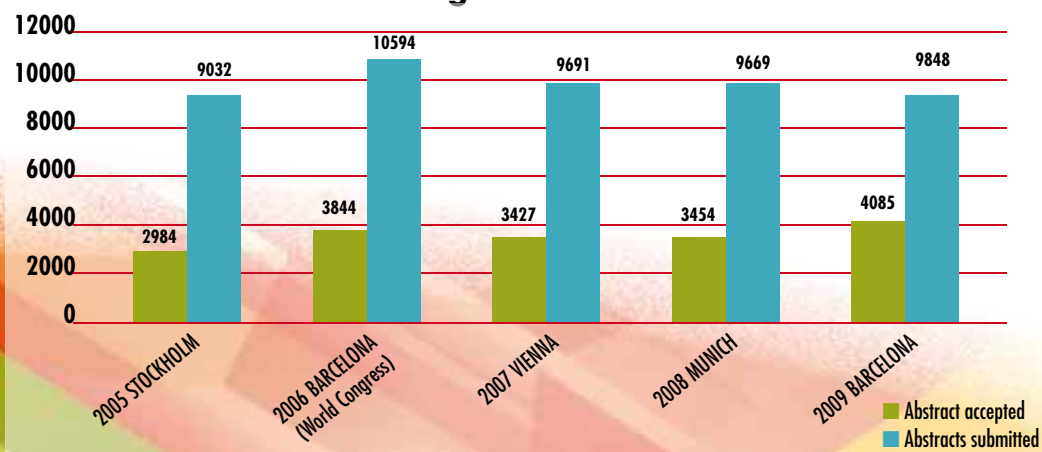
***“Coronary Artery Disease:  
from genes to outcomes”***

### ***ESC Main Topics***

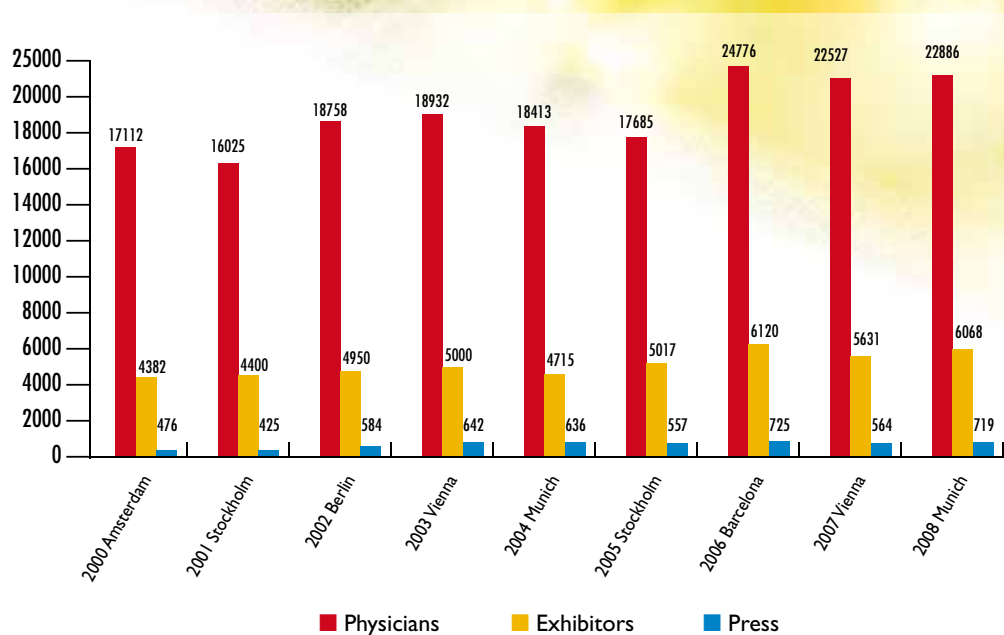
- Arrhythmias
- Heart Failure / Left Ventricular Dysfunction
- Valvular Disease / Pulmonary Circulation
- Myocardial – Pericardial Disease
- Congenital Heart Disease & Pediatric Cardiology
- Ischaemia / Coronary Artery Disease
- Acute Cardiac Care
- Interventions / Peripheral Circulation
- Stroke / Surgery
- Prevention / Rehabilitation / Sports
- Nursing
- Hypertension / Pharma
- Basic Science
- Cardiac Imaging

## Facts & Figures

### Abstract submissions and acceptance trend ESC Congress 2005 - 2009



### Attendance breakdown & trend – ESC Congress 2000 - 2008



### Attendance by profession – ESC Congress 2008

#### Professional Activities

#### % in 2008

|                           |       |                                |      |
|---------------------------|-------|--------------------------------|------|
| Cardiologist              | 78,7% | Press/Medical Writer           | 1,2% |
| Other Medical Specialties | 6,2%  | Surgeon                        | 0,7% |
| Trainee Cardiologist      | 6,0%  | General Practitioner           | 0,6% |
| Industry/Agent            | 4,6%  | Public Health Organisation/NGO | 0,4% |
| Scientist                 | 4,1%  | Technician                     | 0,3% |
| Nurse                     | 1,5%  | PR Agency/Comms                | 0,2% |

## **Join Us – Exhibition**

The Exhibition offers delegates a unique extension of their educational experience as they review products and services designed to assist them in their daily practice.

**Over 200 companies in more than 21,000m<sup>2</sup> gross exhibition space**



# **Leading the world**

**Reserve your place among the major players in cardiology - Sign up to the exhibition at the ESC Congress 2010 before 1 December 2009.**

### **Exhibition costs:**

|  |                                  |
|--|----------------------------------|
| Early Fee (applications submitted by 31 March 2010):     | €407 excl.VAT per m <sup>2</sup> |
| Late Fee (applications submitted as of 1 April 2010):    | €447 excl.VAT per m <sup>2</sup> |
| Reduced Fee* (applications submitted by 31 March 2010):  | €270 excl.VAT per m <sup>2</sup> |
| Reduced Fee (applications submitted as of 1 April 2010): | €300 excl.VAT per m <sup>2</sup> |

\* Reduced Fee is applicable to Publishers, Food & Nutrition Specialists & Non-Profit Organisations

## Join us - Industry Sponsored Sessions

The ESC Congress 2010 promises to reach new heights in scientific exchange with a particularly extensive and varied scientific programme. We encourage our industry partners to join us in this ascent by organising scientific activities with sponsored sessions starting at €12,000.

### ESC Congress 2009: Over 100 Industry Sponsored Sessions

See the table below for pricing and time-slots exclusively reserved for industry sponsored sessions. Reserve your preferred time-slot by 16 November 2009.

## Industry Sponsored Sessions - ESC Congress 2010

| Saturday 28 August                                     | Sunday 29 August   | Monday 30 August                                  | Tuesday 31 August                                 | Wednesday 1 September        |
|--|--|---|---|------------------------------|
|  | 08:30 - 12:30<br>ESC Lecture   | 08:30 - 12:30<br>ESC Lecture                      | 08:30 - 12:30<br>ESC Lecture                      | 08:30 - 12:30<br>ESC Lecture |
| 12:00 - 13:30<br>90-minute<br>Satellite Symposium      | 12:45 - 13:30<br>45-minute<br>Satellite Symposium  | 12:45 - 13:30<br>45-minute<br>Lunch Time Workshop | 12:45 - 13:30<br>45-minute<br>Lunch Time Workshop |                              |
| 14:00 - 15:30<br>90-minute<br>Satellite Symposium      |  |   | 14:00 - 15:30<br>90-minute<br>Satellite Symposium |                              |
| 14:30 - 16:00<br>90-minute<br>Satellite Symposium      | 14:00 - 18:00<br>ESC Lecture   | 14:00 - 18:00<br>ESC Lecture                      | 16:00 - 17:30<br>90-minute<br>Satellite Symposium |                              |
| 16:30 - 18:00<br>Opening Ceremony                      |  |   | 16:30 - 18:00<br>90-minute<br>Satellite Symposium |                              |
| 17:00 - 20:00<br>Exhibition Opening                    |  | 18:30 - 20:00<br>90-minute<br>Satellite Symposium |   |                              |
| 10:00 - 17:00<br>Hands-on Tutorials                    | 10:00 - 17:00<br>Hands-on Tutorials  | 10:00 - 17:00<br>Hands-on Tutorials               | 10:00 - 17:00<br>Hands-on Tutorials               |                              |
| <b>90-minute or 180-minute<br/>Satellite Symposium</b> | Open to all exhibiting companies<br>90-minute: € 24 000 / 180-minute: € 48 000 (plus lecture room)<br>Lecture rooms capacity: to be confirmed  |   |   |                              |
| <b>45-minute<br/>Satellite Symposium</b>               | Open to all exhibiting companies<br>€ 16 000 (plus lecture room) if the organising company already booked all existing 90-minute Satellite Symposia time slots<br>€ 24 000 (plus lecture room) if the organising company do not already booked all existing 90-minute Satellite Symposia time slots<br>Lecture rooms capacity: to be confirmed |   |   |                              |
| <b>45-minute<br/>Lunch Time Workshop</b>               | Open to all exhibiting companies<br>€ 12 000 (lecture included)<br>Lecture rooms capacity: maximum 500 seats   |   |   |                              |
| <b>Hands-On Tutorials</b>                              | Open to all exhibiting companies<br>No. of tutorials: Session duration at sponsor discretion between hours of 10 am & 5 pm Saturday thru Tuesday<br>No. of participants: 15 - 20 persons per tutorial session<br>Price: to be confirmed  |   |   |                              |

## **Join Us – Sponsorship Opportunities**

The ESC Congress 2010 will offer a targeted opportunity to reach out to the cardiovascular medical community and key decision-makers as they gather for this important cardiovascular congress.

We have compiled a comprehensive range of sponsorship opportunities that have proved their effectiveness and delegate impact, some of which are outlined below.



### **Sponsorship – ESC Congress 2010**

|   |           |
|---|-----------|
| Abstracts CD-ROM - Exclusive Sponsorship                          | € 240,000 |
| Delegate Bags - Exclusive Sponsorship                             | € 230,000 |
| Delegate Lounge - Exclusive Sponsorship                           | € 250,000 |
| Poster Zone - Exclusive Sponsorship                               | € 150,000 |
| Delegate Badge Holders - Exclusive Sponsorship                    | € 70,000  |
| Call for Abstracts & Advance Programme - Exclusive Sponsorship    | € 100,000 |
| Final Programme Back Cover -Advertisement                         | € 120,000 |
| Final Programme Inside Back Cover - Advertisement                 | € 70,000  |
| Final Programme Inside Page - Advertisement                       | € 50,000  |
| Bookmark in Final Programme - Exclusive Sponsorship               | € 35,000  |
| Bottled Water for Delegates - Exclusive Sponsorship               | € 80,000  |
| Information Screens - Advertisement                               | € 25,000  |
| City Map - Exclusive Sponsorship (excl. production costs)         | € 38,000  |
| Programme at a Glance - Exclusive Advertisement                   | € 50,000  |
| ESW Catalogue Back Cover - Advertisement                          | € 30,000  |
| Congress News (Full Week) Back Cover - Advertisement              | € 42,000  |
| Congress News (Full Week) Inside Page - Advertisement             | € 37,000  |
| Congress News I Advert (Sat. through Tues.)                       | € 10,000  |
| Congress News I Advert (Wed.)                                     | € 5,000   |
| Note Pads & Pens - Exclusive Sponsorship (excl. production costs) | € 30,000  |

***To maximise your exposure to cardiology professionals, book your sponsorship items before 1 December 2009.***

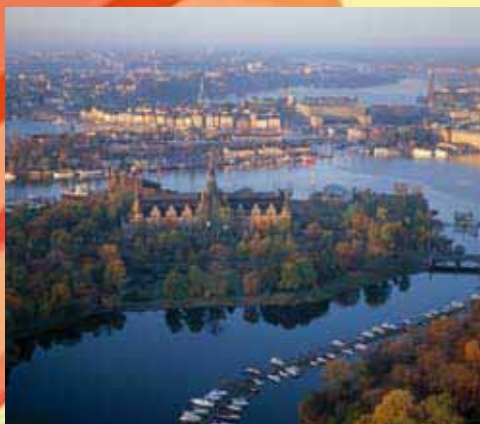
## **Destination – Stockholm – ESC Congress 2010**

The ESC Congress is back in the city of Stockholm, a unique capital of astounding beauty and contrasts. Stockholm is the central capital of Scandinavia with a world-class communication infrastructure.

Uniquely, the natural environment of this dynamic city has been carefully preserved

and Stockholm is the first city to receive the award of European Green Capital.

The diverse and contemporary nature of the city will be reflected both in the comprehensive scientific programme and the rich learning experience of the ESC Congress 2010.



# Leadin

### **Key Dates**

- December 2009** Online Services open (abstracts submission, hotels and registration)
- 14 February 2010** Abstracts Submission Deadline
- 31 May 2010** Early Fee Registration Deadline
- 31 July 2010** Pre Registration Deadline

### **Participation**

An update of available opportunities and the conditions for participation will be communicated in the Guidelines for Industry Participation available start November 2009.

A successful application for participation at the ESC Congress 2010 shall imply acceptance of the terms within these Guidelines.

### **Information**

*For further information on participation, contact:*

**Ms. Aoife Delmas & Ms. Stephanie Raty**  
([ESCcongress-sales@escardio.org](mailto:ESCcongress-sales@escardio.org))

g the way



**Join us  
on a voyage rich  
in discovery:**

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