

ESC CONGRESS 2010

28 AUGUST - 1 SEPTEMBER



EUROPEAN
SOCIETY OF
CARDIOLOGY®

www.escardio.org

STOCKHOLM



Patric Sjöberg

Managing Director and CEO
STOCKHOLMSMÄSSAN

Karin Mäntymäki

Congress Manager
STOCKHOLMSMÄSSAN



Peter Lindquist

CEO

STOCKHOLM VISITORS BOARD

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Industry Site Visit for the ESC Congress 2010
3-4 November 2009





Ben Hainsworth

Congress Division Deputy Director
ESC

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3-4 November 2009





Industry Site Visit Agenda

WEDNESDAY 4 NOVEMBER

08:45 – 10:00 (Stockholmsmässan)
Presentation of the ESC Congress 2010

10:00-11:15 (Stockholmsmässan)
Tour of the building with ESC staff & official congress suppliers

11:30 – 17:00 (Rica Talk Hotel)
Meetings with ESC Industry Team & official congress suppliers

- **11:30 – 14.00** Buffet Lunch served
- **13:00 – 13:30** Break
- **15.00 – 15.15** Break



ESC Congress 2010



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ESC Congress Metrics “at a glance”

	Average 2002 - 5	WCC 2006	ESC 2007	ESC 2008	ESC 2009	ESC 2010
Abstracts submitted	9 032	10 593	9 691	9 669	9 848	9 500
Abstracts selected	2 958	3 959	3 523	3 532	4 085	3 750
Lecture rooms	25	30	30	29	30	30
Number of sessions	310	356	336	362	364	360+
Expo m ² occupied	11 785	15 228	13 408	14 214	14 178	*15 300
Satellite Symposia	57	79	59	64	63	*162
Workshops/Mini Satellite Symposia	6	10	13	15	23	*37
Active Delegates	19 010	25 501	23 091	23 605	25 056	23 000
Total Attendance	24 659	32 544	29 423	30 382	31 323	30 000

* Capacity



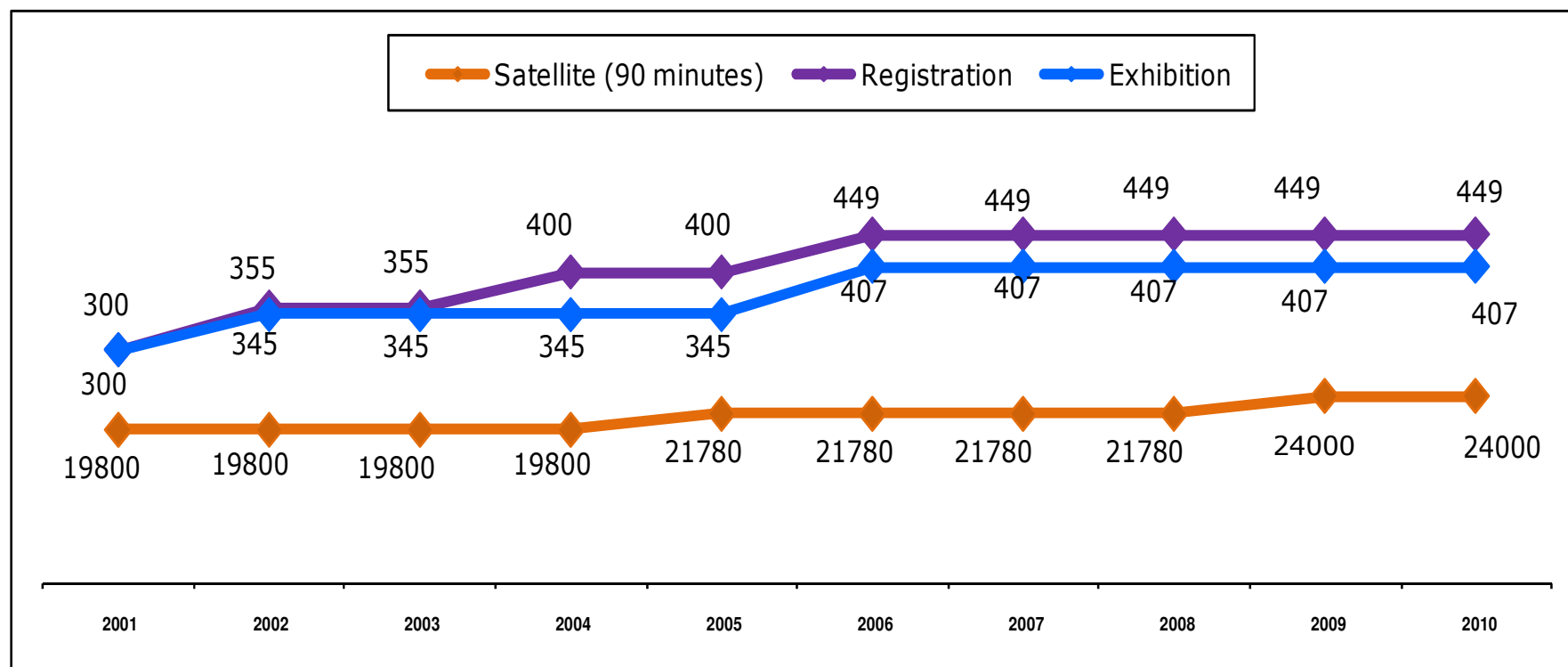
Top 20 Countries ESC Congress 2009

1) Germany	11) Brazil
2) France	12) Turkey
3) Italy	13) Belgium
4) Spain	14) Sweden
5) United Kingdom	15) Japan
6) United States of America	16) China
7) Greece	17) Romania
8) Netherlands	18) India
9) Switzerland	19) Portugal
10) Poland	20) Denmark



EVOLUTION OF PRICES

Satellite Symposium, Registration, Exhibition

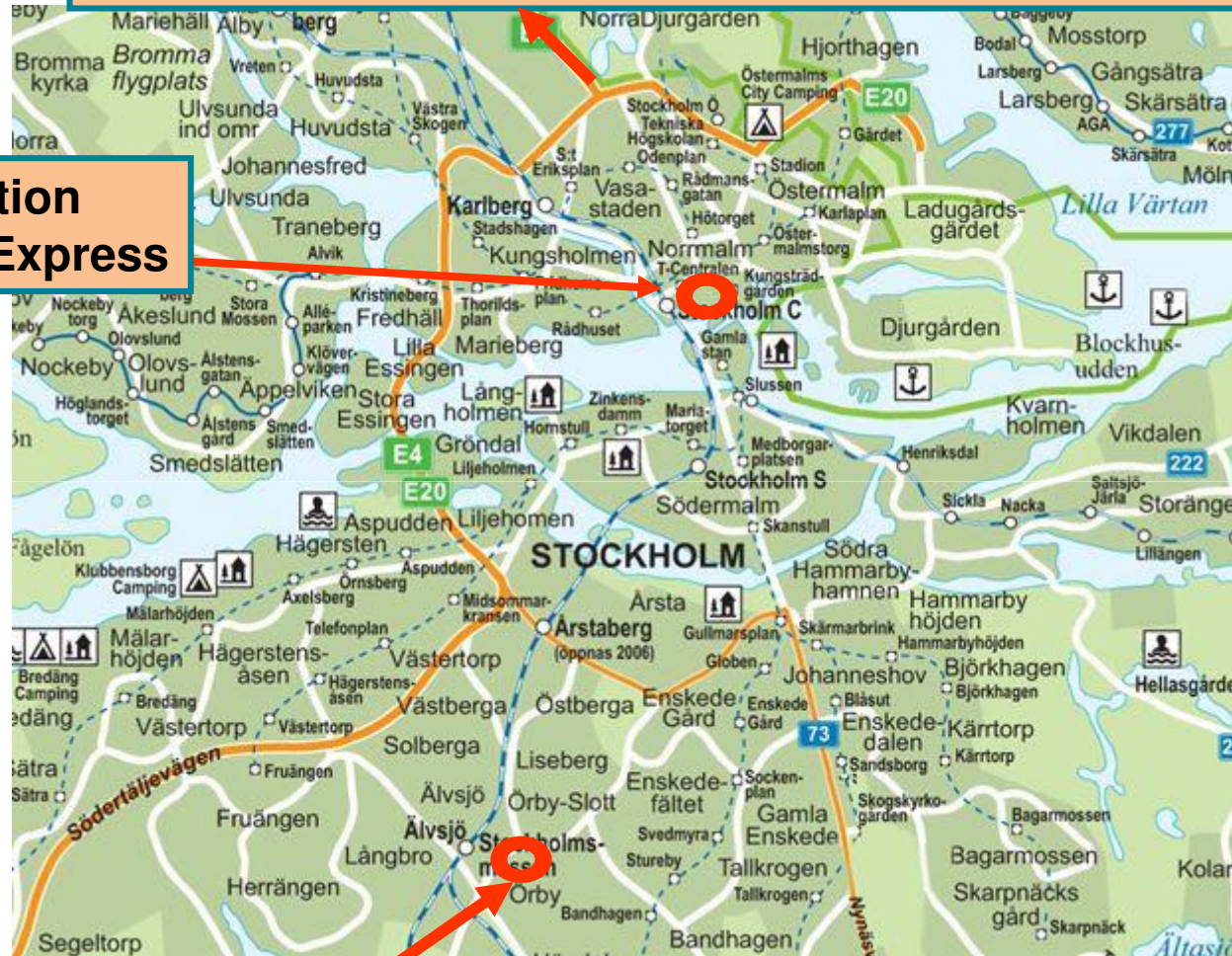




Stockholmsmässan Access

Stockholm-Arlanda Airport – train 20 min, bus/car 45 min

**Central station
& Arlanda Express**



Stockholm Int. Fair & Congress Centre – train 10 min, bus/car 15 min)

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ESC Congress 2010 Schedule

- **December 2009** LAUNCH !
Preliminary Programme & Registration services
- **14 February 2010** Abstract submission deadline
- **March 2010**
Advance Programme
- **31 May 2009**
Early fee registration deadline
- **July 2010**
Final Programme
- **31 July 2009**
Pre-registration deadline

Time	Friday 27 August	Saturday 28 August	Sunday 29 August	Monday 30 August	Tuesday 31 August	Wednesday 1 Sept.	Time
7:00-		OPEN	OPEN	OPEN	OPEN	OPEN	7:00
8:00-							8:00
8:30-							8:30
9:00-			SESSIONS	SESSIONS	SESSIONS	SESSIONS	9:00
9:30-			Read with the Experts	Read with the Experts	Read with the Experts		9:30
10:00-	OPEN						10:00
10:30-							10:30
11:00-	REGISTRATION	REGISTRATION	REGISTRATION	REGISTRATION	REGISTRATION	REGISTRATION	11:00
11:30-			SESSIONS	SESSIONS	SESSIONS	SESSIONS	11:30
12:00-			Meet the Experts & Young Investigators Awards	Meet the Experts	Meet the Experts		12:00
12:30-		SATELLITE SYMPOSIA	SATELLITE SYMPOSIA	MINI SATELLITE SYMPOSIA	MINI SATELLITE SYMPOSIA		12:30
13:00-							13:00
13:30-			SESSIONS	SESSIONS	SESSIONS	SESSIONS	13:30
14:00-			Read with the Experts	Read with the Experts	Read with the Experts		14:00
14:30-		SATELLITE SYMPOSIA					14:30
15:00-							15:00
15:30-			SESSIONS	SESSIONS	SESSIONS	SESSIONS	15:30
16:00-			Read with the Experts	Read with the Experts	Read with the Experts		16:00
16:30-							16:30
17:00-		OPENING CEREMONY	SESSIONS	SESSIONS	SESSIONS	SESSIONS	17:00
17:30-			Meet the Experts				17:30
18:00-	CLOSE	RECEPTION	Read with the Experts				18:00
18:30-							18:30
19:00-				SATELLITE SYMPOSIA			19:00
19:30-		CLOSE	CLOSE		CLOSE		19:30
20:00-				CLOSE			20:00
21:00-							21:00



Stockholmsmässan

ESC Congress 2010

28 August - 1 September
STOCKHOLMSMÄSSAN

Manor House



ZONE K	
STOCKHOLM	3 000
ROME	2 000
WARSAW	840
ESC CENTRAL	

ZONE A	
SSC	
POSTERS	
BERLIN	1 000
FOCUS	
LONDON	800
THE HAGUE	800
MADRID	700
BUDAPEST	700
PARIS	500
ATHENS	500
PRAGUE	500
CAIRO	500
BUCHAREST	430
COPENHAGEN	430
HELSINKI	430
MOSCOW	430
LISBON	430
VIENNA	430
BERNE	240
BRUSSELS	240
CARDIAC ANATOMY	200
MEMBERSHIP ZONE	
DELEGATE LOUNGE	

ZONE B	
EXHIBITION	
REGISTRATION	
BELGRADE	380
SOFA	200
ZAGREB	120
BRATISLAVA	70

ZONE C	
EXHIBITION	
PRESS	
ANKARA	450
OSLO	300
TEL AVIV	300
DAMASCUS	200
RIGA	200

28 October 2009

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Stéphanie Raty

Head of Industry Services Department
ESC

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Guidelines for Industry Participation

Draft version (final, interactive version early 2010)



- **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"





Education & Scientific Activities

ESC Congress 2010

Saturday 28 August	Sunday 29 August	Monday 30 August	Tuesday 31 August	Wednesday 1 September
	08:30 - 12:30 ESC Lecture	08:30 - 12:30 ESC Lecture	08:30 - 12:30 ESC Lecture	08:30 - 12:30 ESC Lecture
12:00 - 13:30 90-minute Satellite Symposium	12:45 - 13:30 45-minute Satellite Symposium	12:45 - 13:30 45-minute Mini-Satellite Symposium	12:45 - 13:30 45-minute Mini-Satellite Symposium	
14:00 - 15:30 90-minute Satellite Symposium			14:00 - 15:30 90-minute Satellite Symposium	
14:30 - 16:00 90-minute Satellite Symposium	14:00 - 18:00 ESC Lecture	14:00 - 18:00 ESC Lecture	16:00 - 17:30 90-minute Satellite Symposium	
16:30 - 18:00 Opening Ceremony			16:30 - 18:00 90-minute Satellite Symposium	
17:00 - 20:00 Exhibition Opening		18:30 - 20:00 90-minute Satellite Symposium		
9:00 - 18:00 Hands-on Tutorials	9:00 - 18:00 Hands-on Tutorials	9:00 - 18:00 Hands-on Tutorials	9:00 - 18:00 Hands-on Tutorials	
90-minute or 180-minute Satellite Symposium	Open to all exhibiting companies 90-minute: € 24 000 / 180-minute: € 48 000 (plus lecture room) Lecture room capacity 120 to 3000 seats			
45-minute Satellite Symposium	Open to all exhibiting companies € 16 000 (plus lecture room) if the organising company already booked all existing 90-minute Satellite Symposia time slots € 24 000 (plus lecture room) if the organising company do not already booked all existing 90-minute Satellite Symposia time slots Lecture room capacity 120 to 3000 seats			
45-minute Mini-Satellite Symposium	Open to all exhibiting companies € 12 000 (lecture included) Lecture room capacity 120 to 500 seats			
Hands-On Tutorials	Open to all exhibiting companies No. of tutorials: Session duration at sponsor discretion between 9:00 - 18:00 Saturday through Tuesday. No. of participants: 15 - 20 persons per tutorial session Price: to be confirmed			

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Start your Participation at the ESC Congress 2010

- Year long event with:
 - **Pre-event**,
 - **On-site**,
 - **Post-event** visibility(from November 2009 to October 2010)
- **Accrued points ranking** (page 55):
Essential when choosing and obtaining the items
most important to your presence at the ESC Congress 2010

NEW!

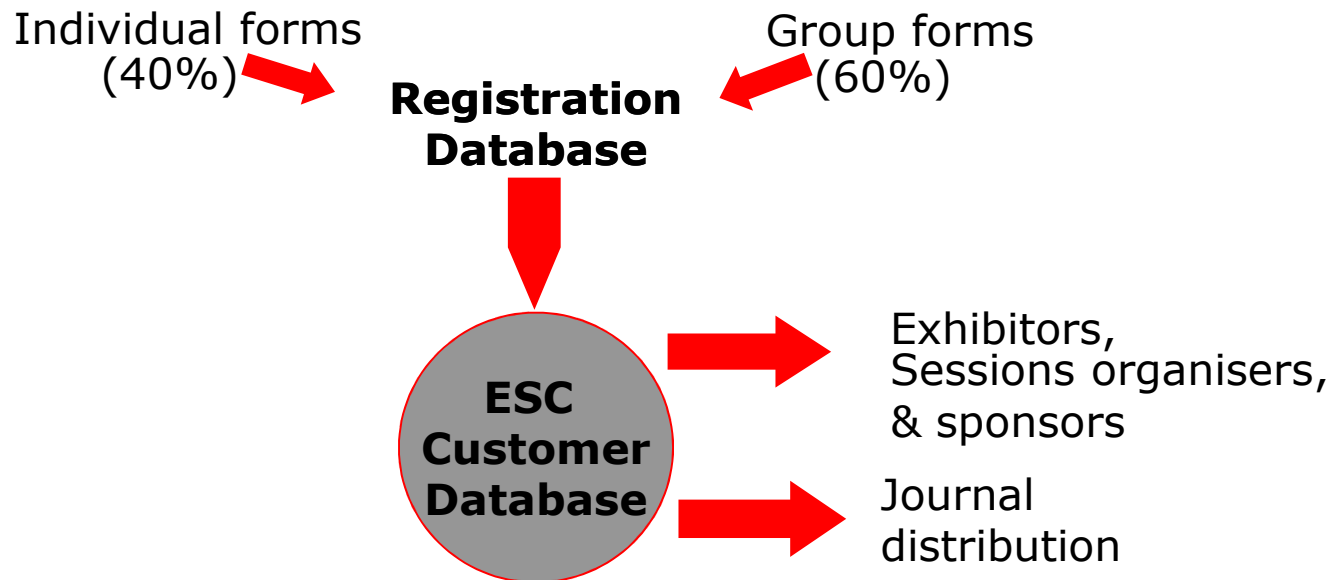
- **New Products**

from promotional activities to high quality educational & scientific programmes & activities (e.g. Hands-On Tutorials, Scene @ ESC, [FOCUS Sponsor Group](#))



Delegate Information: What goes around comes around!

We need your support!



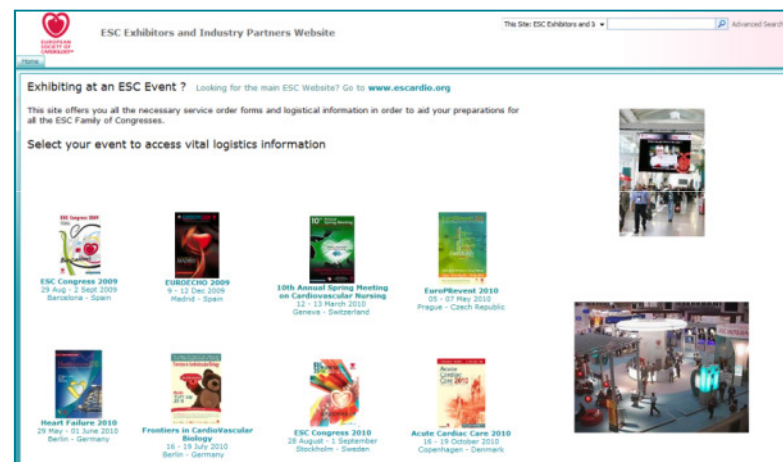
You need your support!



More Information to come

- Documentation:
January 2010: Guidelines for Industry Participation (paper & interactive online)
Responsible for communicating them to your staff, suppliers, & agencies

- Online Resources:
Visit the
ESC Exhibitors & Industry Partners Web Site
www.ESCexhibition.org

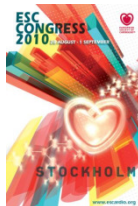


- Contact us:
For support, suggestions,
to make the ESC Congress 2010 a valuable experience for all

www.escardio.org

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ESC Congress 2010, Industry Sponsored Sessions, Exhibition and Sponsorship, Advertisements and Promotional Opportunities Schedule

	NOVEMBER 2009	DECEMBER 2009	JANUARY 2010	FEBRUARY 2010	MARCH 2010
 <p>STOCKHOLM ESC CONGRESS 2010</p>	Administration Mailing of the Call for Abstracts ■ 4 November ESC Congress 2010 Industry Site Visit, Stockholm, Sweden. Draft version of the Guidelines for Industry participation available ■ 14 November Sponsorship Deadline for application forms with priority status for: <ul style="list-style-type: none"> - Abstracts CD-ROM - Advance Programme - Bookmark in Final Programme - Congress Bags, Badge Holders - Delegate Lounge - ESW Catalogue Advertisements - Final Programme Advertisements - Fun Run - Gift in ESC Congress Bag - Healthy Fruit Snacks - Industry Welcome Desk - Information Screens - MD Conference Express - Note Pads & Pens, Stockholm City Map - Poster Area - Programme at a Glance - Public Transport Drive - Water Fountains & Flasks Industry Sponsored Sessions Deadline for receiving Preliminary Application Forms with priority status.	■ 1 December Exhibition Application Deadline for Top 20 Holding Companies ■ 12 December Industry Sponsored Sessions <ul style="list-style-type: none"> • Information for the preparation of the scientific programme sent out • Industry Sponsored Sessions invoices sent out ■ Mid-December: Administration Launch of online services on www.escardio.org <ul style="list-style-type: none"> - Registration - Abstracts Submission ■ 19 December Sponsorship Deadline to apply with priority status for: <ul style="list-style-type: none"> - FOCUS sessions - Hands-On Tutorials 	■ Early January Guidelines for Industry Participation mailed to Industry Partners and available on www.ESCExhibition.org ■ 15 January Exhibition Deadline for application with priority points status ■ 29 January Industry Sponsored Sessions <ul style="list-style-type: none"> • Notification of assignments of time slots and rooms. • Lecture rooms invoices sent out. • For cancellations received from 30 January and until 26 February 2010: 25% of the total amount due will be charged (room rental fee included). 	Administration ■ 14 February Abstract submission deadline ■ 26 February Industry Sponsored Sessions <ul style="list-style-type: none"> • Cancellations of timeslot(s) until this date: 25% of the total amount due, including room rental, will be charged. • For cancellations received from 27 February 2010 until 4 May 2010 (included), 50% of the total amount due will be charged (room rental fee included). Exhibition <ul style="list-style-type: none"> • Cancellations until this date: 25% of total amount due • From 27 February until 28 May: Cancellation fee 50% 	Administration Advance Programme Online ■ Mid-March Opening of submission for Hot Line / Clinical Trial Update ■ 31 March Industry Sponsored Sessions <ul style="list-style-type: none"> • Deadline for receiving the complete scientific programme(s) of the session(s) • ESC Congress 2010 Branding Guidelines sent out • Guidelines for Requirements and official suppliers' references sent out Exhibition <ul style="list-style-type: none"> • Deadline Stand Rental Early Fee (407€/ m²)
APRIL 2010	MAY 2010	JUNE 2010	JULY 2010	AUGUST 2010	SEPTEMBER 2010
Administration Opening of submission for Science Hot Line ■ 1 April Exhibition Application Stand Rental Fee (447€/ m ²) ■ 30 April Industry Sponsored Sessions Scientific programme(s) approval notification letters Exhibition Deadline for Company and Product Description for Final Programme	■ 1 May Administration Deadline Hot Line / Clinical Trial Update Submission ■ 4 May Industry Sponsored Sessions <ul style="list-style-type: none"> • Deadline for printing late scientific programmes and/or content of programmes in the Final Programme ■ 14 May Exhibition Stand drawing deadline ■ 15 May Administration Deadline Science Hot Line Submission ■ 28 May Exhibition Cancellation fee: 100% Deadline for company logo featured on Exhibition Interactive Map ■ 31 May Registration, Accommodation & Meeting Rooms Early Free Registration Deadline	■ 18 June Exhibition Free exhibitor badges deadline ■ 30 June Finance Last deadline for payments (for all activities) Sponsorship Deadline to apply for: <ul style="list-style-type: none"> - Pre-Congress Mailing Inserts - Delegate Bag Inserts - Weblinks NEW Registration, Accommodation & Meeting Rooms Deadline to apply for Function Space	Administration: Final Programme Online Industry Sponsored Sessions <ul style="list-style-type: none"> • All information concerning the Scientific Sessions and the Industry Sponsored Sessions will be available on the ESC Web Site: www.escardio.org ■ 20 July Exhibition Late fee for exhibitor badges (€75) ■ 23 July Exhibition Give-away and stand activity deadline ■ 31 July Registration, Accommodation & Meeting Rooms Pre-registration Deadline	■ 22 August - 6 September 2010 Registration, Accommodation & Meeting Rooms No industry sponsored presentations, hospitality and formal gatherings should be held without the specific approval of the ESC. ■ 28 August Administration: All invoices must be settled before the opening day of the Congress  <p>28 August - 1 September 2009 ESC Congress 2010</p>	■ 10 September Administration Deadline to return the Accrued Points Calculation Form after the ESC Congress 2010



Industry Site Visit Agenda



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11:30 – 17:00 (Rica Talk Hotel)
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- | | |
|------------------------|---------------------|
| ▪ <u>11:30 – 14.00</u> | Buffet Lunch served |
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