WELCOME

Guy Joos
ERS President
ERS PRESIDENTIAL CYCLE

JØRGEN VESTBO  
Past President

GUY JOOS  
President

MINA GAGA  
President Elect

TOBIAS WELTE  
Vice President
ERS 5-YR STRATEGY PLAN
2013 - 2018

Lausanne, July 2013
MILESTONES

• Increase in membership from 10,000 to 32,600
• Launch of Fellow of ERS (FERS)
• More and stronger links with National, Regional and Allied Societies
• Congress Programme Council, with input from Science and Education Council
• New Journal – ERJ Open Research
• Improved Impact Factor for flagship journal ERJ - 7.636
• Advocacy (incl. EU /WHO / ECDC, NCDA, FIRS)
ERS PRESIDENTIAL SUMMIT 2017

- Leuven 2011: Respiratory Roadmap
- Brussels 2015: Personalised respiratory care in Europe
- Ghent 2017: A public health approach to respiratory health
- Tallinn 2012: Health inequalities
- Rome 2014: Overcoming Translational Barriers
- Dublin 2013: Risk Factors

A public health approach to respiratory health.
“MECHANISTIC OVERLAP BETWEEN CHRONIC LUNG INJURY AND CANCER”
SLEEP & BREATHING

6-8 April 2017 Marseille

www.sleepandbreathing.org

ERS | MILAN 2017
Biggest ERS Congress ever!

22,645 PARTICIPANTS
# Participants per Country

<table>
<thead>
<tr>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>Germany</td>
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<tr>
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<td>3365</td>
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<tr>
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<td>997</td>
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<td>USA</td>
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<td>United States</td>
</tr>
<tr>
<td>868</td>
<td>893</td>
<td>1008</td>
</tr>
<tr>
<td>Switzerland</td>
<td>United States</td>
<td>Netherlands</td>
</tr>
<tr>
<td>813</td>
<td>851</td>
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<td>Netherlands</td>
<td>Switzerland</td>
<td>Switzerland</td>
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<tr>
<td>696</td>
<td>679</td>
<td>717</td>
</tr>
<tr>
<td>India</td>
<td>Brazil</td>
<td>India</td>
</tr>
<tr>
<td>599</td>
<td>465</td>
<td>635</td>
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<tr>
<td>Poland</td>
<td>India</td>
<td>Turkey</td>
</tr>
<tr>
<td>569</td>
<td>465</td>
<td>450</td>
</tr>
</tbody>
</table>

**ROW: 10,111**  **ROW: 12,899**  **ROW: 10,130**
HIGHLIGHTS

- World Village and Programme for National Societies
- Live@ERS
- ERS Congress App
- Congress Hubs
NATIONAL SOCIETIES, WORLD VILLAGE & ERS CENTRAL
PROTECT YOUR LUNGS
#BreatheCleanAir
HEALTHY LUNGS FOR LIFE
SUPPORTED BY
MAYOR OF LONDON
PROTECT YOUR LUNGS
EXERCISE IN GREEN AREAS
WELCOME TO MILAN

F.BLASI
ERS Congress Chair
INTRODUCTION TO MILAN

The Ancient Romans called it “Mediolanum” since it was in the center of the great connecting roads of the time.

It is still one Europe’s most welcoming cities, and easy to reach: over 135,000 flights a year arrive from over 200 destinations, while about 43,000 rooms are spread across 400 hotels.
A LEADING PATH BETWEEN ANTIQUE AND MODERN

A compact historic center easily explored on foot through cobbled streets lined with boutiques, historic churches, some of the world’s finest museum and gardens.

Creativity is the engine which powers Milan, the world capital of Fashion and Design. Milan is the city of excellence in the fields of Medicine, Biotechnology, Finance and Media. A constant evolving skyline: an architectural Renaissance is under way involving the likes of Foster, Isozaki, Piano, Fuksas and Libeskind.
ARTS AND SURROUNDINGS

Churches, abbeys, districts, monuments and buildings represent century after century the Milan’s History.

The new districts exist alongside with those from ancient and distinctive times, creating a unique link between then and now.

Milan and its surrounding areas offer a wide range of museums. Whatever your taste is, you can be sure to find what you are looking for, from major picture galleries housing masterpieces to museums of science and technology.
FASHION AND DESIGN

Milan and Fashion are an inseparable duo in the international eye. Milan is one of Europe’s greatest places to shop. The trendiest and most sophisticated boutiques are located in beautiful old buildings and many of the main shopping streets are within walking distance from each other.

Milan is certainly symbolizing Design; it’s a city with unique brands as Artemide, Driade and Zanotta
The Teatro alla Scala was founded, under the auspices of the Empress Maria Theresa of Austria, to replace the Royal Ducal Theatre, which was destroyed by fire on 26 February 1776 and had until then been the home of opera in Milan....and in the world!
Milan has three public and four private Universities.

Università degli Studi di Milano is a leading institute in Italy and Europe for scientific productivity, and the largest university in the region, with approximately 64,000 students.

At the end of the Second World War, the old Ospedale dei Poveri (Hospital for the Poor), known as “la Cà Granda” (the Big House), was assigned to the University. The building, one of the first Italian examples of civil architecture - commissioned in the 15th century by the Sforza family, the dukes of Milan.

THE MILAN MEDICAL SCHOOL RANKS FIRST IN ITALY AS FOR SCIENTIFIC PRODUCTIVITY
LONDON 2016

PROGRAMME, AWARDS & GRANTS REVIEW

G. BRUSSELLE
ERS Science Council Chair
523 sessions
- 358 Scientific (incl. Abstract Sessions)
- 77 Educational
- 55 Sponsored
- 33 Members’ Meetings

Abstracts: 5633 submitted, 4100 accepted

1196 Faculty
- 1259 Chairs’ positions
- 1084 presentations

31 parallel rooms: from 63 to 1900 seats (not including 41 Thematic Poster sessions)
SESSIONS IN OTHER LANGUAGES

- **Chinese**
  - Supported by the Congress Hubs

- **Russian**

- **French**

- **Spanish/Portuguese**
  - (Supported by the Congress Hubs)
GOLD MEDALS

- **ERS Gold Medal in COPD**
  - Boehringer Ingelheim
  - €50,000
- **Professor François Maltais**

- **ERS Gold Medal in Asthma**
  - AstraZeneca
  - €50,000
- **Professor Ian Pavord**

- **ERS Gold Medal in Interstitial Lung Diseases**
  - Boehringer Ingelheim
  - €50,000
- **Professor Naftali Kaminski**
## MAIN AWARDS

<table>
<thead>
<tr>
<th>Award</th>
<th>Sponsor</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>ERS Gold Medal in ILD</td>
<td>Boehringer Ingelheim</td>
<td>€50,000</td>
</tr>
<tr>
<td>ERS Gold Medal in COPD</td>
<td>Boehringer Ingelheim</td>
<td>€50,000</td>
</tr>
<tr>
<td>ERS Gold Medal in Asthma</td>
<td>AstraZeneca</td>
<td>€50,000</td>
</tr>
<tr>
<td>ERS Romain Pauwels Research Award</td>
<td>GlaxoSmithKline</td>
<td>€50,000</td>
</tr>
<tr>
<td>ERS Pulmonary Hypertension Research Awards</td>
<td>Bayer</td>
<td>€40,000</td>
</tr>
<tr>
<td>ERS Award for Lifetime Achievement in PAH</td>
<td>Actelion</td>
<td>€10,000</td>
</tr>
<tr>
<td>ERS Research Award: Innovation in Non-Tuberculous Mycobacteria Science and Medicine</td>
<td>INSMED</td>
<td>€10,000</td>
</tr>
<tr>
<td>Sir John Vane Grant for Best Recent Publication in Pulmonary Vascular Research</td>
<td>United Therapeutics</td>
<td>€2,500</td>
</tr>
</tbody>
</table>
ABSTRACTS & TRAVEL GRANTS

Thanks to the following companies, 17 promising authors were financially supported to participate in the ERS International Congress:

- Astellas
- Basilea Pharmaceutica Ltd.
- Bayer Pharma AG
- Brahms (part of ThermoFisher scientific)
- Breas
- Carefusion
- Invacare
- MGC Diagnostics
- ndd Medical Technologies
- Olympus Europa Holding GmbH
MILAN 2017

SCIENTIFIC PROGRAMME OVERVIEW

G. BRUSSELLE
ERS Science Council Chair
MILAN 2017 PROGRAMME
Leading the field for professionals worldwide

Priorities

Presentation of the latest developments in the field
Incorporation of basic science and clinical perspectives
Integration of educational, research activities and guidelines
Identification of and application of treatable traits in asthma, COPD and IPF
Transition of lung disease from childhood to adulthood, such as CF
Theme of the Milan 2017 Congress

HLfL campaign: “Breathe clean air” with a focus on smoking prevention and cessation

Collaborations

Sister and national societies: cardiology, sleep, systems medicine
Renowned scientific and medical journals: Lancet, NEJM and JAMA, to name a few
MILAN 2017 PROGRAMME TOPICS

Covering all fields of respiratory medicine from basic to clinical, including translational science

- Acute and chronic respiratory failure/sleep
- Chronic airway diseases
- Exercise/rehabilitation/physiology
- Interstitial lung disease and vascular disease
- Respiratory infections
- Thoracic oncology
- Paediatrics
MILAN 2017 PROGRAMME IMPORTANT DATES

Mid-November, 2016

Confirmation by sponsors for abstracts grants funding

Mid-December, 2016

Online abstract submission opening (including applications for sponsored Abstracts Travel Grants and ERS Sponsorship)

9 February, 2017

Abstract submission deadline

28 February, 2017

Online applications and nominations for Gold Medals, Main Awards and Specific Grants

End March 2017

Submission of Clinical trials presentation at congress

1-31 May, 2017

Submission for Late-Breaking Abstracts (a submission fee is applied)
INFRASTRUCTURE AND CONGRESS LAYOUT

P. Foo
Director of Congress & Events
DELEGATE & EXHIBITION FEEDBACK

S. Sealy
Associate Director
DELEGATE & EXHIBITION FEEDBACK

Objectives
Assess the delegate experience of the ERS International Congress and evaluate ERS exhibition
Offer feedback to sponsors on their individual investment in the ERS technical exhibition

Method
Quantitative research: 1,000+ face-to-face interviews with delegates (5% sector)
Qualitative research: Exploring the contributions of the stand to the Congress experience of the delegates
In Depth research: 50 unprompted face to face interviews 30 minute with selected delegates
QUANTITATIVE SURVEY
WHAT THE DELEGATES THINK

SAMPLE 1062 PARTICIPANTS
FACE TO FACE INTERVIEWS
PROFESSIONAL ACTIVITY OF DELEGATES

(Data from the quantitative research [n=1,062])
HAVE YOU VISITED THE EXHIBITION?

«The exhibition is well organised, it’s great! It helps to build up new contacts and to meet people that you already do business with». 

(Data from the quantitative research [n=1,062])
MAIN AREAS OF PROFESSIONAL INTEREST

- Infectious diseases
- Pulmonary vascular diseases
- Oncology
- Asthma
- COPD
- Bronchiectasis
- Pulmonary fibrosis
- Cystic fibrosis
- Sleep medicine

(Data from the quantitative research [n=1062])
MAIN REASONS FOR ATTENDING THE ERS CONGRESS
(Up to 3 reasons per delegate)

- Latest scientific information: 82%
- Education: 53%
- Networking: 45%
- New therapies / Diagnostics: 35%
- General meetings: 16%
- Skills training: 12%
- Career opportunities: 10%
- CME certificate: 6%

(Data from the quantitative research [n=1,062])
DO YOU RECEIVE FUNDS TO SUPPORT YOUR PARTICIPATION FROM A 3RD PARTY?

(Data from the quantitative research [n=1,062])
MOST INTERESTING PARTS OF THE CONGRESS
(Multiple answers possible)

- Scientific sessions: 52%
- Clinical sessions: 48%
- Clinical trials results presentations: 31%
- Abstracts sessions: 28%
- Exhibition: 20%
- Meet the expert sessions: 16%
- Industry sessions: 14%

(Data from the quantitative research [n=1,062])
WHAT I HAVE LEARNED IN THE EXHIBITION WILL LEAD ME TO ...

(Multiple answers possible)

| Change the way I run my practice | 28% |
| Seek further training or education | 27% |
| Change the way I think about respiratory disease or disorders | 22% |
| Change the way I treat or diagnose patients | 13% |
| None of these | 34% |

(Data from the quantitative research [n=1,062])
OTHER ITEMS

25% of delegates now spend more than 8h/month on online CME/General education

74% Want to view and participate in ERS sessions on line
MOST IMPRESSIVE & MEMORABLE STANDS
(TOP 10 - DELEGATE SURVEY)

<table>
<thead>
<tr>
<th>STANDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.  AstraZeneca</td>
</tr>
<tr>
<td>2.  GlaxoSmithKline</td>
</tr>
<tr>
<td>3.  Boehringer Ingelheim</td>
</tr>
<tr>
<td>4.  Roche</td>
</tr>
<tr>
<td>5.  Olympus Europa Holding</td>
</tr>
<tr>
<td>6.  Novartis</td>
</tr>
<tr>
<td>7.  Menarini</td>
</tr>
<tr>
<td>8.  ResMed</td>
</tr>
<tr>
<td>9.  TEVA</td>
</tr>
<tr>
<td>10. Chiesi</td>
</tr>
</tbody>
</table>

(Data from the quantitative research [n=1,062])
QUALITATIVE SURVEY
WHAT THE EXPERTS THINK

ARE YOU MORE THAN AN EXHIBITION BOOTH?
INDUSTRY & CONGRESS EXPERIENCE

Top ten exhibition booths that augment the programme and increase the value to HCPs participating in the congress
INDUSTRY & CONGRESS EXPERIENCE

• AstraZeneca
• Boehringer Ingelheim
• CareFusion
• GSK
• Linde

• Novartis
• Olympus
• Philips
• Roche
• Teva

Detailed reports available to the above companies on request
INDUSTRY & CONGRESS EXPERIENCE

Booths contributing most to the value of participation in Congress:

AstraZeneca

Roche
COMMENTS ABOUT THE LEADING BOOTHs

DELEGATES

“Complete & educational with a strong medical presence”
“Eye catching / welcoming / informative”

EXPERTS

“Clearly a reason to visit the ERS exhibition and get a refresher on patients’ unmet needs …”

“Strong call to action at the end of each discussion we had, you leave with a package of information and better understanding on how to optimize your own patients’ treatment”
OPPORTUNITIES FOR SPONSORS
EXHIBITION
SIZE OF THE EXHIBITION

<table>
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<tr>
<th>Year</th>
<th>SQM</th>
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<tr>
<td>2010</td>
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<td>2011</td>
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<tr>
<td>2012</td>
<td>5912</td>
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<tr>
<td>2013</td>
<td>6330</td>
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<tr>
<td>2014</td>
<td>8017</td>
</tr>
<tr>
<td>2015</td>
<td>8515</td>
</tr>
<tr>
<td>2016</td>
<td>8616</td>
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</table>
Special opening hour: 8:00am
EXHIBITION PROCESS

ERS

• Applications
• Allocation
• Contracting
• Stand approval
• Invoicing

Interplan AG

• Pre-Congress support
• Onsite technical support
• Industry meeting rooms
• Exhibitors registrations

IMPORTANT DEADLINE

9 December 2016
Bookings for space of a minimum of 40m²
INDUSTRY SESSIONS DIVERSIFICATION AND EVOLUTION

Seats 2016
21,188
84%
INDUSTRY EVENING SYMPOSIA
(ALLOCATION)

17.15 – 19.15
Sunday, Monday & Tuesday

<table>
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<tr>
<th>Seating: Theatre</th>
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<tbody>
<tr>
<td>1 x 1800</td>
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<td>1 x 1550 [auditorium]</td>
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<tr>
<td>2 x 1000</td>
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<tr>
<td>2 x 640</td>
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<tr>
<td>1 x 500</td>
</tr>
<tr>
<td>2 x 480</td>
</tr>
<tr>
<td>1 x 460</td>
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</table>
INDUSTRY EVENING MINI SYMPOSIA

17.30 – 19.00
Sunday, Monday & Tuesday

Application subject to approval
INDUSTRY EARLY MORNING SYMPOSIA

07.00 – 08.15
Monday, Tuesday

Application subject to approval
INDUSTRY PRACTICAL WORKSHOPS

13.15 – 14.30
Sunday, Monday, Tuesday

Application subject to approval

Seating:
Theatre (200)
Standing (60)
INDUSTRY EXPERT FORUM

17.00 to 19.00
Tuesday

Application subject to approval
FREE BADGES

• No free full participation badges for exhibitors

• Limit of 10 free full participation badges for symposia

• New Industry Badge category available at a reduced rate
REGULATIONS

AIFA  - Symposia content
     - Exhibition & Promotional materials
ADVERTISING OPPORTUNITIES
ADVERTISING OPPORTUNITIES

- FLAT SCREENS
- RED EXHIBITION MAGAZINE
- EMAIL BLASTS
- E-INSERTS IN APP
- WEB BANNERS
- EXTERNAL BANNERS
SPONSORED ITEMS

ERS CENTRAL

ERS CONGRESS APP

CONGRESS RESOURCES

ABSTRACTS ON USB KEY
NEW OPPORTUNITIES
CONGRESS APP

New Features

- Happening Now
- Missed Sessions
- Trending Sessions
- e-Posters
- Participant Search
- Business Cards
- Interactive (Voting and Rating)
## CONGRESS APP

<table>
<thead>
<tr>
<th>Feature</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Downloads (individual)</td>
<td>11,020</td>
</tr>
<tr>
<td>Total Downloads</td>
<td>14,011</td>
</tr>
<tr>
<td>Sessions Viewed</td>
<td>443,000</td>
</tr>
<tr>
<td>Industry Sessions views</td>
<td>52,000</td>
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<tr>
<td>Missed Sessions</td>
<td>5,194</td>
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<tr>
<td>Missed Sessions (600 hours)</td>
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<td>E -Posters</td>
<td>5,549</td>
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<tr>
<td>Notes taken</td>
<td>8,000</td>
</tr>
<tr>
<td>Number of times sessions have been ranked</td>
<td>13,000</td>
</tr>
</tbody>
</table>
# INDUSTRY SESSIONS & THE APP

## TOP 10 Industry sessions seen in the app

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Asthma: This time, it’s personal</td>
</tr>
<tr>
<td>2</td>
<td>Getting personal: the future for patients with COPD?</td>
</tr>
<tr>
<td>3</td>
<td>COPD: Innovation, Personalisation and Effectiveness</td>
</tr>
<tr>
<td>4</td>
<td>Exacerbation risk reduction in COPD patients: new evidence with dual bronchodilation</td>
</tr>
<tr>
<td>5</td>
<td>Shaping the COPD landscape though early, optimal care</td>
</tr>
<tr>
<td>6</td>
<td>Asthma management challenging long-standing assumptions</td>
</tr>
<tr>
<td>7</td>
<td>Where do we go from here? Personalised medicine and patient-focused care in IPF</td>
</tr>
<tr>
<td>8</td>
<td>Targeting Eosinophils: Advancements in the Treatment of Severe Asthma</td>
</tr>
<tr>
<td>9</td>
<td>Early diagnosis of IPF: a patient journey</td>
</tr>
<tr>
<td>10</td>
<td>Optimising the management of patients with severe eosinophilic asthma: why, when and how?</td>
</tr>
<tr>
<td>Rank</td>
<td>Title</td>
</tr>
<tr>
<td>------</td>
<td>-------</td>
</tr>
<tr>
<td>1</td>
<td>LATE-BREAKING ABSTRACT: Evaluation of lung function in BPD survivors from infancy to adulthood: The Padova BPD study</td>
</tr>
<tr>
<td>2</td>
<td>LATE-BREAKING ABSTRACT: Benralizumab for mild to moderate, persistent asthma: The BISE phase III study</td>
</tr>
<tr>
<td>3</td>
<td>Eligibility for mepolizumab, omalizumab and reslizumab in the EU population: The IDEAL study</td>
</tr>
<tr>
<td>4</td>
<td>Exhaled breath condensate: Measuring inflammation and oxidative stress in preterm infants</td>
</tr>
<tr>
<td>5</td>
<td>Dupilumab improves patient-reported outcomes in chronic sinusitis with nasal polyps patients with comorbid asthma: Results from a phase 2a trial</td>
</tr>
<tr>
<td>6</td>
<td>Asthma-COPD overlap syndrome (ACOS) versus «pure» COPD: A distinct phenotype?</td>
</tr>
<tr>
<td>7</td>
<td>Effect of indacaterol/glycopyrronium (IND/GLY) vs salmeterol/fluticasone (SFC) on moderate or severe COPD exacerbations and lung function based on baseline blood eosinophil counts: Results from the FLAME study</td>
</tr>
<tr>
<td>8</td>
<td>Modulation of inflammation by benralizumab in eosinophilic airway disease</td>
</tr>
<tr>
<td>9</td>
<td>LATE-BREAKING ABSTRACT: Single inhaler triple therapy (ICS/LAMA/LABA) in patients with advanced COPD: Results of the FULFIL trial</td>
</tr>
<tr>
<td>10</td>
<td>A randomized trial of oropharyngeal airways to assist stabilization of preterm infants in the delivery room (DR)</td>
</tr>
</tbody>
</table>
IN THE APP

- Main Sponsor
- Missed sessions sponsor
- Exhibition and Industry pages sponsor
- One daily notification
- E-Insert Carousel
INDUSTRY PRODUCED CONGRESS APPS

• Sponsors are welcome to develop their own app to support their own activities at the Congress for their sponsored delegates, visitors to their stands and participants in their own symposia.

• Sponsor’s apps should not be publicly promoted during the Congress, other than in support of the activities listed above.

• Sponsor’s apps must not duplicate, augment or seek to replace any of the functionalities of the official Congress app and are not permitted to use or record any content of the ERS Congress programme that is not the sponsor’s own.
CONTENT SHARING
AND
REMOTE ACCESS
Live Interviews
Roving Camera
Interviews
Live streaming from Session Rooms

Accessed 19,000
Facebook 2,460
80% outside the Congress Centre
8 halls accessible live and concurrent – with replay option.

510 Virtual delegates
CONGRESS HUBS - CHINA

- One day invite only sessions
- 150 Delegates per venue
- Live streaming directly from the Congress in London
- Simultaneous translation to mandarin chinese
FUTURE RESPIRATORY EVENTS AND PRODUCTS
One day updates on COPD and Asthma

Hosted in strategic regions and bringing the top sessions and speakers from the current ERS Congress. An update for HCPs who could not attend the recent Congress

Nov 2017
Focused educational meetings.

- Severe Asthma
- Lung Cancer

April 2018
• Cutting-edge clinical and scientific symposia adapted for video including animated graphics

Pilot modules produced for 2017
HEALTHY LUNGS FOR LIFE

THANK YOU

Focus on supporting national societies in developing events world wide
ERS CONTACTS FOR INDUSTRY

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Gergana Yaneva
Administrative Assistant
E-mail: gergana.yaneva@ersnet.org
Tel: +41 21 213 0167
TOWARD A GREENER CONGRESS

L. Lacroix
Marketing & Corporate Relations
ERS GREEN VISION

The lungs are the main interface between the body and the environment.

• It is ERS’ duty to reduce its environmental footprint and to inspire more sustainable behaviour amongst sponsors and participants.

• ERS Congress Green Measures have been put in place for ERS Congress 2017.
ERS ACHIEVEMENTS

Since ERS Congress 2014 in Munich, we have saved:

- 10 tons of cotton: no more Congress bags
- 126 tons of paper: no more printed Congress Guides, Breathe Magazines and Congress bag inserts
- 207 million liters of water (Drinking water for 600’000 people for 1 year)
- 212 tons of CO\(^2\) emissions (Energy use of an average household for 18 years)
- Huge cost savings (stop of production, shipment and waste management related)

We only work with FSC (Forest Stewardship Council) accredited paper and all of the printers we use have various environmental commitments that they have signed up to (recycling printer plates, environmentally friendly ink, etc.).
GREEN GUIDELINES FOR EXHIBITORS

Exhibitors are invited to:

1. REDUCE WASTE
   • Favor recycled and recyclable material for the construction of the stand
   • Provide more information digitally
   • If printing, use FSC certified or recycled paper
   • Replace plastic products with eco-friendly alternatives

2. OPT FOR A SUSTAINABLE WASTE MANAGEMENT
   • Collect construction and dismantling waste separately. See Exhibitor Services website
   • Catering: unconsumed meals will be redistributed to charity organizations
   • Use recycling stations provided throughout the venue

3. LIMIT CO\textsuperscript{2} EMISSIONS
   • Optimize shipment
   • Think local
SUGGESTIONS

Leslye.Lacroix@ersnet.org
EXHIBITION TECHNICAL

O. Heinke

INTERPLAN AG
IMPORTANT EXHIBITION CONTACTS

ERS
Kristof Kemp
kristof.kemp@ersnet.org
• Exhibition Sales
• Stand allocation
• Stand project approval

INTERPLAN AG
Oliver Heinke
o.heinke@interplan.de
• General Organisation
• Exhibition Service Manual & ISC
• Technical requirements

Nadine Dalecker
n.dalecker@interplan.de
• Exhibitor registration
• Exhibitor guide

Jana Bylitza
j.bylitza@interplan.de
• Industry Meeting Rooms/Lounges

SCHENKER
Thomas Ernst
Thomas.ernst@dbschenker.com
• Logistics
• Delivery time slots
• Fork lifts
• Storage, Empties, Customs

MiCo Milan
General venue queries
Tomasso Giorgi
tommaso.giorgi@fieramilanocongressi.it

COMPASS (exclusive contract caterer)
Fabio Marralle
Fabio-marralle@compass-group.it

subject to change
EXHIBITION HALL 3

Date: 2016_09_27_subject to change
EXHIBITION HALL 3

Good to know!

1. Approx 10,000 sqm gross in the exhibition blocks => limited space in 2017

2. Floor ducts for technical supply => raised floor recommended

3. Columns have to be accessible / (2x2m) around the columns to be unconstructed

4. Red striped escape routes have to remain unconstructed from massive obstacles

5. No day light in the hall

6. Suspension points possible at every position
EXHIBITION HALL 3

Good to know!

7. Only 4,5m height in the green zone also for riggings

8. Dedicated WIFI networks only via MiCo details to follow

9. Safety helmets and shoes compulsory during set-up and dismantling

10. Several documents have to be handed in for stand approval and allowance to set-up as, SiCu form regarding stand materials, liability insurance evidence => details to follow and in the MiCo shop.

11. Stand approval via ERS/MiCo, same procedure as 2016

12. COMPASS is the exclusive caterer of MiCo, It is allowed to bring in coffee machines and own Baristas, details to be clarified before with COMPASS
STAND PROJECT APPROVAL

For any complex custom made stands (not for shell scheme stands)

Deadline **June 26th**, but 28 days before the first set-up day at the latest

Requirements:

1. Detailed scaled structural drawing incl. heights and measures to ERS (Kristof Kemp) and
   - SiCu forms
   - Details of liability insurance + Confirmation of Liability insurance company

2. Once approved the ERS forwards the above mentioned docs to MiCo from where the final approval will come

3. Every modification afterwards has to run through the entire approval process again!

Same procedure as in 2016!
## EXHIBITION TIMES

### Construction of Stands

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, 07.09.2017</td>
<td>07:00 – 22:00</td>
<td></td>
</tr>
<tr>
<td>Friday, 08.09.2017</td>
<td>07:00 – 22:00</td>
<td></td>
</tr>
<tr>
<td>Saturday, 09.09.2017</td>
<td>07:00 - 16:00</td>
<td>until 20:00 light set-up in the booth, aisles free for carpet laying</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Extra set-up days (Mo and Tue) and night set-up possible on request.</td>
</tr>
</tbody>
</table>

### Dismantling of Stands

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, 13.09.2017</td>
<td>14:00 – 22:00</td>
<td>light dismantling from 12:00, carpet will be taken out, empties will be delivered from 14:00, no heavy machinery before.</td>
</tr>
<tr>
<td>Thursday, 08.09.2017</td>
<td>07:00 – 18:00</td>
<td></td>
</tr>
</tbody>
</table>

### Exhibition Opening Times

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, 10.09.2017</td>
<td>08:00 – 17:00</td>
<td>Access for exhibitors 90min before and after the exhibition.</td>
</tr>
<tr>
<td>Monday, 11.09.2017</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday, 12.09.2017</td>
<td>08:00 – 17:00</td>
<td></td>
</tr>
<tr>
<td>Wednesday, 13.09.2017</td>
<td>08:00 – 12:00</td>
<td></td>
</tr>
</tbody>
</table>

**All times are subject to change**
**IMPORTANT EXHIBITION DEADLINES**

1. **Exhibitor Service Manual / Service Center** February 2017

2. **Exhibitor guide entries** June 6, 2017

3. **Stand project approvals** June 26, 2017

4. **Exhibitor badge orders** August 07, 2017

5. **Service Orders for regular prices** August 25, 2017 (10% surcharge afterwards, 20% for on-site orders)

**Helpful links:**

Insurance Form: [https://sslsites.de/oc.interplan.de/public.php?service=files&t=2586922c80d42c64ce3237bda0fa8691](https://sslsites.de/oc.interplan.de/public.php?service=files&t=2586922c80d42c64ce3237bda0fa8691)

SICU form for stand material approval: [https://sslsites.de/oc.interplan.de/public.php?service=files&t=65ca2fe09384b0de2e8f93708b1b32b7](https://sslsites.de/oc.interplan.de/public.php?service=files&t=65ca2fe09384b0de2e8f93708b1b32b7)

MICU technical regulations: [https://sslsites.de/oc.interplan.de/public.php?service=files&t=bc06398bfc0891486262d6fda00474b3](https://sslsites.de/oc.interplan.de/public.php?service=files&t=bc06398bfc0891486262d6fda00474b3)
AIFA PROCEDURE
FOR INTERNATIONAL CONGRESSES IN ITALY

AIM GROUP
AIFA (Italian Drug Agency)

is the national authority responsible for drugs regulation in Italy

Any **pharmaceutical Company** that is going to organise or support a congress by any kind of sponsorship, is subject to an authorization by AIFA (Italian Drug Agency), according to an Italian Government Decree (Decreto Legislativo 219 / 06 – art. 124).
When a Company promotes only medical devices or food supplements during a congress (products without Marketing Authorization);

When a Company sponsors a meeting about arguments not related to the use of any of its pharmaceutical products; in this case the Company is not allowed to expose or distribute any kind of advertising material during the meeting (Section 9 art. 124 D.L. n.219/06).
According to Italian laws, the authorization for all the Companies must be made by an Italian Agency, appointed by the Congress Organizer. The request has to be validated within 60 days prior to the event.

**STEP 1**

- **Request to AIFA for a SIS code** (for Companies without a SIS code). The SIS code is an identification code assigned by AIFA to identify each Company. The SIS code is mandatory for authorization requests and does not imply any cost.

- **Appoint a “Company Users Administrator”, referred as "CUA".** The appointed person, an internal employee of the Company, will have access to all applications.

- **Register in AIFA website** accessing with the SIS Code.
PROCEDURE FOR THE AUTHORIZATION

- **Payment of Event Tax to AIFA:**

  If the total amount of the sponsorship is over € 25,822,84 a fee of €2,045,16 must be paid. Detailed information about payment procedure will be given in our Guidelines.

- **STEP 2**

  - Buy a **smart card** certified for electronic signature in Italy mandatory for carrying out the AIFA request. 2 Italian providers for SMART Card (**Aruba** or **Banca Intesa**). The procedure takes around 1 month.
PROCEDURE FOR THE AUTHORIZATION

STEP 3

- The Italian Official Agency makes the pre-request for AIFA authorization
- The sponsor Company completes and validates the request in AIFA website: the validation is possible ONLY by electronic signature with smart card
- The Request will be analyzed by the authorities and the authorization will be transmitted by e-mail to the company
PROMOTIONAL MATERIALS

PROMOTIONAL MATERIAL

- Any promotional material the Companies wish to provide at the congress must be sent by carrier directly by the Company to AIFA. Advertising is subjected to a 10 days negative clearance system. Any Advertising messages or documents cannot be used until 10 days have expired since the day of submission.

RULES FOR PROMOTIONAL MATERIAL

Detailed rules and restrictions will be provided. Just some issues:

- All information related to the medicine must come from the Summary of Product Characteristics.
- The Summary of Product Characteristics must be available and accessible at the booth.
- Any form of illustrative materials related to the medicinal product like images of the packaging is not allowed, even the distribution of samples.
- Pharmaceutical companies are allowed to give gadgets to the participants. They must be of negligible value relating to the professional activity of participants.
We will provide you…

- AIFA rules and decrees
- Step by Step Guidelines
- All necessary forms
- Deadlines
- Our support for any needs…..
REGISTRATION

A. JANSEN
K.I.T. Group
## Important Dates

(subject to change)

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Opens</td>
<td>April 2017</td>
</tr>
<tr>
<td>Early Bird Deadline</td>
<td>05 July 2017, 24:00 CET</td>
</tr>
<tr>
<td>Cancellation Deadline</td>
<td>29 July 2017, 24:00 CET</td>
</tr>
<tr>
<td>Standard Deadline</td>
<td>08 September 2017, 12:00 CET</td>
</tr>
</tbody>
</table>
REGISTRATION

Group Registration

- for a minimum of 10 people
- all registration deadlines apply to groups too (names, payments, proofs and cancellation)
- contact K.I.T. Group before setting up registration platforms to ensure that all minimum required information will be included

Registration Material Pick-Up

- by fixed appointments on:
  - Thursday, 7 September 2017
  - Friday, 8 September 2017

K.I.T. Group will contact all groups with a min. of 10 participants to fix an appointment.

Please contact K.I.T. Group for all information related to registration.
REGISTRATION

We ask you to supply the individual e-mail address of your sponsored delegates

- Pre-congress information
- Exhibitor contacts
- Course materials
- SpotMe

Help delegates, ERS and yourselves.
MICCO DMC
ACCOMMODATION

D.PAPETTA
MICCO DMC
# HOTEL ALLOTMENT OVERVIEW

<table>
<thead>
<tr>
<th>Hotel Category</th>
<th>N° of Hotels Blocked</th>
<th>N° of Rooms Blocked</th>
<th>€ DUS</th>
<th>€ DBL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5*</td>
<td>11</td>
<td>663</td>
<td>280,00 - 890,00</td>
<td>280,00 - 890,00</td>
</tr>
<tr>
<td>4*</td>
<td>129</td>
<td>9,040</td>
<td>161,00 - 561,00</td>
<td>161,00 - 561,00</td>
</tr>
<tr>
<td>3*</td>
<td>20</td>
<td>1,113</td>
<td>119,00 - 300,00</td>
<td>119,00 - 300,00</td>
</tr>
<tr>
<td>Total</td>
<td>160</td>
<td>10,816</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ACCOMMODATION HOTEL ZONES

- City West: 3662 rooms
- City East: 1138 rooms
- Historical Center: 800 rooms
- Mico: 1871 rooms
- Metropolitan: 3345 rooms
## TRAVEL TIMES

<table>
<thead>
<tr>
<th>HOTEL ZONE</th>
<th>N° OF ROOMS BLOCKED</th>
<th>TRAVEL TIME BY PUBLIC TRANSPORTATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mico</td>
<td>1871</td>
<td>Walking distance</td>
</tr>
<tr>
<td>Historical Center</td>
<td>800</td>
<td>30 minutes</td>
</tr>
<tr>
<td>City East</td>
<td>1138</td>
<td>20 – 40 minutes</td>
</tr>
<tr>
<td>City West</td>
<td>3662</td>
<td>15 – 30 minutes</td>
</tr>
<tr>
<td>Metropolitan</td>
<td>3345</td>
<td>30 – 50 minutes</td>
</tr>
<tr>
<td></td>
<td>10.816</td>
<td></td>
</tr>
</tbody>
</table>
GETTING AROUND

Public transportation urban tickets

- Tickets will be sold to Participants at €12.- (VAT included)
- Validity 9 to 13 September 2017
- The ticket allows unlimited rides on ground and underground urban lines during the days of validity (not valid for the urban railway lines nor the overground service)
UNDERGROUND NETWORK

MiCo stop: Portello
WALKING TOUR OF MICO

We will now split into two groups
Group 1 - S Sealy
Group 2 – P Foo

Please collect your headphones on the way out

We will return here for a feedback session on the London Congress and a Q&A session for Milan
every breath counts

ersnet.org
INDUSTRY SURVEY 2016

How do you evaluate the Congress in General?

78.26% rate the Congress Very Good and Good!
In general how do you rate the AV and technical assistance during your session?

- Excellent: 44.44%
- Good: 38.89%
- Fair: 16.67%
- Poor: 0%

[Pie chart showing the distribution of ratings]
In order to promote your sponsored event, could you rate each of the following advertising supports?

- Web Banners
- Email blast - 4 weeks prior
- Email blast - 1 week prior
- External banners
- Screens in exhibition hall
- Inserts in Congress App

Choose from: Good, Fair, Poor
Outstanding & Recurring Comments from the Industry Sessions Survey

- Cleaning of session rooms was not always satisfactory
- Too many sessions with similar topics taking place at the same time
- Sound proofing of constructed rooms could be better
- Hostesses were not always attending their sessions on time
- Additional signage for rooms with complicated access should be considered
How do you evaluate our Exhibition Suppliers & Partners?
Outstanding & Recurring Comments from the Exhibition Survey

• “Too many providers / suppliers”

• “Remove Wednesday – Waste of time and money”

• “Will we get free transportation next year?”
Are you intending to participate in the next ERS International Congress 2017?

- YES: 72.0%
- MAYBE: 22%
- NO: 6%
Q&A SESSION
THE PANORAMA LOUNGE
THANK YOU!

15-19 September