WELCOME

E. Bel
ERS President
THE PRESIDENTIAL CYCLE

Past President
Peter Barnes

President
Elisabeth Bel

President Elect
Jorgen Vestbo

Vice President
Guy Joos
5-YEAR STRATEGY

- World Health Organization
- Sister societies
- Basic scientists
- International members
- Junior members
- Education Council
- Science Council
- Advocacy Council
- Annual Congress
- Publications
ERS PRESIDENTIAL SUMMIT 2015

Brussels 2015: Personalised respiratory care in Europe

Leuven 2011: Respiratory Roadmap

Tallinn 2012: Health inequalities

Dublin 2013: Risk Factors

Rome 2014 (July 2-3): Overcoming Translational Barriers

ERS AMSTERDAM 2015

European Respiratory Society: Every Breath Counts
NEW TECHNOLOGIES AT CONGRESS

- Live endoscopy session
- Live webcasting of selected ERS sessions
ERS INTERNATIONAL CONGRESS

The largest gathering of respiratory professionals in the world

Munich 6-10 September 2014

21,958 participants
5,187 submitted abstracts
## Munich 2014 Participants by Country

### Top 10 countries

<table>
<thead>
<tr>
<th></th>
<th>Amsterdam 2011</th>
<th>Vienna 2012</th>
<th>Barcelona 2013</th>
<th>Munich 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>1600</td>
<td>Germany 1673</td>
<td>Germany 1973</td>
<td>Germany 2627</td>
</tr>
<tr>
<td>France</td>
<td>1370</td>
<td>UK 1615</td>
<td>UK 1959</td>
<td>UK 1843</td>
</tr>
<tr>
<td>Germany</td>
<td>1354</td>
<td>France 1141</td>
<td>France 1438</td>
<td>France 1388</td>
</tr>
<tr>
<td>Italy</td>
<td>1180</td>
<td>Italy 1057</td>
<td>Spain 1381</td>
<td>Italy 1335</td>
</tr>
<tr>
<td>Spain</td>
<td>1147</td>
<td>Spain 822</td>
<td>Italy 1301</td>
<td>Spain 1109</td>
</tr>
<tr>
<td>Netherlands</td>
<td>1016</td>
<td>USA 765</td>
<td>USA 793</td>
<td>United States 868</td>
</tr>
<tr>
<td>United States</td>
<td>739</td>
<td>Switzerland 705</td>
<td>Switzerland 703</td>
<td>Switzerland 813</td>
</tr>
<tr>
<td>Switzerland</td>
<td>604</td>
<td>India 585</td>
<td>Netherlands 687</td>
<td>Netherlands 696</td>
</tr>
<tr>
<td>India</td>
<td>587</td>
<td>Netherlands 567</td>
<td>Turkey 621</td>
<td>India 599</td>
</tr>
<tr>
<td>Greece</td>
<td>553</td>
<td>Greece 549</td>
<td>Brazil 556</td>
<td>Poland 569</td>
</tr>
</tbody>
</table>
MUNICH 2014 PROGRAMME

Diversity, originality and scientific excellence

• Science 86 sessions
• Education 50 sessions
• Abstracts 264 sessions
• Industry 56 sessions
MUNICH 2014 - HIGHLIGHTS

• Joint session with JAMA, Lancet, NEJM

• Guidelines and ERS Task Forces

• Sessions with patients

• Joint sessions with societies
CHINA & SPANISH DAYS
# MAIN AWARDS 2014

<table>
<thead>
<tr>
<th>Award name</th>
<th>Amount €</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>COPD Research Award</td>
<td>50,000</td>
<td>Boehringer Ingelheim</td>
</tr>
<tr>
<td>Romain Pauwels Award</td>
<td>50,000</td>
<td></td>
</tr>
<tr>
<td>Research Award for Rare Pulmonary Disease</td>
<td>10,800</td>
<td>GlaxoSmithKline</td>
</tr>
<tr>
<td>Maurizio Vignola Award on Innovation in Pneumology for best publication</td>
<td>18,000</td>
<td>Chiesi FOUNDATION</td>
</tr>
<tr>
<td>Pulmonary Arterial Hypertension Award for Lifetime Achievement</td>
<td>10,000</td>
<td>ACTELION</td>
</tr>
<tr>
<td>IPF Research Award</td>
<td>7,500</td>
<td>InterMune®</td>
</tr>
</tbody>
</table>
ABSTRACTS – TRAVEL GRANTS

Thanks to the following companies, 38 promising authors were financially supported to participate in the ERS International Congress:

- Abdi Ibrahim
- AID
- Basilea Pharmaceutica Ltd.
- Bayer Pharma AG
- Boehringer Ingelheim
- Breas Medical
- Forest Laboratories
- Meda
- MGC Diagnostics
- Motek Medical
- Olympus Europa holding GmbH
- Thermo Fisher
- United Therapeutics
- Weinmann
WELCOME (BACK) TO AMSTERDAM

P. Hiemstra
ERS Congress Chair

C. Taube
ERS Congress Co-chair
WELCOME TO AMSTERDAM
OLD & NEW
WELCOME TO AMSTERDAM ART, HISTORY & MUSEUMS
WELCOME TO AMSTERDAM – «GEZELLIG»
AMSTERDAM OVERVIEW
SCIENTIFIC PROGRAMME
AMSTERDAM 2015 PROGRAMME

• The Congress Scientific Programme in line with the Society DNA:
  – Leadership, professional and international
• Highlighted by outstanding faculty Science embedded into the programme & translational approach
  – Basic to clinical
  – Clinical to guidelines
AMSTERDAM 2015: MAIN TOPICS

- Clinical
- Intensive care
- Cell & molecular biology
- Physiology, sleep & circulation
- Airway diseases
- Occupation & Epidemiology

- Paediatrics
- Surgery & transplantation
- Allied Professionals
- Infections
- Thoracic oncology
AMSTERDAM 2015: SPECIAL PROGRAMME

Live endoscopy sessions
One full day (4 sessions): Live endoscopy sessions from Amsterdam and Groningen medical centres to the RAI

- Asthma: thermoplasty
- COPD: endoscopic lung volume reduction
- Lung cancer: EBUS, EUS, ultrasound
- Mesothelioma: thoracoscopy

Gold medal
Session on “Respiratory Research in the Netherlands: beyond the Dutch hypothesis”
AMSTERDAM 2015 - PROGRAMME DEADLINES

5 January 2015: deadline for submitting Hot Topics, Grand Round, Year in Review sessions

13 February 2015: deadline abstracts submission

30 March 2015: deadline for submitting Lunchtime sessions & Clinical Trials

1–31 May 2015: submission for Late-Breaking abstracts
INFRASTRUCTURE AND CONGRESS LAYOUT

P. Foo
ERS Head of Congress & Events
Congress venue
Amsterdam RAI
Hall 7
Constructed rooms:
Plenary room 1,800 seats
1 x 1,500 seats
Hall 13
Pavilion Congress Square
Constructed rooms:
1 x 500 seats
1 x 150 seats

Hall 14
Pavilion Front Square
Poster area
Main entrance
OPPORTUNITIES FOR SPONSORS

S. Sealy
Head of Marketing & Corporate Relations
CONTACTS - EXHIBITION

• **ERS**
  Applications, allocation, stand approval, invoicing & contracts

• **INTERPLAN**
  Pre-Congress and onsite technical support
SIZE OF THE EXHIBITION
2006-2014
NEW REGULATIONS!

DUTCH MEDICINE ACT: Promotion of prescriptions Medicines
(Recommendations of the CGR)

- Delegates
- Exhibition
- Industry Sessions
- Advertising
- Events in Public Areas
NEW OPENING TIMES

8:00 am
DEADLINE

28 November 2014

For Major Sponsors and orders for booths of minimum 40m2
EXHIBITION TECHNICAL

O. Heinke
INTERPLAN AG
IMPORTANT EXHIBITION CONTACTS

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

Julia Sabelfeld
j.sabelfeld@interplan.de
• Exhibitor registration
• Exhibitor guide

Zuzanna Jeschke
z.jeschke@interplan.de
• Industry Meeting Rooms / Lounges

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

RAI SERVICES ORDERS
Joost Groothof
exhibitorservices@rai.nl
• Online technical orders

subject to change
EXHIBITION HALL 1 AND 3

Good to know!

1. Floor openings for technical supply every 6 m
2. Raised floor recommended
3. Day light in the hall
4. Suspension points possible at every position
5. Dedicated WIFI networks only via RAI
6. Safety shoes for constructors compulsory during set-up (for sale in the hall)
7. Safety helmets when the safety sign is on in the hall
8. New Construction Rule! Max. height for unbranded riggings is 6m and may hang directly over the edge.
9. Branded riggings at max. 4,5m height may hang directly over the edge.
EXHIBITION HALL 1 AND 3

Construction of Stands
Thursday, 24.09.2015  07:00 – 22:00
Friday, 25.09.2015    07:00 – 22:00
Saturday, 26.09.2015  07:00 - 16:00 until 20:00 light set-up in the booth, aisles free for carpet laying

Extra set-up days on request

Dismantling of Stands
Wednesday, 30.09.2015  14:00 – 22:00 light dismantling from 12:00, carpet will be cut, empties will be delivered from 14:00, heavy machinery before.

no

Friday, 01.10.2015      07:00 – 22:00

Exhibition Opening Times
Sunday, 27.09.2015      08:00 – 17:00 Access for exhibitors 1h before and after the exhibition.
Monday, 28.09.2015      08:00 – 17:00
Tuesday, 29.09.2015     08:00 - 17:00
Wednesday, 30.09.2015   08:00 – 12:00

subject to change Date
IMPORTANT EXHIBITION DEADLINES

1. Exhibitor Service Manual / Service Center  
   February 2015
2. Exhibitor guide entries  
   June 4, 2015
3. Stand project approvals  
   June 26, 2015
4. Exhibitor badge orders  
   August 19, 2015
5. Electricity and Rigging orders  
   for regular prices  
   August 29, 2015
6. Hostess and Security orders  
   September 12, 2015
7. RAI Online shop closes, orders  
   On-site possible  
   September 22, 2015
SPONSORED SESSIONS AND ADVERTISING
SPONSORED SESSIONS
DIVERSIFICATION AND EVOLUTION

Total number of delegates on Monday in Industry sessions:
8’990
INDUSTRY EVENING SYMPOSIA

17.15 – 19.15
Sunday, Monday, Tuesday
INDUSTRY EVENING MINI SYMPOSIA

Sunday, Monday & Tuesday 17.30 – 19.00

3 x 145
3 x 200
Seating: Theatre

Application subject to approval
INDUSTRY EARLY MORNING SYMPOSIA

Monday 07.00 – 08.15

1 x 500
1 x 200
1 x 143
Seating: Theatre

Application subject to approval
INDUSTRY EVENING EXPERT FORUM

Tuesday 17.30 – 19.00

1 x 90
3 x 60
Carousel
INDUSTRY PRACTICAL WORKSHOPS

Theatre Style
2 x 190
2 x 125
No seating
2 x 60

Sunday, Monday & Tuesday
13.15–14.30
SPONSORABLE ITEMS & SERVICES

- Free WiFi (11’000 individual devices connected)
- Congress App (10’000 downloads)
- ERS Lounge
- Abstract Service
- E Poster
EXHIBITION FEEDBACK

Objectives
Evaluate the exhibition and the booths of the sponsors.
Highlight specific stands with above average design and stand management

Method
Quantitative research: 500 Face-to-face interviews with delegates
Qualitative research: Evaluation of individual booths by a stand management consultant.
PROFESSIONAL ACTIVITY OF DELEGATES

- Clinician: 38%
- Clinician / researcher: 26%
- Researcher: 11%
- Other: 10%
- Allied Professionals: 7%
- Other: 3%
- Allied Professionals: 2%
WHAT ASPECT(S) OF A BOOTH ARE IMPORTANT TO THE DELEGATES?

- Up to date Medical and Scientific Information: 53%
- Hands-on product demonstrations: 48%
- Promotional information on new products: 30%
- Networking opportunities: 29%
- Informed and helpful staff: 22%
- Food and drinks: 16%
WHAT ASPECT(S) OF A BOOTH WOULD KEEP THE DELEGATES AWAY?

- Ill-informed / uninterested staff: 46%
- Noise and games: 36%
- Overly enthusiastic staff: 31%
- Requests for personal information: 20%
- Hard to find stand: 18%
- Badly designed stand: 12%
- Other: 4%
IMPACT OF THE CONGRESS ON THE DELEGATE’S PRACTICE

- Seek further training or education: 44%
- Improve the way you run your practice: 42%
- Change the way you think about respiratory disease or disorders: 21%
- Change the way you treat or diagnose patients: 17%
VALUE OF THE EXHIBITION FOR DELEGATES

- ... is an important and valuable part: 38%
- ... an essential part of the ERS Congress: 37%
- ... an interesting additional feature: 19%
- ... of some interest: 5%
- ... of no interest or value: 1%
MOST INTERESTING & USEFUL STANDS
(Survey of 500 Delegates)

<table>
<thead>
<tr>
<th>TOP 5</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Novartis / Sandoz</td>
<td>![Novartis Logo]</td>
</tr>
<tr>
<td>2. GlaxoSmithKline</td>
<td>![GlaxoSmithKline Logo]</td>
</tr>
<tr>
<td>3. Boehringer Ingelheim</td>
<td>![Boehringer Ingelheim Logo]</td>
</tr>
<tr>
<td>4. Olympus Europa Holding</td>
<td>![Olympus Logo]</td>
</tr>
</tbody>
</table>
MOST INTERESTING & USEFUL STANDS
BY CATEGORY
(Survey of 500 Delegates)

<table>
<thead>
<tr>
<th>Pharmaceutical</th>
<th>Devices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Novartis / Sandoz</td>
<td>Olympus Europa Holding</td>
</tr>
<tr>
<td>2. GlaxoSmithKline</td>
<td>ResMed</td>
</tr>
<tr>
<td>3. Boehringer Ingelheim</td>
<td>Philips Respironics</td>
</tr>
<tr>
<td>4. AstraZeneca</td>
<td>BREAS Medical AG</td>
</tr>
<tr>
<td>5. Mundipharma</td>
<td>Weinmann</td>
</tr>
</tbody>
</table>
MOST HIGHLY RATED STANDS
(Qualitative study)

<table>
<thead>
<tr>
<th>TOP 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Novartis / Sandoz</td>
</tr>
<tr>
<td>2. Philips Respironics</td>
</tr>
<tr>
<td>3. Bayer</td>
</tr>
<tr>
<td>4. Boehringer Ingelheim</td>
</tr>
<tr>
<td>5. Almirall</td>
</tr>
</tbody>
</table>
**MOST HIGHLY RATED STANDS BY CATEGORY**  
(Qualitative study)

<table>
<thead>
<tr>
<th>Pharmaceutical</th>
<th>Devices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Novartis / Sandoz</td>
<td>Philips Respironics</td>
</tr>
<tr>
<td>Baye</td>
<td>PneumRx</td>
</tr>
<tr>
<td>Boehringer Ingelheim</td>
<td>Olympus Europa Holding</td>
</tr>
<tr>
<td>Almiral</td>
<td>Linde Healthcare</td>
</tr>
<tr>
<td>Teva Pharmaceuticals</td>
<td>CareFusion</td>
</tr>
</tbody>
</table>
## SPECIAL DISTINCTIONS
(Qualitative study)

<table>
<thead>
<tr>
<th>Category</th>
<th>Distinction</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Leadership”</td>
<td>Novartis together with Sandoz</td>
</tr>
<tr>
<td>“Innovation”</td>
<td>AstraZeneca / Novartis &amp; Sandoz (tie)</td>
</tr>
<tr>
<td>“Small is Beautiful”</td>
<td>PneumRx</td>
</tr>
<tr>
<td>“Professionalism”</td>
<td>Bayer</td>
</tr>
<tr>
<td>“Staff”</td>
<td>Philips Respironics</td>
</tr>
</tbody>
</table>
CATERING OPPORTUNITIES

The Beach
ERS CONTACTS FOR INDUSTRY

**Steve Sealy**  
Head of Marketing & Corporate Relations  
E-mail: steve.sealy@ersnet.org  
Tel: +41 212130161

**Alexia Godvin**  
Major Account Manager  
E-mail: alexia.godvin@ersnet.org  
Tel: +41 212130162  
*All Congress Services for Major Accounts*

**Alexandre Delage**  
Major Account Manager  
E-mail: alexandre.delage@ersnet.org  
Tel: +41 212130123  
*All Congress Services for Major Accounts*

**Kristof Kemp**  
Marketing & Corporate Relations Coordinator  
E-mail: kristof.kemp@ersnet.org  
Tel: +41 212130164  
*Non Major Accounts, Exhibition & Buyers Guide*

**Sabine Fourmy**  
Marketing & Corporate Relations Coordinator  
E-mail: sabine.fourmy@ersnet.org  
Tel: +41 212130163  
*Sponsored Symposia Support, Non major Accounts, Practical Workshops, Sponsored Items and Advertising*
REGISTRATION

A. Jansen
K.I.T. Group GmbH
Group Registration

▪ for a minimum of 10 people

Registration Material Pick-Up

▪ by fixed appointments on:
  - Thursday, 24 September 2015
  - Friday, 25 September 2015

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 as you to supply the e-mail address of your sponsored delegates

- Pre-congress information
- Exhibitor contacts
- Course materials

Help delegates, ERS and yourselves.
ACCOMMODATION

S. Boogert
RAI Hotel & Travel Service
Hotel Accommodations

- 36,000 rooms
- Diverse selection
- 85% belong to hotel chain
## Hotel Block

<table>
<thead>
<tr>
<th>Area</th>
<th>Number of hotels</th>
<th>Number of rooms</th>
<th>Prices in Euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five star &amp; Deluxe</td>
<td>13</td>
<td>2,146</td>
<td>275 - 385</td>
</tr>
<tr>
<td>Four star</td>
<td>57</td>
<td>7,778</td>
<td>170 - 275</td>
</tr>
<tr>
<td>Three star</td>
<td>47</td>
<td>4,057</td>
<td>130 - 185</td>
</tr>
<tr>
<td>Two star</td>
<td>6</td>
<td>326</td>
<td>99 - 125</td>
</tr>
<tr>
<td>Grand Total</td>
<td>123</td>
<td>14,307</td>
<td></td>
</tr>
<tr>
<td>Distance to Amsterdam RAI</td>
<td>Number of Rooms</td>
<td>Aprox. travel time by taxi</td>
<td>Aprox. travel time public transport</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-----------------</td>
<td>---------------------------</td>
<td>-------------------------------------</td>
</tr>
<tr>
<td>From (Historical) City centre</td>
<td>11,246</td>
<td>12 minutes</td>
<td>15 – 25 minutes</td>
</tr>
<tr>
<td>From Amsterdam Airport Schiphol</td>
<td>3,061</td>
<td>10 minutes</td>
<td>9 minutes</td>
</tr>
</tbody>
</table>
HEALTHY LUNGS FOR LIFE

P. Powell
Head of ELF
Aims

To develop an awareness campaign for all respiratory stakeholders to raise the profile of lung health and disease.
The theme for 2014 was Breathe Clean Air.
Welcome to Munich

Protect your lungs - Breathe clean air
At the congress centre

Protect your lungs - Breathe clean air
In the city

Protect your lungs - Breathe clean air
Events for the public

Protect your lungs - Breathe clean air
Globally

Protect your lungs - Breathe clean air
Thank you

In partnership with:

Protect your lungs - Breathe clean air
Protect your lungs - Breathe clean air
DATES AND DEADLINES

F. Martin
ERS Executive Director
## MAIN DEADLINES

<table>
<thead>
<tr>
<th>Event</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deadline for submission of preferential choice of room for Evening</td>
<td>Nov 28, 2014</td>
</tr>
<tr>
<td>Symposia</td>
<td></td>
</tr>
<tr>
<td>Deadline for submission of preferential choice of Exhibition space</td>
<td>Nov 28, 2014</td>
</tr>
<tr>
<td>for Major Sponsors</td>
<td></td>
</tr>
<tr>
<td>Deadline for sending Symposium title to the ERS</td>
<td>Feb 12, 2015</td>
</tr>
<tr>
<td>Abstract submission deadline</td>
<td>Feb 13, 2015</td>
</tr>
<tr>
<td>Registration for the Congress can be made from</td>
<td>Apr 2015</td>
</tr>
<tr>
<td>Deadline for updated version of programme to be published in the</td>
<td>Jun 4, 2015</td>
</tr>
<tr>
<td>Congress Guide (Evening Symposia + Practical Workshops)</td>
<td></td>
</tr>
</tbody>
</table>
DATES FOR YOUR DIARY

26th ERS International Congress
London, UK
3-7 September, 2016

Sponsors’ Site Preview Visit:
Wednesday, October 14, 2015
CONTINUATION OF THE DAY’S ACTIVITIES

- 11:30 Site visit of the Congress venue

  The room will now divide into two groups for the visit. Due to the on-going build up and subsequent extra noise, please collect your head sets to be sure to hear your guide clearly.

- 12:45 Barcelona debrief & open discussion

- 13:15 Lunch

- 14:00 Departure
MUNICH FEEDBACK & DEBRIEF

S. Sealy
ERS Head of Marketing & Corporate Relations
SPONSORS’ SURVEY 2014

How do you evaluate the Congress in General?

41% Very Good
51.3% Good
7.7% Satisfactory
0% Poor
0% Very Poor

92.3%
VALUE OF THE EXHIBITION

Quality of Leeds
- Very good: 3%
- Good: 46%
- Satisfactory: 35.90%
- Poor: 15%

Attendance on the booth
- Very good: 3%
- Good: 46%
- Satisfactory: 33%
- Poor: 18%
How do you evaluate our Congress partners and suppliers? (Interplan, Messe München, Schenker, KIT)
QUALITY OF THE A/V AND TECHNICAL ASSISTANCE

2014 was a successful year as 78% of users considered this service as good or excellent.
AREAS FOR IMPROVEMENTS

- WiFi
- Lead retrieval Systems
- Exhibition
- Badges
- Wednesday
Are you intending to participate in the next ERS International Congress 2015?

- Yes: 90%
- Maybe: 10%
- No: 0%
SEE YOU IN AMSTERDAM IN 2015