

ESC Congress 2009
29 August – 2 September
Barcelona – Spain

STANDARD PROMOTIONAL DROP BANNER

Companies organising Satellite Symposia, Lunch Time Workshops and EBAC Accredited Educational Programmes, are offered specific banner locations, free of charge, to promote their events.

For the sake of uniformity, production of the banners will be handled by the venue's graphic department (EDIGESA) and the production costs are to be borne by the session organizer.

For the ESC Congress 2009, the “Standard Promotional drop banners” will be foam stickers on glasses windows.

- “Standard Promotional Drop Banners” must have the specific written approval of the ESC. ESC Congress 2009 Branding Guidelines apply.
- Each session organiser is then responsible for organising in accordance with **EDIGESA** the production of their banner (1 banner per session).
- **EDIGESA** will invoice the session organiser for production costs.
- **LOCATION**
On the Espina (Express Way) glasses, between Registration Area, Zone 2 (bus parking) and Zone 3 (Exhibition).



- **DESCRIPTION**

Size of 1 banner promoting 1 event: width 1 m, height 1.50 m (portrait format).

- **PRODUCTION COSTS**

184 € (+ VAT if applicable) per banner promoting 1 session, invoiced by EDIGESA.

- **PRODUCTION DEADLINES**

Standard Promotional Drop Banners must receive ESC approval before **30 June 2009**.

EDIGESA must be contacted before **10 July 2009**.

EDIGESA WILL NOT TAKE INTO CONSIDERATION THE REQUESTS RECEIVED AFTER 10 JULY 2009

- **DISPLAY TIME**

Satellite Symposia / Lunch Time Workshops

- For sessions scheduled on Saturday 29 August 2009: Friday 28 August & Saturday 29 August 2009, all day.
- For sessions scheduled on Sunday 30 August 2009: Sunday 30 August & Monday 31 August 2009, all day.
- For sessions scheduled on Monday 31 August 2009: Sunday 30 August & Monday 31 August 2009, all day.
- For sessions scheduled on Tuesday 1 September 2009: Tuesday 1 September 2009, all day.

EBAC Accredited Educational Programmes

From Friday 28 August to Wednesday 2 September 2009.

EDIGESA will take care of the "Standard Promotional Drop Banners" display.

- Display of invitations in the official display racks located near the standard promotional drop banners:

Unlike the banner the session organiser is responsible for storing the invitations and keeping the racks supplied at the display times given above. The invitations must be A4 size (21 cm X 29.7 cm) maximum.

- **CONTACTS**

Standard Promotional Drop Banner approval:

ESC

Mr. Fabrice Calabrese
satellite@escardio.org

ESC Congress 2009 Branding Guidelines and Logos available in annexes 9, 13 and 15 on:
<http://www.essexhibition.org/Barcelona09/ISRS/default.aspx>

Production and invoicing:

EDIGESA

ATTN: Ms. Vicky Blanch
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08029 Barcelona
Spain

Tel: +34-93-322 74 17

Email: esc@ediges.com / vblanch@ediges.com

- **TECHNICAL SPECS**

Media: CD or DVD

Programs: Freehand, Illustrator or Photoshop. If the original is created in a vectorial format, attach one file with the text outlined and another one with rastered type, together with all the Postscript fonts used in the document in the CD or DVD. If you wish to create corporate or specific colours, these should be specified using the Pantone Coated library.

Images:

Tiff or Photoshop EPS format in CMYK at 50-60 dpi (minimum) at a scale of 1:1. If the images are worked with in a smaller scale, the resolution should vary (scale 1:1 60 dpi = scale 1:10 600 dpi). It should be noted that this resolution (60 dpi) will vary in terms of the final print size. There may be a reduction in resolution in images larger than 5 m², though never below 30 dpi at a scale of 1:1. If the original is created directly from Photoshop, it will need to be delivered in layers.

A printed copy of the original should always be attached for checking. Valid colour tests such as Cromalin, Matchprint or Iris will be accepted, but never laser prints on paper unless this is specified in advance.