

# EHRA 2018

THE ANNUAL CONGRESS  
OF THE EUROPEAN HEART  
RHYTHM ASSOCIATION



## Technical Specifications for items included with your Satellite Symposium

### EHRA 2018 Congress News insert page advertisement

#### General Information:

- EHRA 2018 Congress News is available everyday of the congress.
- The ESC reserves the right to amend the final advertisement sizes if required.
- Your Satellite Symposia adverts will be on the centre pages which are a **different size insert** from the main document.
- Your advert is a one sided advert
- These inside pages will contain your advert on the day the Session takes place. (You could therefore mention: "Today at 12:45 in room...." Rather than stating the actual date)
- Product advertising is not allowed
- Adverts are placed in the order of accrued points



#### Technical specifications:

Full Page Insert

134mm (w) x 390mm (h)



#### Acceptable File Formats

- High Res PDF

#### Colours

- 4 colour process (CMYK) - NO RGB OR SPOT COLOUR ELEMENTS ACCEPTED

#### Image Requirements

- 300 dpi
- 100% of print size

**Deadline: 31 January 2018**

### **Weblink**

Invite delegates to your congress activities by designing a promotional page linked to the Scientific Programme & Planner (SPP). SPP can be seen by delegates from the [www.escardio.org](http://www.escardio.org) website  
This invitation will communicate your Satellite Symposium message to delegates.  
No hyperlinks to sponsor web sites allowed. No product advertising allowed.  
1 Weblink can only promote 1 industry sponsored session.

Send to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

**Deadline for Final approval + send pdf file: 21 January 2018**

Weblink format: PDF with RGB

Size: the lighter the better, consider approx 600Kb max

### **Information screen**

Display details of your Satellite Symposium on screen located at the entrance of your lecture room. The slides are visible when no sessions are running, for instance during coffee breaks.

No Product Advertising Permitted (information screen not available for PACE)

- PowerPoint, 16:9, HD resolution (1920 x 1080).
- The powerpoint maximum timing is 30 seconds,
- If there are multiple slide the total slide viewing, they need to total to a 30 sec presentation (eg: 1st slide 12 sec, 2nd slide 10 sec, final slide 8 sec)
- If possible please name the file with your company name when sending it to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

**Deadline for Final approval + send PPT file: 16 February 2018**

### **GENERAL NOTE ON CONTENT**

- Industry sponsored session should be referred to as Satellite Symposia (capital "S" for both words) at all times
- The congress name should be EHRA 2018 (not "ESC EHRA 2018" or the "EHRA congress"... ) or you can simply use the picto provided on the dedicated industry web-page:  
<http://www.esceexhibition.org/EHRA%202018/default.aspx>
- The title of your Satellite Symposium and presentation should be the same as what you originally submitted, make sure to inform us of any changes as early as possible
- No Product trademark, name or logos are permitted for Satellite Symposia Adverts. Only corporate logo to ensure clarity for delegates
- Hyperlinks in titles or adverts are not permitted

The files must be approved and send to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)