

## Technical Specifications for items included with your Satellite Symposium

### EHRA EUROPACE CARDIOSTIM 2017 Congress News insert page advertisement

#### General Information:

- EHRA EUROPACE CARDIOSTIM 2017 Congress News is available everyday of the congress. The ESC reserves the right to amend the final advertisement sizes if required.
- Your Satellite Symposia advert will be on the center pages which are a **different size** from the main document.
- 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



#### Format and Size:

- Adverts – (1 long side): 111 X 320mm (W x H)

#### Preferred format:

- High Definition PDF (Press quality or more) with all fonts embedded
- The following software packages are recommended:
  - Adobe Indesign CS 4
  - Adobe Illustrator CS 3 (save file as \*.eps)
  - Adobe Photoshop CS 3 (save file as \*.tiff or \*.eps) resolution @ 300dpi at actual print size.

Colour Mode: All full colour images must be saved in CMYK mode, as \*.tiff or \*.eps files at actual print size. Provide CMYK (Cyan-Magenta-Yellow-Black) percentages for Pantone colours used.

Artwork should be submitted for approval to: [sponsorship@escardio.org](http://sponsorship@escardio.org)

Deadline to submit your adverts for approval: **18 April 2017**

Deadline to submit your finalised adverts: 21 April 2017 - *Please send the high resolution finalised and approved version*



## 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: 25 April 2017**

Weblink format: PDF

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.

No Product Advertising Permitted (information screen not available for Imaging Campus)

- 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: 25 April 2017**

## 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 EUROPACE CARDIOSTIM 2017 (not ESC Cardiostim 2017 or the EHRA congress...) or you can simply use the picto provided on the dedicated industry web-page: <http://www.escexhibition.org/EHRA2017/Sponsorship>
- 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 trademarks, no product name or logo will be allowed for Satellite Symposia Adverts. Hyperlinks in titles or adverts are not permitted

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