



EUROPACE **EHRA** 2017
CARDIOSTIM
18-21 June Vienna, Austria



Technical Specifications for Congress in Review

An independent peer-review publication of the EHRA EUROPACE CARDIOSTIM Congress scientific highlights reviewed and signed by the Congress Programme Committee Chair. The publication in English will be mailed to congress delegates (as defined in the contract) and posted online via the escardio web site.

EHRA EUROPACE-CARDIOSTIM 2015
IN REVIEW

OFFICIAL PEER-REVIEWED HIGHLIGHTS FROM
EHRA2015
CARDIOSTIM
21-24 June Milan Italy

83 15.0 cm MI 0.9
P2-4AC Gen Tis 1.1
[2d] G78/71 d
FA4/P90
HAR/FS10
[C] G50/0.80 kHz
FA5/F1/B
TDI

Amplitude (V)

MD CONFERENCE EXPRESS
CARDIOLOGY & CARDIOVASCULAR MEDICINE

IN THIS ISSUE
**Atrial Fibrillation:
Mechanisms to Improved Care**

Since the first electrocardiogram recording of atrial fibrillation (AF) in the late 1800s and early studies showing the link between AF and stroke, much has been learned about this condition. Gunter Breithardt, MD, Universitätsklinikum Munster, Munster, Germany, discussed how we are expanding our understanding of the influence of comorbid conditions on AF and how to use this understanding to improve patient care. **See page 4.**

ALSO

- New Concepts for AF Management
- Clinical Trial Highlights
- Syncope Protocols Improve Diagnosis and Risk Stratification

This publication is supported by Health Service Europe based on the form of an innovative educational grant.
Daiichi-Sankyo

Technical specifications

In order for the ESC to produce and print this document the sponsor must follow the timeline of this publication.

List of items to send or approve:

- Corporate logo in .ai, eps and pdf formats (vectorised)
- Approval of Acknowledgement used on the publication cover and promotional items: *"This publication is supported by [corporate name](#) in the form of an unrestricted educational grant"*
- Decision to have 4 page advertorial **or** 2 page advertorial + 2 page advert (as mentioned in the contract)
- If the sponsor choose to have a 2 page advert, the advert specifications are:
 - o printmatter size will be (A4):
 - trim: 210w x 297h mm
 - bleed: 213w x 300h mm
 - type set: 180w x 236h mm
 - o SmpC:
 - 180w x 236h mm - full page text
 - 180w x 113h mm - 1/2 page text (landscape)
 - 85w x 113h mm - 1/4 page text (stand)
- Agreement on timeline
- Review of 4 page advertorial **or** 2 page advertorial + 2 page advert

Timeline and Deadlines

DEADLINE 15 March 2017:

- Sponsor to sign contract
- Sponsor to send corporate logo
- Decision to have 4 page advertorial **or** 2 page advertorial + 2 page advert (if not already specified in contract)
- Approval of Acknowledgement: *"This publication is supported by [corporate name](#) in the form of an unrestricted educational grant"*

DEADLINE April 2017:

- Send 2 page advert (if 2 page advertorial and 2 page advert)
- List of topics, sessions to be covered and key objectives for the advertorial
- Agreement on timeline

DEADLINE in June 2017 after EHRA EUROPACE CARDIOSTIM 2017:

- Review of 4 page advertorial **or** 2 page advertorial + 2 page advert (size must follow specs above).
Advertorial: first draft will be sent right after the congress. Final advertorial will have to reviewed within 5 business days and validate by this deadline to ensure that ebook will be available to delegates 5 weeks post-congress.