



ESC CONGRESS 2012

munich 25-29 AUGUST
GERMANY www.escardio.org

Satellite Symposia and EBAC Accredited Educational Programmes On site Promotional Material Rules

1 – Lecture Room Roll-ups & Invitations

Two Roll-ups of maximum height of 2.5 m and maximum width of 1 m (no electrical connection, no light, and no sound) can be displayed in front of the lecture rooms 1 hour before the beginning of the sessions

Invitations flyers can be distributed at the entrance of the assigned room 30 minutes before the beginning of the session.

2 – Invitation flyer display racks

Companies organising Satellite Symposia, EBAC Accredited Educational Programmes and Hands-on Tutorials are offered specific display racks located at the congress centre Registration area to promote their events; one allocated space on the rack per session.

The invitation flyers must be approved by the ESC before **29 June 2012**. Unapproved invitation flyers will be removed by the ESC.

Companies are responsible for storing the invitations and keeping the racks supplied at the times given below.

The display racks will be available from Friday 24 to Wednesday 29 August 2012.

IMPORTANT

- The EBAC Accredited Educational Programme invitation flyers, Pre-Congress Mailing Inserts and Delegate Bag Inserts must be A5 portrait format (15cm x 21cm) only.

Please refer to the EBAC Branding Guidelines and template available on escehition.org

EBAC Accredited Educational Programme invitation flyers, roll-ups and posters are not permitted on the booth.

- Roll-ups, posters and invitation flyers must have the specific written approval of the ESC (satellite@escardio.org).

- The content of Roll-ups, posters and invitation flyers must not include any product names, misleading names that might be perceived as product names, brand names or specific quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals.

- Posters and hostesses handing out invitations are not permitted in the Building other than on the booth, at the "Industry Welcome desk" and in front of the assigned lecture room.

ESC discourages promotional material, stands or door drops in hotels.

- The use of performance artists to attract delegates is not allowed within the building and strongly discouraged outside.

Any and all unauthorised material will be immediately removed by the ESC.