ESC Congress 2012

25 – 29 August 2012
Munich, Germany

EUROPEAN SOCIETY OF CARDIOLOGY®

Why use onsite advertising?

- Mark your presence at the ESC Congress 2012
- State your commitment in the cardiovascular arena
- Communicate on your therapeutic areas & innovations
- Invite delegates to your stand activities
- Promote your Satellite Symposia Programmes
- Leave a lasting impression
- Remain visible at all times

Overview of opportunities

munich ESC CONGRESS 2012

Did you know?

Village — Most scientific sessions, except satellite symposia, are arranged by topics in themed villages

Catering outlets in Exhibition A & B offer a variety of healthy and convenient food options

@ — For your convenience you will find Internet access areas close to every village

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Overview of locations

- From U-Bahn to Registration
- Registration
  - Outside
  - Inside
  - Going toward the Central Village
- West & East Entrance
- Corridors from Exhibition to Villages

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From U-Bahn to Registration

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City Light Posters

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City Light Posters

Greet delegates as they exit the U-Bahn and approach the Messe. Follow up with a take home message in the evening as they return to the U-Bahn.

Excellent exposure.

1 group of 3 City Light Posters
Each City Light Poster is double-sided
(6 adverts in total)

Size indicated is Height x Width
1.68 x 1.12 m

Cost: € 25,000 excl. VAT

Display Panel

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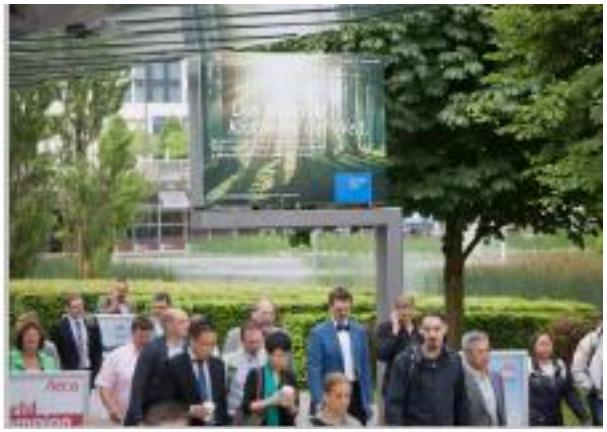
Display Panel

Make a big impression on delegates. This display panel is placed high enough to be seen by all delegates as they walk between the U-Bahn and the Registration.



Communicate a lasting message to delegates.

1 Display Panel
2 advertising spaces (front & back)

Size indicated is Height x Width:
1.60 m x W 2.20 m

Cost: € 30,000 excl. VAT

Registration
- Outside
- Inside
- Going toward Central Village

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Outside Registration

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Bistro banner

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Bistro banner

Draw immediate attention to your company via this giant banner situated to the left of the main entrance of Messe München. Strategically located where taxis drop delegates at the West Entrance.

Announce your onsite presence right near the entrance!

1 banner to the left of the main entrance.

Size indicated is Height x Width:
Bistro: 4.55 m x 12.06 m

Cost: € 35,000 excl. VAT

Inside Registration

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Large banner in Registration

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Large banner in Registration

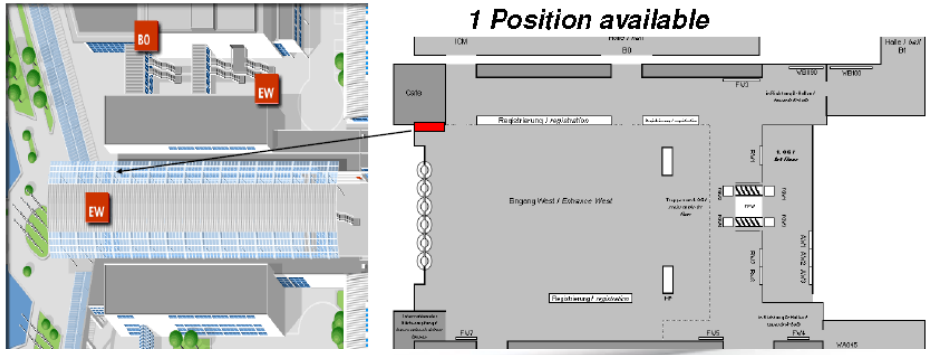
Excellent visibility for the duration of the congress. Located within the West Entrance and strategically placed, delegates will not miss this banner.

Advertise your presence onsite for all delegates to see.

1 large banner on the left side of the west entrance.

Size indicated is Height x Width:
7 m x 4.5 m

Cost: € 50,000 excl. VAT



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Textile banners in ESC Plaza

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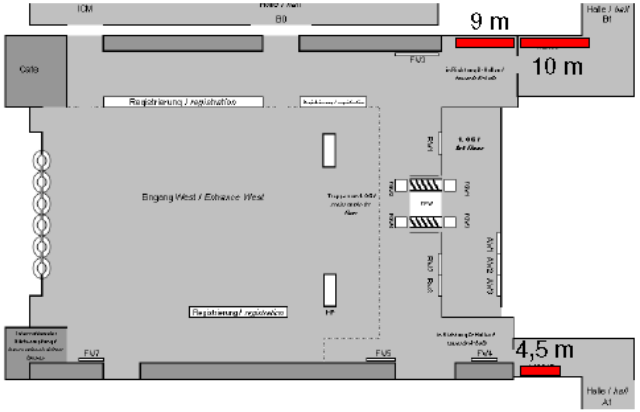
Textile banners in ESC Plaza

3 large textile banners in ESC Plaza located on the way toward Exhibition B (2 banners) or Exhibition A (1 banner)

Communicate your congress message to delegates as they walk past these banners.

Size indicated is Height x Width:
2.5 m x 4.5 m
2.5 m x 9 m
2.5 m x 10 m

Cost for the banners respectively:
€ 15,000
€ 18,000
€ 20,000 all prices are excl. VAT



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Wall Panel in ESC Plaza

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Wall Panel in ESC Plaza

1 tall Wall Panel is available in the West Entrance, on the right side, going toward Exhibition A.

Promote your onsite activities to delegates as they go to and from Exhibition A.

Size indicated is Height x Width:
4.5 m x 3 m

Cost :
€ 15,000 excl. VAT

Inside Registration
- Between Registration & Central Village

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Glass corridor between Registration & Central Village

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Glass corridor between Registration & Central Village

Accompany delegates and remain present in their minds as they walk from the West entrance through this corridor to the Central Village to pick up their Congress bags, to the Plenary room for the opening ceremony or simply to reach the SSC.

Impressive surface providing great visibility along this long corridor.

1 opportunity available

Size indicated is Height x Width:
4.15 m x 20.28 m

Cost: € 40,000 excl. VAT

West & East Entrance

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Staircases East & West Entrance

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Staircases East & West Entrance

Located in both the East (coach parking entrance) & West (main) entrances this a novel way to communicate to delegates.

Diffuse your message to ***all delegates*** by taking both staircases in the East & West Entrances.

Size indicated is Height x Width:
0.15 m x 2.5 m

Cost:
€ 24,000 for 1 staircase
€ 32,000 for both staircases all prices are excl. VAT

Escalators East & West Entrance

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Escalators East & West Entrance

Located in the East (coach parking entrance) & West (main) Entrances. Publicize a long lasting message to delegates during the congress.

Strategically placed and visible at both entrances. Convey your message to *all delegates* by taking both sets of escalators (2 in each entrance).

Cost:
€ 40,000 for 1 set of escalators
€ 60,000 for both sets of escalators all prices are excl. VAT

Corridors between Exhibition & Villages

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Window Stickers

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Window Stickers

- 3 glass windows on the Exhibition A side.
- 3 glass windows on the Exhibition B side.

Each corridor comprises 3 levels of panels as shown in the pictures and run the length of the glass corridor.

Maintain your visual presence as delegates navigate from village to village.

Sizes are different for some of the panels – glass doors are not included.

Cost for the windows in Exhibition A **or** Exhibition B:
€ 65,000 (per Exhibition side) excl. VAT

Technical specs and sizes will be provided separately upon assignment of the item.

Cubes

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Cubes

An innovative way to draw delegate's to advertising by providing them a service at the same time.

The seating cubes will be located under the overhang outside the West Entrance looking onto the Atrium. Raise curiosity and draw attention to your company via a unique seating arrangement .

Size indicated is per cube:
48 cm x 48 cm x 48 cm

Cost for the cubes:
100 cubes € 40,000
200 cubes € 50,000 all prices are excl. VAT

Important information

- No product advertising allowed
- All sizes are in **metres** and indicated ***Height x Width***
- Prices include production, rental space, hanging & dismantling (but exclude the preparation of your artwork)
- All onsite advertising is available on a first come, first serve basis
- Quantities available are indicated in the description
- All onsite advertising must be approved by the ESC
- All prices are exclusive of VAT
- For more information, contact Sponsorship@escardio.org