

Distinguish your Sponsored sessions from the rest by broadcasting an advertisement on the large information screen located in Registration near the Display Racks promoting the full offer of Industry Sponsored Sessions (ISS) at the ESC Congress 2012. Include your ISS advertisement on this large info screen to attract immediate delegate attention and ensure additional visibility for your sessions in the Registration Area.



- ✓ **1 84" information screen** to promote Industry Sponsored Sessions (Satellite Symposia, Mini-Satellite Symposia, EBAC Accredited Sponsored Programmes, or Hands-On Tutorial).

**Important Information:**

- ✓ 1 ISS Info Screen promotes 1 event (Satellite Symposia, Mini-Satellite Symposia, EBAC Accredited Sponsored Programmes, or Hands-On Tutorial).
- ✓ 1 ISS Info Screen promoting 1 Session with reference to the booth will be considered as 1 ISS Info Screen.
- ✓ 1 ISS Info Screen promoting 2 Sessions will be considered as 2 promotional ISS Info Screen.
- ✓ 1 ISS Info Screen promoting 1 Session and full Exhibition details will be considered as 2 ISS Info Screen.

**Procedure**

This particular screen is strictly reserved for the promotion of Industry Sponsored Sessions. The ISS organiser must complete the proper application form and submit to the ESC at [sponsorship@escardio.org](mailto:sponsorship@escardio.org). The ESC will then issue an invoice. The advertisements must conform to the specs (see below) and receive ESC approval.

**Cost**

**€ 4,500** per advertisement  
Points awarded: **1**

**Invoicing**

Industry Sponsored Sessions Info Screens are invoiced upon receipt of the application form.

**Cancellations**

Cancellations will incur fees of 100% if cancelled after receipt of your signed application form.

**ISS Info Screen location**

Registration Area

**Technical aspects**

- Powerpoint presentations on Office 2007
- Resolution: 1366 x 768
- Format: 16:9
- Duration: 30"
- Presentations will run for the duration of the congress
- Industry Sponsored Sessions and EBAC Accredited Educational Programmes, **no product advertising, no product names or product logos, no exhibition details will be allowed.**

**ISS Info Screen approval**

ESC Approval is mandatory for all Invitation flyers, Pre-Congress Mailing Inserts, Delegate Bag Inserts Roll-ups, Posters, weblinks and ISS Info Screen. In order to facilitate the approval process, we strongly advise you to use the same graphic elements for these items.

Deadline to submit for approval: **29 June 2012**

Contact the ESC team at [sponsorship@escardio.org](mailto:sponsorship@escardio.org)