



## NEW THIS YEAR

### PRODUCT THEATRE

Reach a professional audience with your latest product information and innovations!

The ESC proposes to create a “Product Theatre” in the proximity of the exhibition area where exhibiting companies will be able to present delegates with a chosen product presentation by their key experts. As the presentations are product based, no approval needs to be sought nor provided by the ESC for the programmes.

The “Product Theatre” will run during coffee breaks and lunch-breaks. Each presentation should last no more than 20 minutes.

➤ **Procedure**

The sponsor must fill in the “Product Theatre” application form below:

[http://escardio.formstack.com/forms/esc\\_2015\\_product\\_theatre](http://escardio.formstack.com/forms/esc_2015_product_theatre)

**Deadline for application: 25 May 2015**

➤ **Cost**

€ 3,500 per 20-minute presentation

Points awarded: 1

➤ **Specifications**

- Product Theatre located in proximity of the exhibition area.
- Open area with seating for 30 pax, 50 pax total standing
- One Screen & computer for presentation
- Microphone & presentation stand for speaker
- Display racks for “Product Theatre” programme flyer
- 10 Slots available with 2 - 3 presentations per slot
- 3 morning Coffee-Break slots with 2 presentations per slots
- 4 afternoon Coffee-Break slots with 2 presentations per slots
- 3 lunch time slots with 3 presentations per slots
- Presentation duration: 20 minutes

➤ **Slots**

Slot 1

Saturday 29 August Pres 1: 15h05 – 15H25

Saturday 29 August Pres 2: 15h35 – 15h55

Slot 2

Sunday 30 August Pres 1: 10H05 – 10H25

Sunday 30 August Pres 2: 10H30 – 10H50

Slot 3

Sunday 30 August Pres 1: 12H40 – 13H00

Sunday 30 August Pres 2: 13H05 – 13H25

Sunday 30 August Pres 3: 13H30 – 13H50



Slot 4

Sunday 30 August Pres 1: 15H35 – 15H55  
Sunday 30 August Pres 2: 16H00 – 16H20

Slot 5

Monday 31 August Pres 1: 10H05 – 10H25  
Monday 31 August Pres 2: 10H30 – 10H50

Slot 6

Monday 31 August Pres 1: 12H40 – 13H00  
Monday 31 August Pres 2: 13H05 – 13H25  
Monday 31 August Pres 3: 13H30 – 13H50

Slot 7

Monday 31 August Pres 1: 15H35 – 15H55  
Monday 31 August Pres 2: 16H00 – 16H20

Slot 8

Tuesday 1 September Pres 1: 10H05 – 10H25  
Tuesday 1 September Pres 2: 10H30 – 10H50

Slot 9

Tuesday 1 September Pres 1: 12H40 – 13H00  
Tuesday 1 September Pres 2: 13H05 – 13H25  
Tuesday 1 September Pres 3: 13H30 – 13H50

Slot 10

Tuesday 1 September Pres 1: 15H35 – 15H55  
Tuesday 1 September Pres 2: 16H00 – 16H20

➤ **Promotion**

The Product Theatre will be promoted within the Industry Programme, Mobile App and through a dedicated flyer featuring the full programme and distributed at the Product Theatre.

➤ **Important:**

No more than one presentation per sponsor will be approved during the same slot.  
The ESC reserves the right to cancel in full this activity should we not receive more than 5 time slot requests. Refund will be made available to those companies who have committed.