



INDUSTRY PROGRAMME SPONSORING

The Industry Programme is sponsored exclusively by your company. This sponsorship permits the sponsorship of:

- Inside front cover
- Sponsored Session back of tab
- Exhibition back of tab
- Back cover

The Industry Programme will be inserted in the official congress bag

➤ Procedure

The sponsor must send the files for approval before being inserted in the Industry Programme.

Colours : 4 colour Print - CMYK (Full Colour) - No Pantone colours

Send:

- PDF documents (with all fonts embedded)
High resolution 300 dpi - Press Quality OR
- Accepted format:
Only Apple Macintosh Electronic files using the following Software;
 - Adobe Indesign (No pantone colours)
 - Adobe Illustrator CS3 (No pantone colours)
 - Adobe Photoshop CS3 (all files 300 dpi and CMYK)
- Font folders are necessary

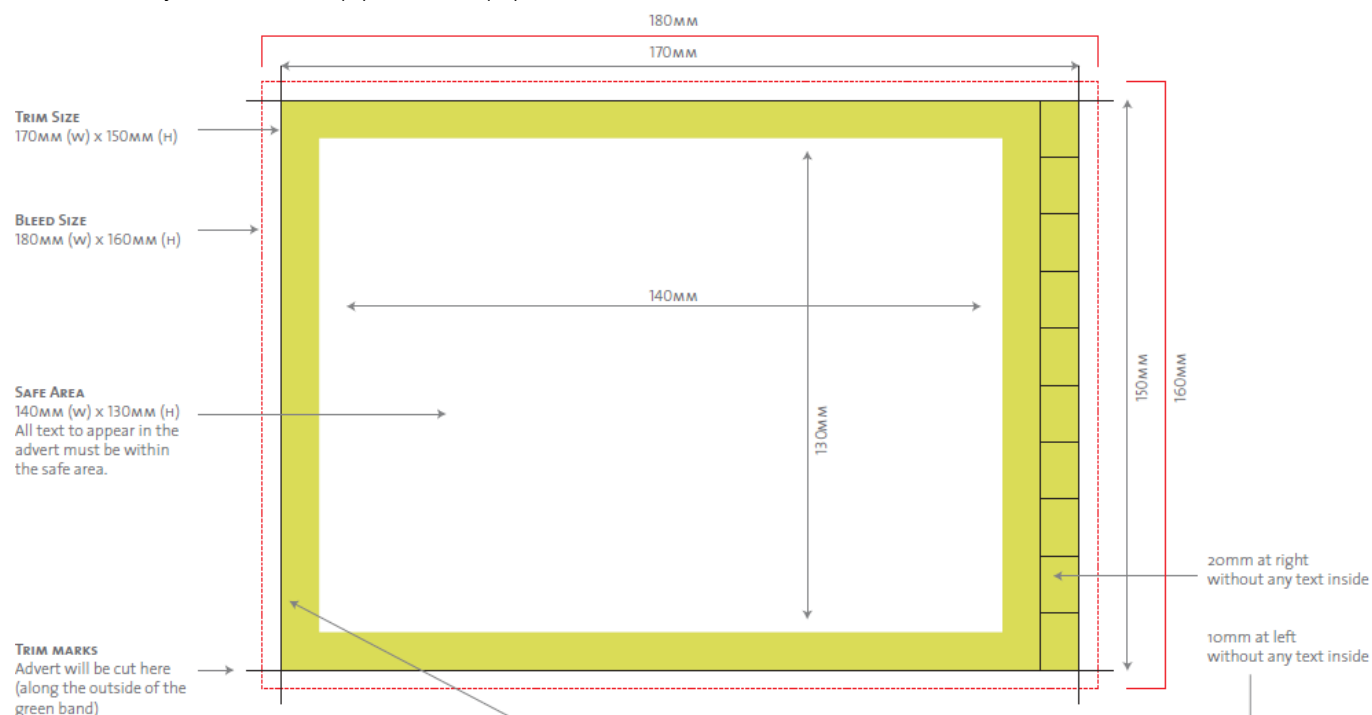
Deadline for draft adverts: 9 June 2015

Deadline for approved adverts: 18 June 2015

➤ Inside front cover specifications

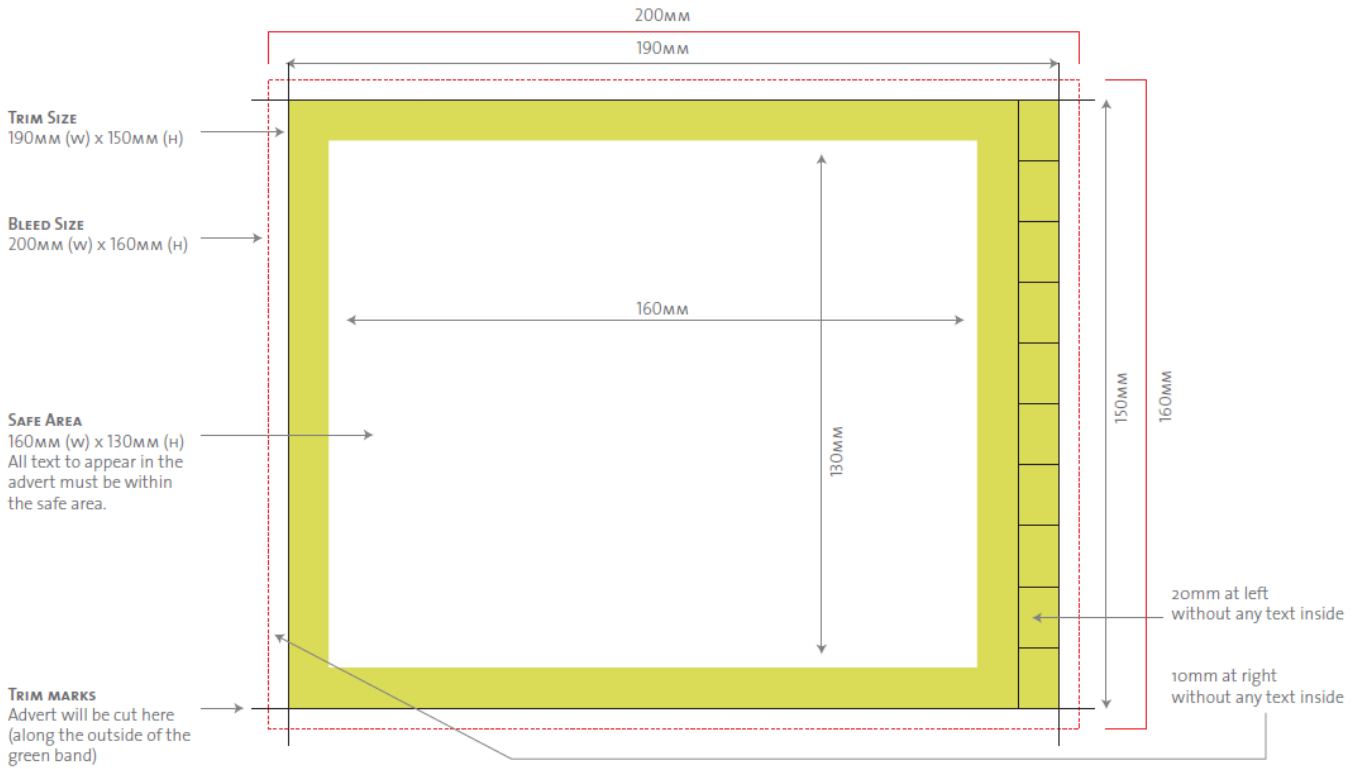
150mm (H) x 170mm (W)

Safety Zone: 130mm (H) x 140mm (W)



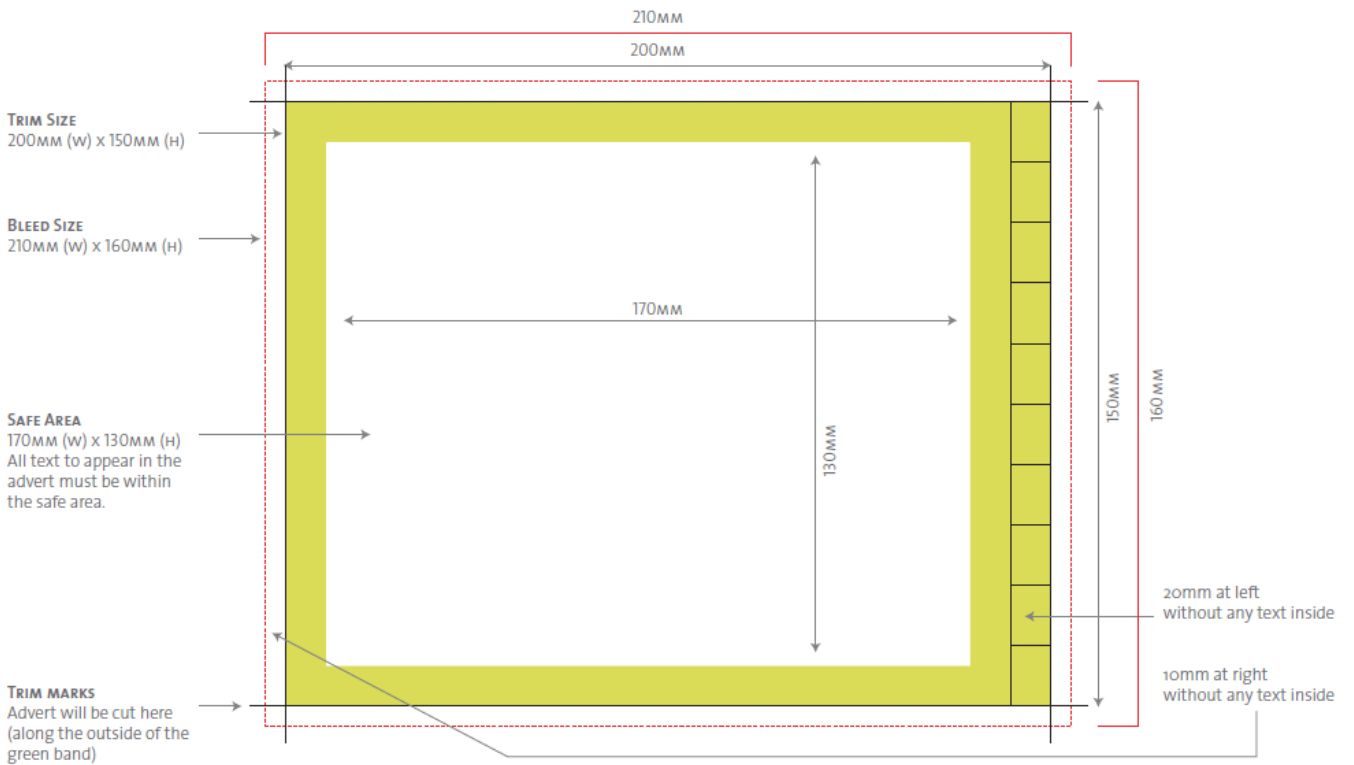
➤ **Back of Sponsored Session tab**

150mm (H) x 190mm (W)
 Safety Zone: 130mm (H) x 160mm (W)



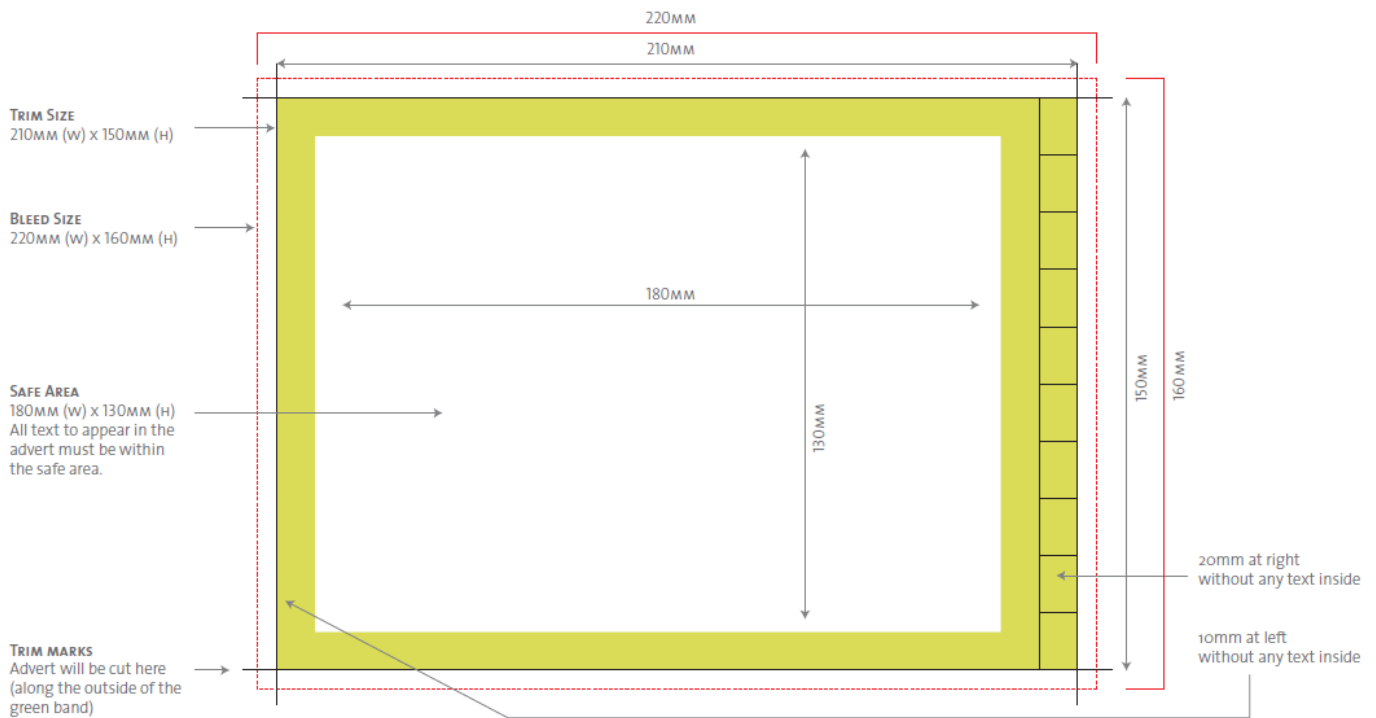
➤ **Back of Exhibition tab**

150mm (H) x 200mm (W)
 Safety Zone: 130mm (H) x 170mm (W)



➤ **Back Cover**

150mm (H) x 210mm (W)
Safety Zone: 130mm (H) x 180mm (W)



➤ **Important**

No trademarks, no product name or logo will be allowed, on adverts promoting a Sponsored Session. Remember to include the date, time and room reference of your session as well as your company corporate logo. The advert should be double-sided (like a page in a book). No printing or shipping will be necessary. Please send this to your agency, if you are using one to ensure they have the specs and the deadline. The files must be approved and send to sponsorship@escardio.org

- 1 Advert promotes 1 event (Satellite Symposium, Satellite Symposium-Experts on the Spot, EBAC Accredited Educational Programmes, Hands-On Tutorials or Exhibition details).
- 1 Advert promoting 1 Session with reference to the booth will be considered as 1 Advert.
- 1 Advert promoting 2 Sessions will be considered as 2 Adverts.
- 1 Advert promoting 1 Session and Exhibition details or activities will be considered as 2 Adverts