

ESC CONGRESS
BARCELONA 2017



26 – 30 August

www.escardio.org/ESC2017

Where the world of
cardiology comes together

Technical Specifications for Congress in Review

ESC CONGRESS 2015
IN REVIEW

PEER-REVIEWED HIGHLIGHTS
CARDIOLOGY

OFFICIAL PEER-REVIEWED HIGHLIGHTS FROM
ESC CONGRESS LONDON 2015

a product of
MD CONFERENCE EXPRESS

EUROPEAN SOCIETY OF CARDIOLOGY®

This publication is supported by
SERVIER in the form of an
unrestricted educational grant.

SERVIER

IN THIS ISSUE
Overview of ESC Clinical Practice Guidelines 2015

A panel of speakers provided an overview of the 2015 European Society of Cardiology (ESC) guidelines, covering updates in ventricular arrhythmias and sudden cardiac death, pulmonary hypertension, acute coronary syndromes NSTEMI, pericardial diseases, cardio-oncology, and infective endocarditis. **See page 31.**

ALSO

Treatment of Coronary Artery Disease	Clinical Trial Highlights	Update on Atrial Fibrillation
--------------------------------------	---------------------------	-------------------------------

An independent peer-review publication of the ESC Congress scientific highlights reviewed and signed by the ESC Congress Programme Committee Chair. The publication in English will be mailed to congress delegates (as defined in the contract) and posted online via the ESC web site.

Technical specifications

In order for the ESC to produce and print this document the sponsor must follow the timeline of this publication.

Items to send or approve:

- Corporate logo in .ai, eps and pdf formats (vectorised)
- Approval of Acknowledgement used on the publication cover and promotional items: *"This publication is supported by [corporate name](#) in the form of an unrestricted educational grant"*
- Decision to have 4 page advertorial **or** 2 page advertorial + 2 page advert (as mentioned in the contract)
- If the sponsor choose to have a 2 page advert, the advert specifications are:
 - o printmatter size will be (A4):
 - trim: 210w x 297h mm
 - bleed: 213w x 300h mm
 - type set: 180w x 236h mm
 - o SmpC:
 - 180w x 236h mm - full page text
 - 180w x 113h mm - 1/2 page text (landscape)
 - 85w x 113h mm - 1/4 page text (stand)
- Agreement on timeline
- Review of 4 page advertorial **or** 2 page advertorial + 2 page advert

Timeline and Deadlines

DEADLINE 25 April 2017:

- Sponsor to send corporate logo
- Decision to have 4 page advertorial **or** 2 page advertorial + 2 page advert (if not already specified in contract)
- Approval of Acknowledgement: *"This publication is supported by [corporate name](#) in the form of an unrestricted educational grant"*

DEADLINE in July 2017:

- Send 2 page advert (if 2 page advertorial and 2 page advert)
- List of topics, sessions to be covered and key objectives for the advertorial
- Agreement on timeline

DEADLINE in September 2017:

- Review of 4 page advertorial **or** 2 page advertorial + 2 page advert (size must follow specs above).
Advertorial: first draft will be sent right after the congress. Final advertorial will have to reviewed within 5 business days and validate by this deadline to ensure that ebook will be available to delegates 5 weeks post-congress.