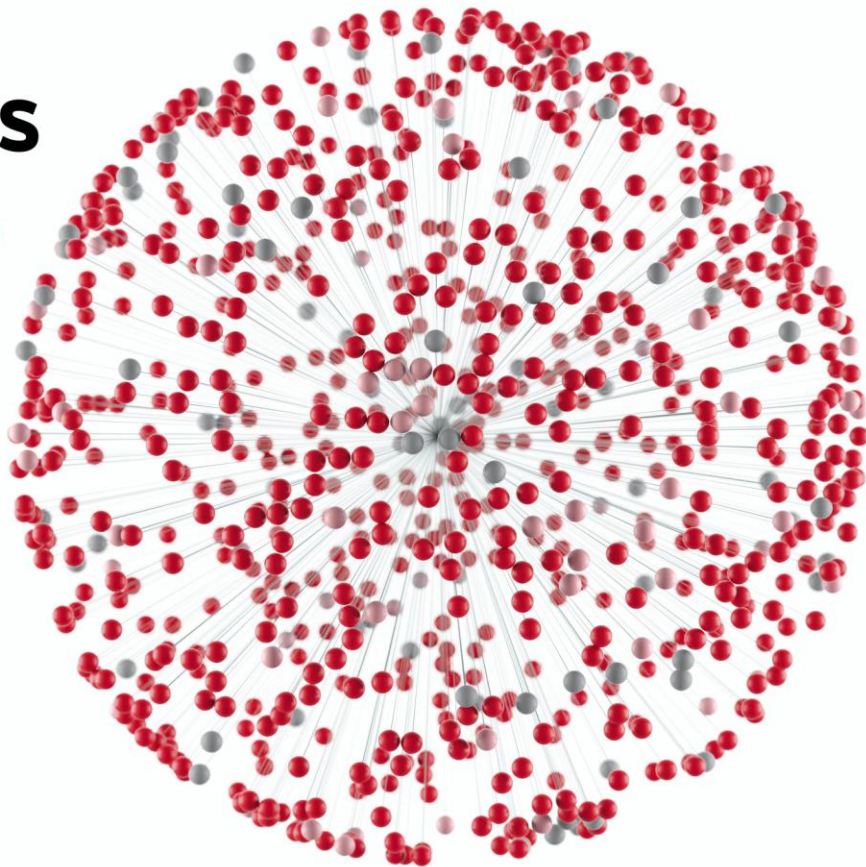


# ESC Congress Munich 2018

**25-29 August**

## Onsite advertising

#ESCcongress  
[www.escardio.org/ESC2018](http://www.escardio.org/ESC2018)



Where the world  
of cardiology  
comes together



**ESC**

European Society  
of Cardiology



# Why use onsite advertising?

- Mark your presence at ESC Congress 2018
- State your commitment to the cardiovascular arena
- Communicate on your therapeutic areas & innovations
- Invite delegates to your activities
- Promote your Industry Sponsored Sessions
- Leave a lasting impression

## NOTES

- All prices listed within are exclusive of VAT & represent full rental and production costs
- Deadline for Priority Status: **11 December 2017**
- Deadline to send files for approval **15 June 2018** to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)



# Content reminder

**NEW** For given Onsite Advertising items ESC permits product advertising. Local regulatory approval is incumbent on the company selecting the product. The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

Assignment of items will be made based upon the accrued points ranking and in respect of priority status deadline.

None of the images or 3D simulations are contractual.

The map illustrates the layout of the ESC Congress venue, centered around a main corridor. Key areas include:

- Halls' connection**: Located at the top left, connecting to the Main Auditorium & Spotlight Villages.
- Outdoor Atrium**: Situated below the Halls' connection, leading to the ESC Plaza & The Hub.
- To ESC Plaza & The Hub**: A path leading from the Outdoor Atrium to the central hub area.
- To Main Auditorium & Spotlight Villages**: A path leading from the central hub area towards the bottom left.
- Main Auditorium & Spotlight Villages**: The primary event space, located at the bottom left.
- Villages 1-6**: Six distinct areas (Village 1 to Village 6) arranged along the top and right sides of the main corridor.
- Exhibition Areas**: Includes Practical Tutorials, Exhibition 1, Exhibition 2, and Exhibition 3, located on the right side.
- Meeting Rooms**: Multiple rooms are distributed across the right side of the map.
- Registration**: A large area located near the bottom center, adjacent to the Main Auditorium.
- Entrance**: The main entrance is marked at the bottom center, with a red arrow pointing upwards.
- Transportation**: Links to the Train station (bottom right) and Coach parking (top center) are indicated.



Coronary Artery Disease, Acute Coronary Syndromes, Acute Cardiac Care  
Valvular, Myocardial, Pericardial, Pulmonary, Congenital Heart Disease  
Aortic Disease, Peripheral Vascular Disease, Stroke  
Interventional Cardiology and Cardiovascular Surgery

## Preventive Cardiology &amp; Cardiovascular Disease in Special Populations

## Hypertension

## Imaging

## Basic Science

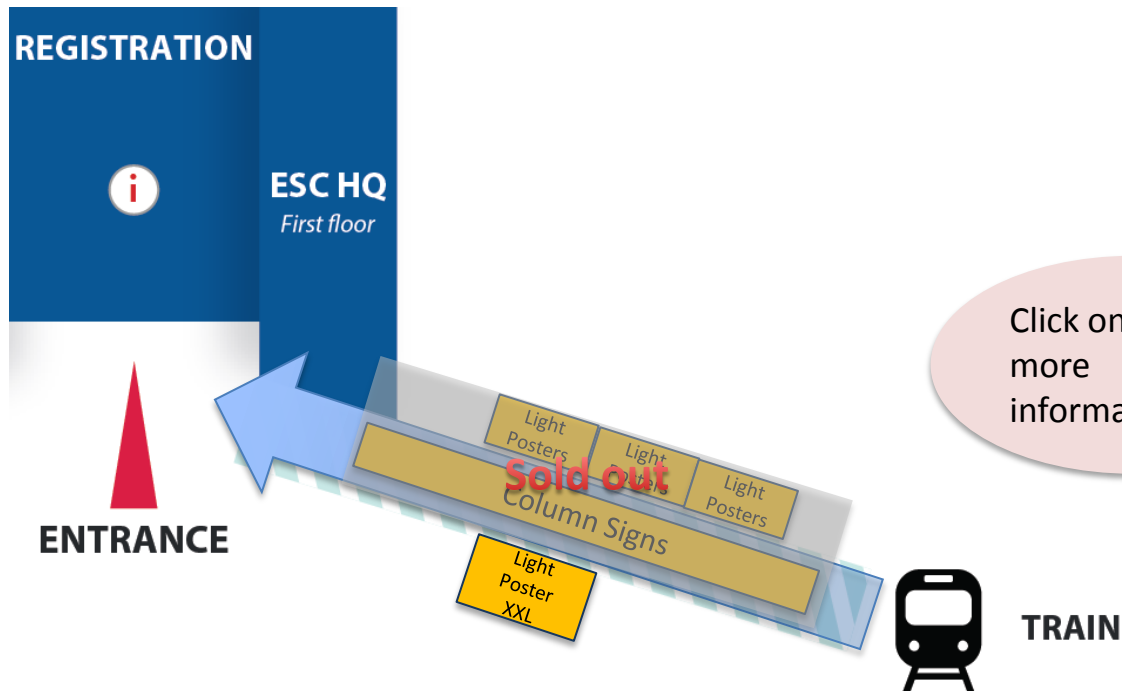
## Heart Failure

## Arrhythmias and Device Therapy

ESC Stand   SSC Speaker Service Centre   Information Point   FESC Lounge   ESC Professional Members' Lounge

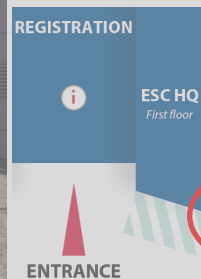


# Arrival from Metro station



# Arrival from Metro station: City light posters

- These backlit panels are strategically placed alongside the walkway from the metro station, on the way to the main entrance.
- Size: 112 (w) x 168 (h) cm (visible size)
- 2 sides to advertise
- Quantity: 3







# Arrival from Metro station: Light poster XXL

- This illuminated large-size panel will catch the eye of all those walking to and from the metro station, outside the main entrance.
- Size: 200 (w) x 140 (h) cm (visible size)
- 2 sides to advertise
- Quantity: 1



REGISTRATION



ESC HQ  
First floor

ENTRANCE

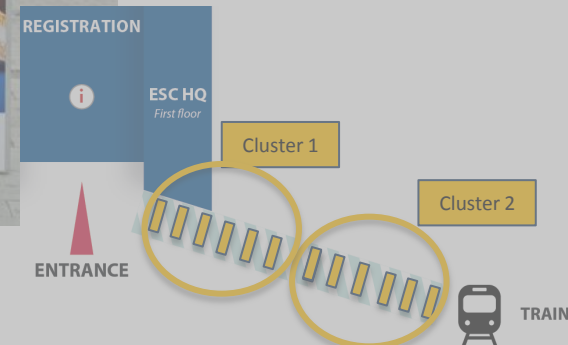
Light  
Poster  
XXL



TRAIN

# Arrival from Metro station: Column signs 1/2

- Guide the delegates coming from the metro station to the Congress Centre with your key message around the poles of the walkway.
- Size: 126 (w) x 200 (h) cm (visible size)
- 2 sides to advertise
- Quantity: 12
- Price per cluster of 6: €30 000
- Accrued points per cluster of 6: 12 + 3 bonus points



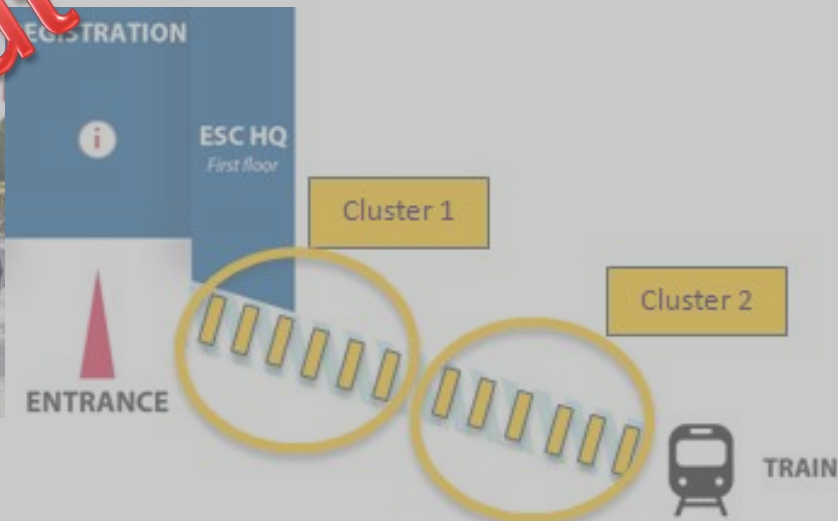


# Arrival from Metro station: Column signs 2/2

SBW1	1
SBW2	X
SBW3	1
SBW4	X
SBW5	1
SBW6	X
SBW7	1
SBW8	X
SBW9	1
SBW10	X
SBW11	1
SBW12	X
SBW13	2
SBW14	X
SBW15	2
SBW16	X
SBW17	2
SBW18	2
SBW19	2
SBW20	X
SBW21	2
SBW22	X
SBW23	2



Sold out





ESC Congress  
**Munich 2018**  
25-29 August

Where the world of  
cardiology comes together

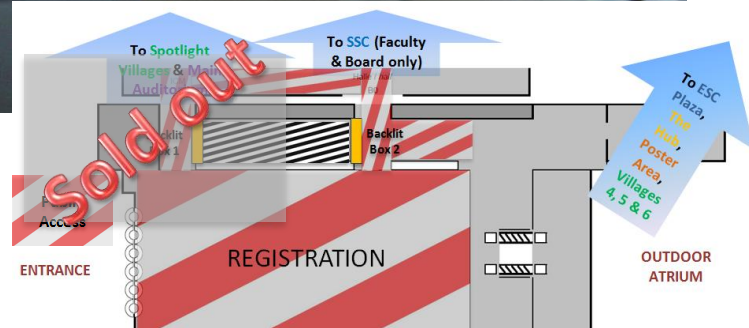
# Main entrance – Registration





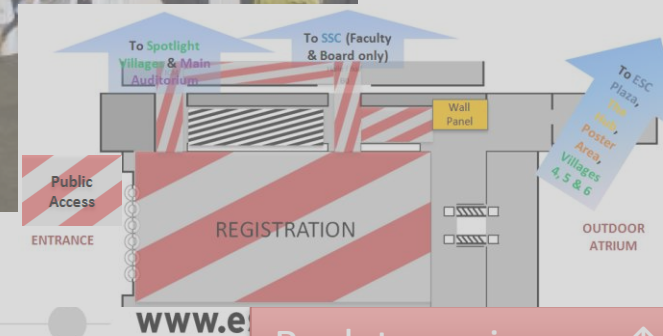
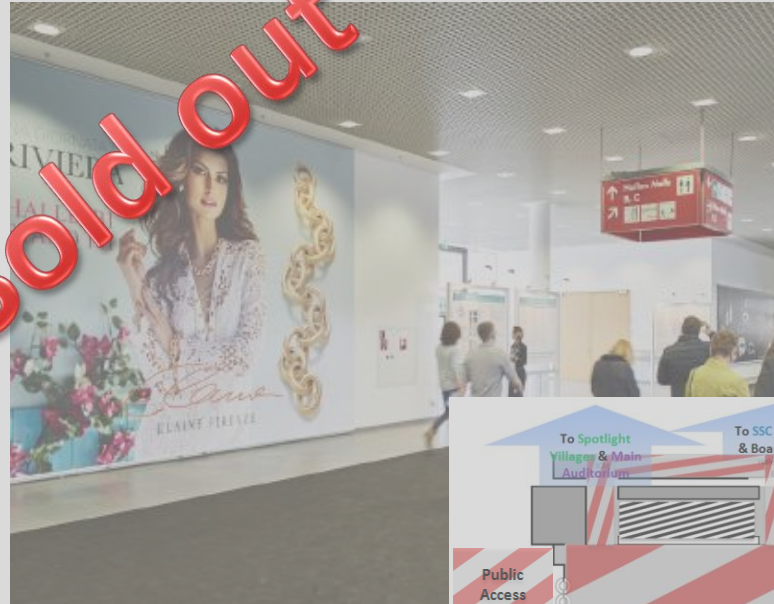
# Main entrance: Backlit Boxes

- Located in the main entrance, the panels will be situated at eye level and will ensure any information you wish to make relevant to the delegates will quickly find its way to them.
- 1 side to advertise
- Size : 500 (w) x 200 (h) x 30 (d) cm
- Quantity: 1 left
- Price per unit: €20 000
- Accrued points: 8 + 2 bonus points



# Main entrance: Wall panel

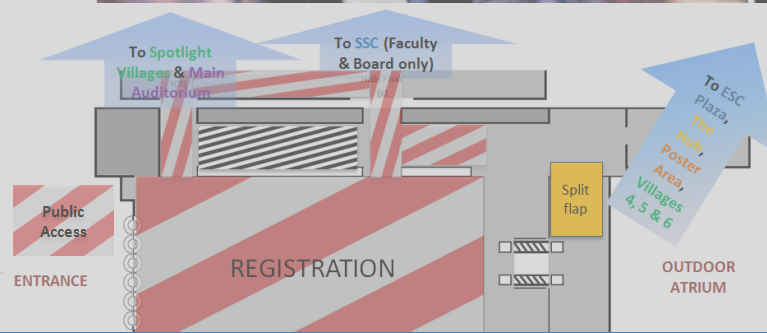
- Strategically placed in the main entrance, on the way to **The Hub**, **Poster Area** and **Villages 4, 5 and 6**, the uninterrupted flow of delegates will give this large panel maximum visibility.
- Size: 597 (w) x 437 (h) cm
- 1 side to advertise
- Quantity: 1
- Price: €17 000
- Accrued points: 7 + 1 bonus points



# Main entrance: Split Flap 1/2

- Already in use in airports' and train stations' schedule boards, the split-flap is an advertising tool which attracts both the eye and the ear as the visual changes at regular intervals. Strategically located in the main entrance and opening the path to the **ESC Plaza**, **Villages 4, 5 and 6**, and **The Hub**, it is the ideal product to transform your key message into a multi-visuals story passers-by are eager to pay attention to.
- Brandable size: 386 (w) x 356 (h) cm (+ 50 cm of non-brandable platform off the floor)
- Number of cells: 90, each 40 (w) x 30,1 (h) cm of brandable space.
- Quantity: 50 visuals, divided into 10 visuals (1 scenario) per sponsor
- A minimum of 3 sponsors must purchase this product in order to set-up this onsite offer.
- Price for 10 visuals: €25 000
- Accrued points: 10 + 2 bonus points

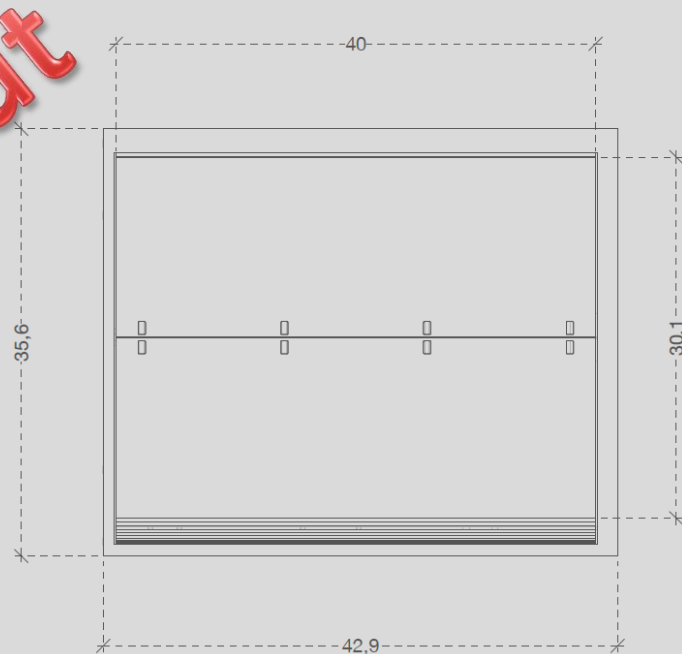
#ESCcongress



Back to main area ↑

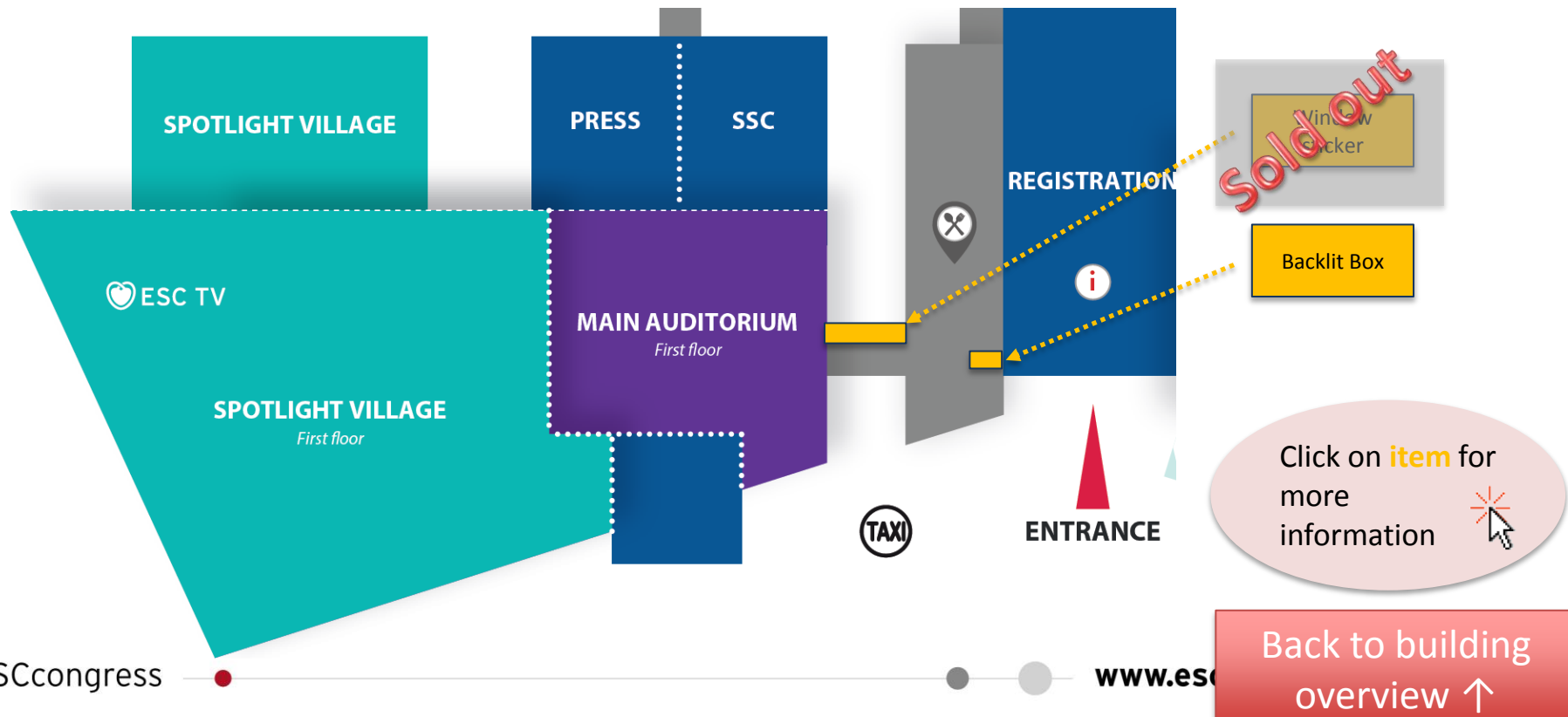


# Main entrance: Split Flap 2/2





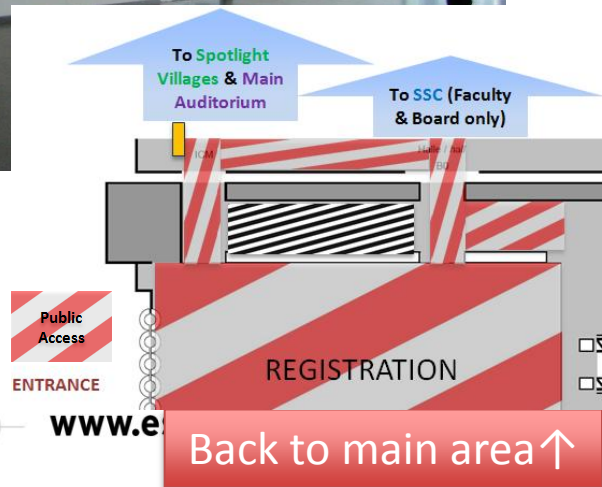
# Access to Main Auditorium & Spotlight Villages





## Access to Main Auditorium & Spotlight Villages: Backlit Box

- Located in the connection corridor between the Registration and the **Main Auditorium** & **Spotlight Villages**, the panels will be situated at eye level and will ensure any information you wish to make relevant to the delegates will quickly find its way to them.
- 1 side to advertise
- Size: 500 (w) x 200 (h) x 30 (d) cm
- Quantity: 1
- Price: €20 000
- Accrued points: 8 + 2 bonus points

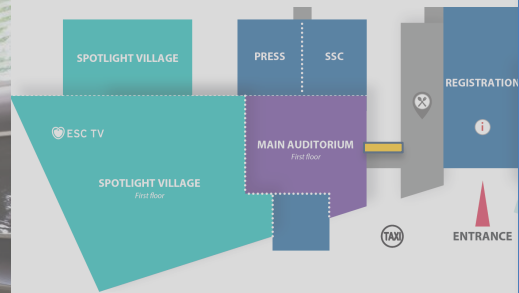
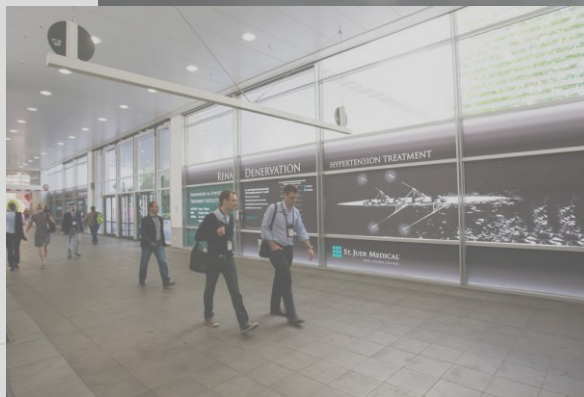


## Access to Main Auditorium & Spotlight Villages: Window sticker

1/2

- Welcome the delegates coming from the Registration area with an immense branded sticker. In addition to the presence of the **Spotlight Villages**, the **Main Auditorium** will host the ever-popular Inaugural Session and Hotline Sessions.
- 1 side to advertise
- Quantity: 1
- Size: 24 531 (w) x 4 510 (h) mm
- Price: €45 000
- Accrued points: 18 + 4 bonus points

Sold out





# Access to Main Auditorium & Spotlight Villages: Window sticker 2/2



**Motivmaße: 24531 x 4510 mm**

## Technical specifications:

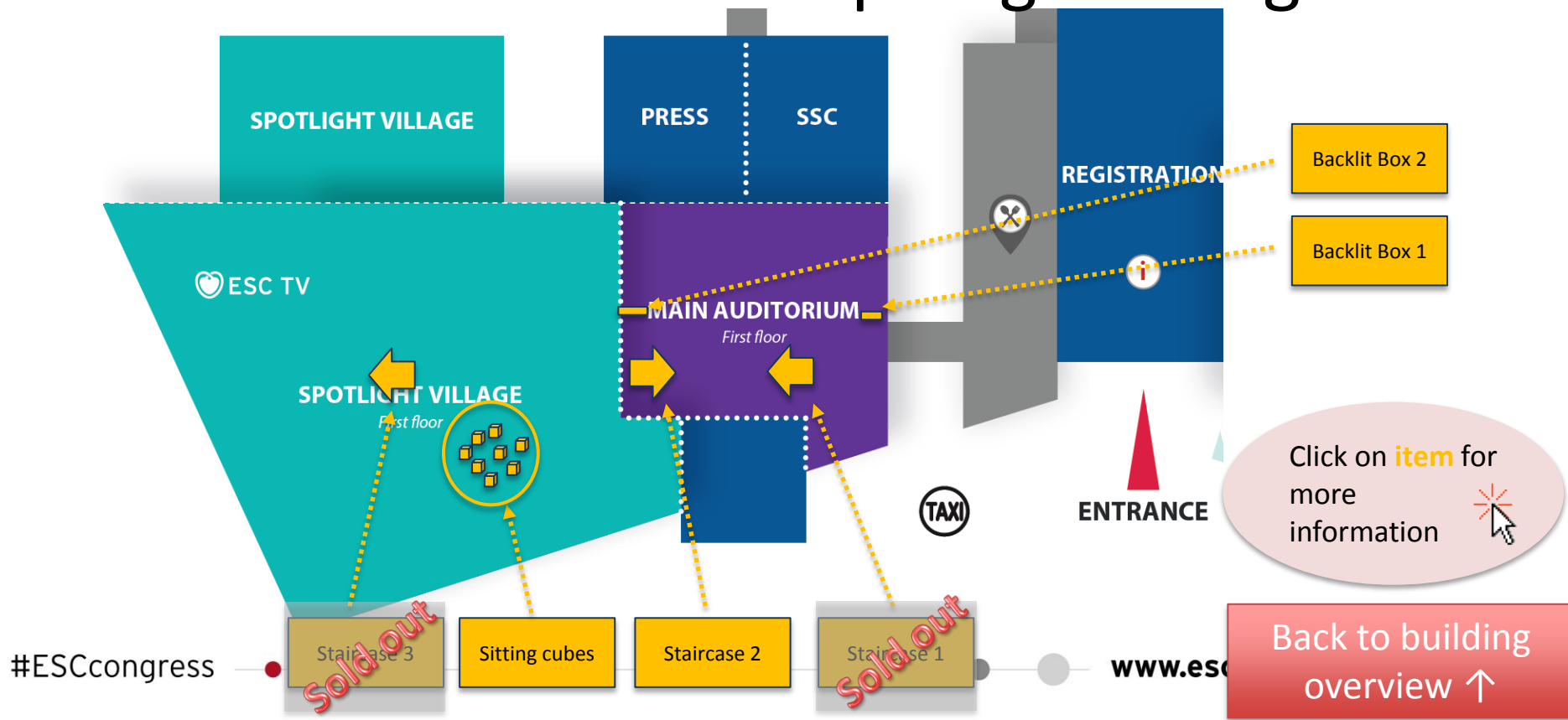
Glass doors (in red) are not included.

The three Emergency Exit (in purple) signs above the doors cannot be covered.

There are two metal rods (dotted green lines) running across four windows on the right hand side.



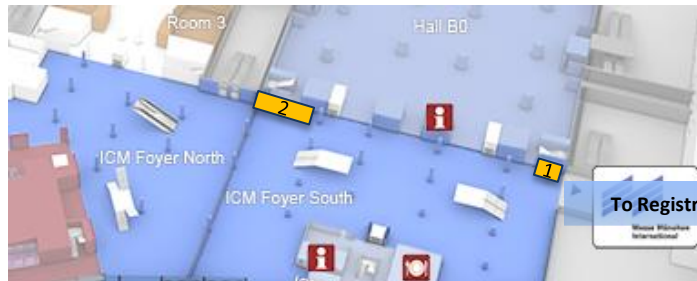
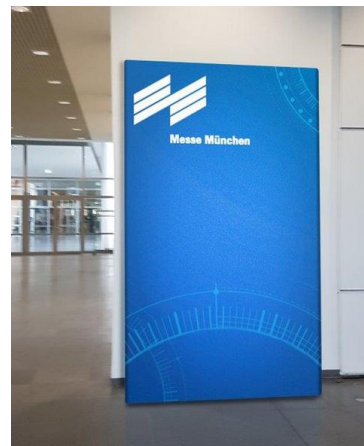
# Main Auditorium & Spotlight Villages





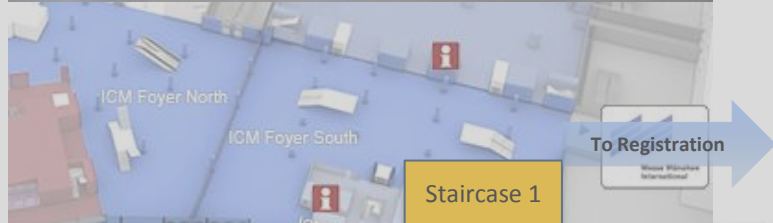
# Main Auditorium & Spotlight Villages - Backlit Boxes

- Located in the ground-level foyer where in addition to the presence of the **Spotlight Villages**, the **Main Auditorium** on the first floor will host the ever-popular Inaugural Session and Hotline Sessions. The panels will be situated at eye level and will ensure any information you wish to make relevant to the delegates will quickly find its way to them.
- 1 side to advertise
- Quantity: 2
- Backlit box 1: 210 (w) x 250 (h) x 30 (d) cm
- Price: €15 000
- Accrued points: 6 + 1 bonus point
- Backlit box 2: 500 (w) x 200 (h) x 30 (d) cm
- Price: €20 000
- Accrued points: 8 + 2 bonus points



# Main Auditorium & Spotlight Villages: Staircase 1

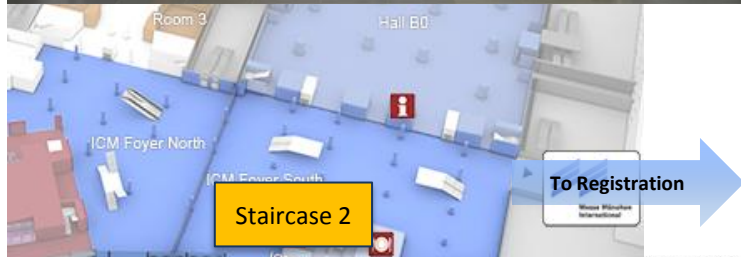
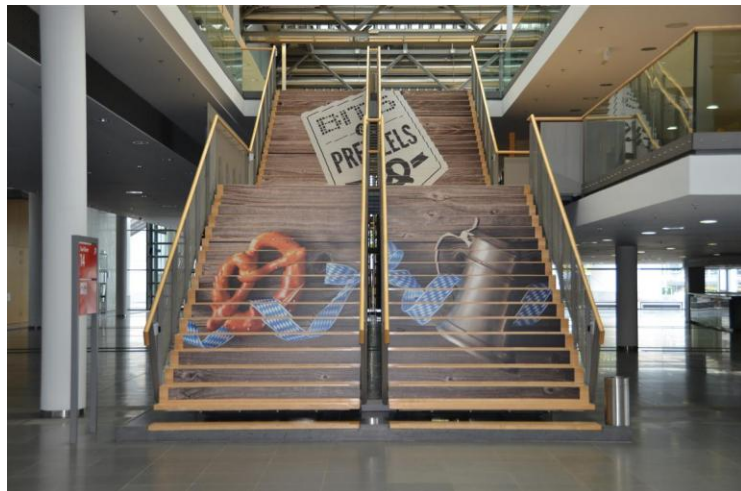
- Facing the corridor leading from the Registration to the area where the **Spotlight Villages** are located and leading directly to the **Main Auditorium** on the first floor, these stairs divided in two sections will display your key message one step at a time
- Size per section (left/right): 34 steps, upper part has 18 steps, lower part has 16 steps, each 200 (w) x 15 (h) cm
- Quantity: 1 (both sections included)
- Price: €30 000
- Accrued points: 12 + 3 bonus points





# Main Auditorium & Spotlight Villages: Staircase 2

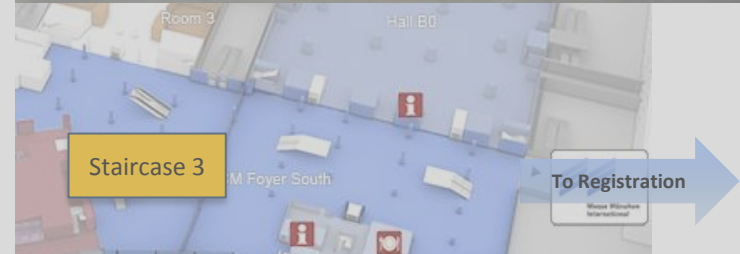
- Facing the **Spotlight Village** Foyer and surrounded by numerous lecture rooms, the uninterrupted flow of delegates will give this staircase branding maximum visibility. These stairs are divided in two sections and lead to the **Main Auditorium** located on first floor.
- Size per section (left/right): 34 steps, upper part has 18 steps, lower part has 16 steps, each 200 (w) x 15 (h) cm
- Quantity: 1 (both sections included)
- Price: €30 000
- Accrued points: 12 + 3 bonus points





# Main Auditorium & Spotlight Villages: Staircase 3

- Facing the **Spotlight Village** Foyer and surrounded by numerous lecture rooms, the flow of delegates will give this staircase maximum visibility. It is worth noting that there are escalators on either side of it which will certainly attract weary delegates towards that specific staircase.
- Size: 34 steps, upper part has 18 steps, lower part has 16 steps, each 200 (w) x 15 (h) cm
- Quantity: 1
- Price: €25 000
- Accrued points: 10 + 2 bonus points

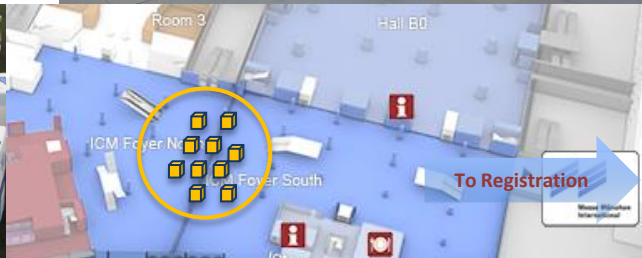






# Main Auditorium & Spotlight Villages: Sitting cubes

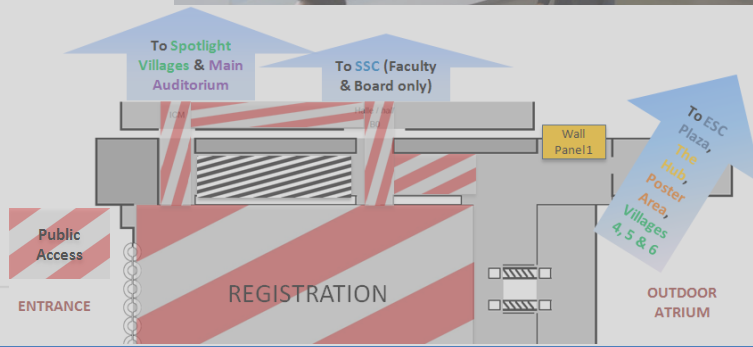
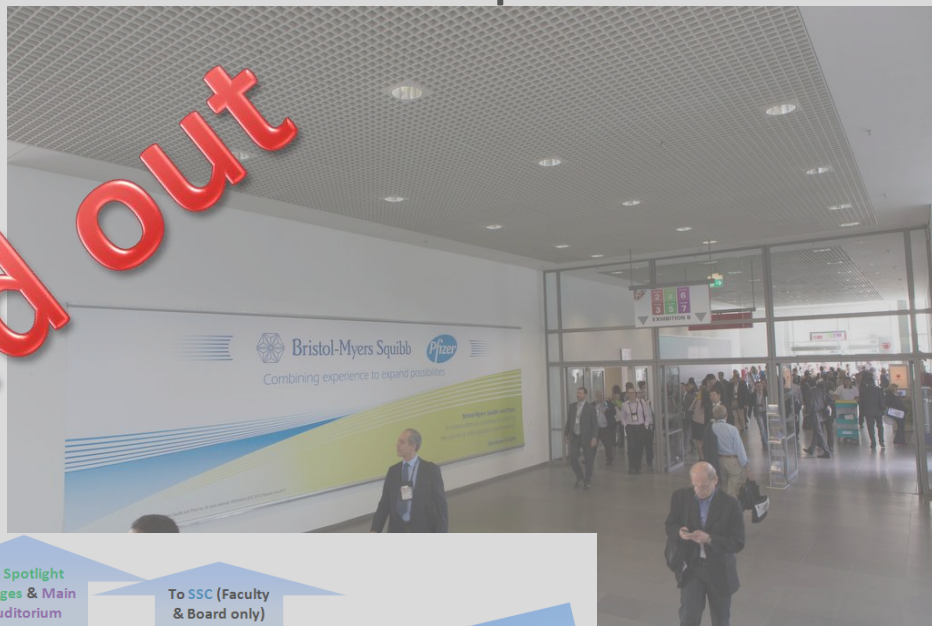
- Located near the **Spotlight Village** Foyer, this cluster of branded cubes will occupy a central position in that area, being surrounded by numerous and large lecture rooms - including the **Main Auditorium** on the first floor. There is no doubt delegates will be glad to make themselves comfortable on these sitting cubes.
- Size: each is 48 x 48 x 48 cm
- 5 sides to advertise
- Quantity: 1 cluster of 50 cubes
- Price for 50 sitting cubes: €25 000
- Accrued points: 10 + 2 bonus points



## Access to ESC Plaza & The Hub: Wall panel 1

- Strategically placed at the entrance of the corridor leading to the **ESC Plaza**, the ever-popular **Hub**, **Villages 4,5 & 6** and the **Poster Area**, the uninterrupted flow of delegates will give this large panel maximum visibility.
- 1 side to advertise
- Quantity 1
- Size: 900 (w) x 249 (h) cm
- Price: €25 000
- Accrued points: 10 + 2 bonus points

Sold out



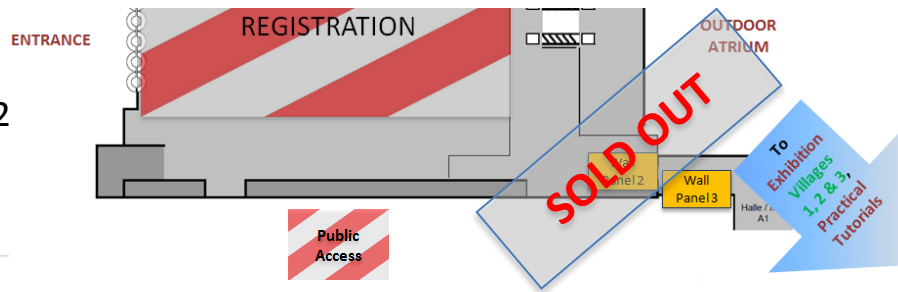


## Access to Exhibition & Villages: Wall panels 2 & 3

- Leading the way to your booth and **Practical Tutorials** in the **Exhibition**, along with **Villages 1, 2 & 3**, these wall panels will be seen all day long by the flow of participants bound to go that way.
- Size Wall panel 2: 907 (w) x 437 (h) cm
- Size Wall panel 3: 450 (w) x 247 (h) cm
- 1 side to advertise
- Quantity: 1 left



- Price per unit: €20 000  
Accrued points per item: 8 + 2 points





## Halls connections



Window  
Stickers

Backlit  
boxes

Click on an **item**  
for more  
information







# Halls connections: Windows stickers 1/2

- Make the halls' corridors a window into your brand by bringing in your own atmosphere. Strategically placed in the corridors between the **ESC Plaza**, **The Hubs**, **Poster Area**, **Villages 4, 5 & 6** on one side, and the **Exhibition**, **Practical Tutorials**, **Villages 1, 2 & 3** on the other, the vast majority of delegates will go past these large stickers several times a day.

Each window is made of two brandable segments, left and right of the glass doors. Please see next page for further technical specifications.

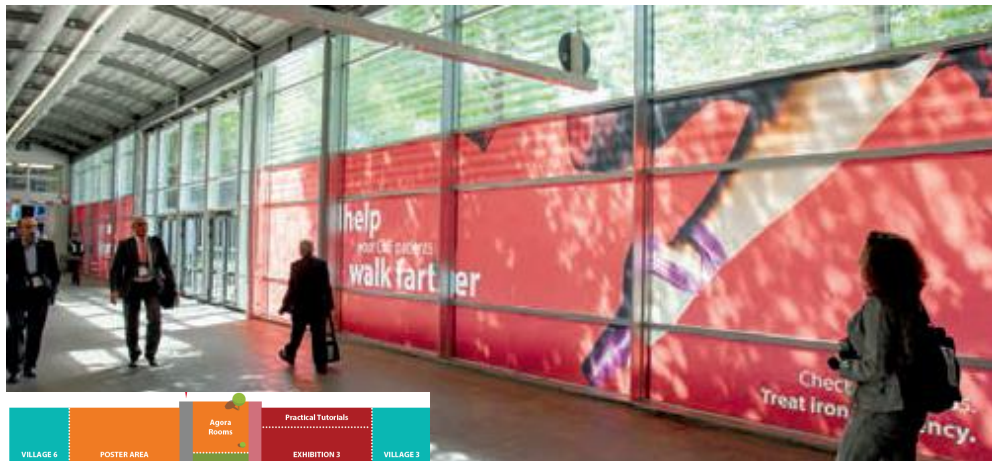
- 1 side to advertise
- Quantity: 5

**Windows 1-3-4-5:** both segments are 12 620 (w) x 2 940 (h) mm

**Window 2:** left segment: 11 838 (w) x 3 060 (h) mm

right segment: 11 778 (w) x 3 060 (h) mm

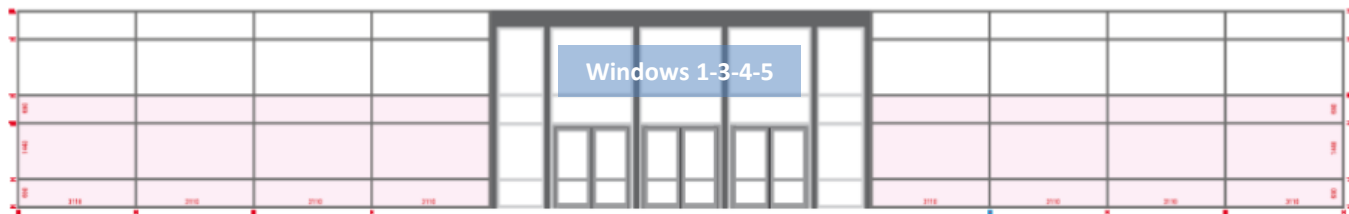
- Price per unit: €60 000
- Accrued points: 24 + 6 bonus points







# Halls connections: Windows stickers 2/2



Motivmaße: 12620 x 2940 mm

Motivmaße: 12620 x 2940 mm



Motivmaße: 11838 x 3060 mm

Motivmaße: 11778 x 3060 mm

## Technical specifications:

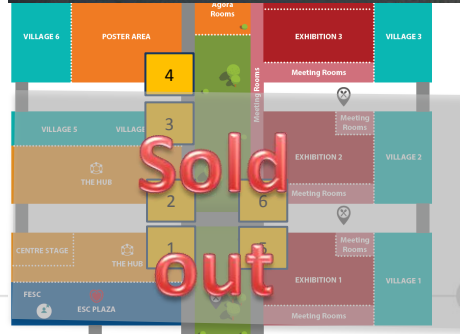
Each window is made of two brandable segments, left and right of the glass doors and made of individual panels.





# Halls connections: Backlit Boxes

- Located in the corridors between the **ESC Plaza**, **The Hubs**, **Poster Area**, **Villages 4, 5 & 6** on one side, and the **Exhibition**, **Practical Tutorials**, **Villages 1, 2 & 3** on the other, the panels will be situated at eye level and will ensure any information you wish to make relevant to the delegates will quickly find its way to them.
- 1 side to advertise
- Size: 500 (w) x 200 (h) x 30 (d) cm
- Quantity: 1 left
- Price per unit: €20 000
- Accrued points: 8 + 2 bonus points





# Outdoor Atrium





## Outdoor Atrium: Sitting cubes

- These clusters of branded sitting cubes will allow the delegates to have a highly appreciated sitting area in the covered section of the outdoor Atrium, which they will be able to handle and move around at their leisure, thus bringing your message to the tip of their fingers.
- Size: each is 48 x 48 x 48 cm
- 5 sides to advertise
- Quantity: 50 per cluster  
(1 cluster left)
- Price per cluster: €25 000
- Accrued points: 10  
+ 2 bonus points





## Outdoor Atrium: Advertising cubes

- This imposing cube at the entrance of the outdoor Atrium will tower above those coming in and out of the Registration and towards the main entrance, making it the ideal location to deliver your key message as the delegates are about to enter.
- Size: each side is 198 x 198 cm
- 6 sides to advertise
- Quantity: 1 left
- Price per unit: €40 000
- Accrued points: 16 + 4 bonus points

