ESC Congress
Amsterdam 2020
Bringing the world of cardiology together

29 August - 2 September

Onsite Advertising Offer
30 November 2019

www.escardio.org/ESC2020
#ESCcongress
WHY USE ONSITE ADVERTISING?

- Mark your presence at ESC Congress 2020
- 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
- The offer may be subject to change. Items can be added or removed. Any changes on this offer will be communicated
- Deadline for Priority Status: **15 December 2019**
- Deadline to send files for approval **3 July 2020** to sponsorship@escardio.org. Approved files should not be modified, otherwise this will incur extra production costs at the expense of the sponsor.
- Congress messages within Onsite Advertising items purchased/designed are valid for the duration of the congress. For specific requests regarding your congress communications strategy, please contact us at sponsorship@escardio.org.
ESC permits product advertising on Onsite Advertising items. 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.

Take a virtual tour of our venue!
First impressions are everything! Be the first thing that delegates see upon arrival, and leave a lasting impression whilst they wait for their taxi. This is the ideal item to attract their attention and promote your brand.

- Ref: AD2.008
- Dimensions (mm): 2870 w x 2300 h per unit
- Quantity: 1 taxi stand of 4 double sided units
- Price: € 20 000 (for the 4 units)
- Accrued points: 8 + 2 bonus points
- Exclusive sponsorship
- Public Area
This cluster of 50 branded sitting cubes provides delegates with a highly appreciated sitting area in the Registration. The exact location will be confirmed at a later stage.

- Ref: MW.001
- Dimensions (mm): 430 x 430 x 430
- Quantity: 1 cluster of 50 cubes (5 sides to advertise)
- Price: €30,000
- Accrued points: 12 + 3 bonus points
- Exclusive sponsorship
- Public Area
This new format allows you to create interactive content promoting your Congress activities to all delegates. The LED wall will be located at a key intersection leading to all the Congress areas.

Consult the demonstration video.

ESC Congress
Amsterdam 2020

- Ref: D1.001
- Dimensions (mm): 5000 w x 3000 h
- Quantity : 1
- 5 sponsor slots
- Per sponsor: 10 visuals (1 min loop) or 1 min video (no sound)
- Price: € 30 000 (per sponsor)
- Accrued points: 12 + 3 bonus points
- Non-exclusive sponsorship
- Non-public Area
The Lightbox will be located above the entrance of the Exhibition hall offering huge exposure. Bring your banner to life with this backlit panel.

- Ref: B3.004
- Dimensions (mm): 8000 w x 3000 h
- Quantity: 1
- Price: €35 000
- Accrued points: 14 + 3 bonus points
- Exclusive sponsorship
- Non-public Area
The Lightbox will be located above the entrance of the Digital Health Area hall (right side) offering significant exposure. Bring your banner to life with this backlit panel.

- Ref: B3.004
- Dimensions (mm): 5000 w x 2000 h
- Quantity: 1
- Price: €25,000
- Accrued points: 12 + 3 bonus points
- Exclusive sponsorship
- Non-public Area
The Lightbox will be located above the entrance of the Digital Health Area hall (left side) offering significant exposure. Bring your banner to life with this backlit panel.

- Ref: B3.004
- Dimensions (mm): 5000 w x 2000 h
- Quantity: 1
- Price: €25,000
- Accrued points: 12 + 3 bonus points
- Exclusive sponsorship
- Non-public Area
These towering window stickers are located opposite the entrance of the Digital Health Area. This is an ideal location for a take home message as delegates make their way out of this hall.

- Ref: B4.010
- Dimensions (mm): 5000w x 2000h per window
- Quantity: 1 package (2 window stickers)
- Price: € 40,000
- Accrued points: 16 + 4 bonus points
- Exclusive sponsorship
- Non-public Area
This escalator is located at the entrance K foyer and will be used by delegates to access the lecture rooms. Make the most of this opportunity to display your key messages as they will be seen all day long!

- Ref: B2.004KD
- Dimensions (mm): 13350w x 1150h per balustrade
- Quantity: 1 (8 side panel stickers)
- Price: €40 000
- Accrued points: 16 + 4 bonus points
- Exclusive sponsorship
- Non-public Area
This cluster of 50 branded sitting cubes provides delegates with a highly appreciated sitting area in the Digital Health Area. The exact location will be confirmed at a later stage.

- Ref: MW.001
- Dimensions (mm): 430 x 430 x 430
- Quantity: 1 cluster of 50 cubes (5 sides to advertise)
- Price: € 30 000
- Accrued points: 12 + 3 bonus points
- Exclusive sponsorship
- Non-public Area
This cluster of 50 branded sitting cubes provides delegates with a highly appreciated sitting area in Poster Area. The exact location will be confirmed at a later stage.

- Ref: MW.001
- Dimensions (mm): 430 x 430 x 430
- Quantity: 1 cluster of 50 cubes (5 sides to advertise)
- Price: € 30 000
- Accrued points: 12 + 3 bonus points
- Exclusive sponsorship
- Non-public Area
Located between The Hubs and the flyover leading delegates to the Villages and lecture rooms, our package includes the branding of the stairs and the inside of both escalator balustrades.

- Ref: B2.001H7
- Dimensions (mm)
  - Stairs – 26 steps of 2700 w x 180 h
  - Escalator- 13350 w x 1150 h
- Quantity : 1 package
- Price: € 40 000
- Accrued points: 16 + 4 bonus points
- Exclusive sponsorship
- Non-public Area
This busy passageway will lead delegates from the Hubs to the Villages. Take this opportunity to brand both sides of this section representing 32 windows (16 on the left and 16 on the right side).

- Ref: A5.014
- 32 stickers – 16 windows on each side
- Dimensions (mm): 29280 w x 2900 h per side
- Dimensions per window –1830 w x 2900 h
- Quantity : 1
- Price: € 45 000
- Accrued points: 18 + 4 bonus points
- Exclusive sponsorship
- Non-public Area
This busy passageway will lead delegates from the Hubs to the Villages. Take this opportunity to brand both sides of this section representing 32 windows (16 on the left and 16 on the right side).

- Ref: A5.014
- 32 stickers – 16 windows on each side
- Dimensions (mm): 29280 w x 2900 h per side
- Dimensions per window – 1830 w x 2900 h
- Quantity: 1
- Price: €45000
- Accrued points: 18 + 4 bonus points
- Exclusive sponsorship
- Non-public Area
The banner will be ideally located in the entrance and foyer leading to the Villages. This area benefits from ample daylight offering high visibility to your message.

- Ref: B3.001XL
- Dimensions (mm): 8000 w x 3000 h
- Quantity : 1
- Price: €25 000
- Accrued points: 12 + 3 bonus points
- Exclusive sponsorship
- Non-public Area
Located between Villages and the flyover leading delegates to the Hubs and the Exhibition, this package includes the branding of the stairs and the **inside** of both escalator balustrades.

- **Ref:** B2.001F
- **Dimensions (mm)**
  - Stairs – 21 steps of 3015 w x 150 h
  - Escalator – 13350 w x 1150 h
- **Quantity:** 1 package
- **Price:** € 35 000
- **Accrued points:** 16 + 4 bonus points
- **Exclusive sponsorship**
- **Non-public Area**
The double-sided lightbox will be ideally located in the foyer leading to the Villages. Bring your banner to life with this backlit panel.

- Ref: B3.005
- Dimensions (mm): 5000 w x 2000 h
- Quantity: 1
- Price: €35000
- Accrued points: 16 + 4 bonus points
- Exclusive sponsorship
- Non-public Area
This cluster of 50 branded sitting cubes provides delegates with a highly appreciated sitting area in Villages. The exact location will be confirmed at a later stage.

- Ref: MW.001
- Dimensions (mm): 430 x 430 x 430
- Quantity: 1 cluster of 50 cubes (5 sides to advertise)
- Price: €30,000
- Accrued points: 12 + 3 bonus points
- Exclusive sponsorship
- Non-public Area
This busy passageway will lead delegates to Villages, ESC Plaza and the Main Auditorium. Take this opportunity to brand both sides of this section representing 20 windows (10 on the left and 10 on the right side).

- Ref: B4.014
- 20 stickers – 10 windows on each side
- Dimensions (mm): 18300w x 2900 h per side
- Dimensions per window –1830 w x 2900 h
- Quantity : 1
- Price: € 40 000
- Accrued points: 16 + 4 bonus points
- Exclusive sponsorship
- Non-public Area
This package includes the branding of the stairwell banister and the balustrade on level 1 leading delegates to nearby Villages and the ESC Plaza.

- Ref: B4.007ED
- Dimensions (mm)
  - Stairwell banister: 7180 w x 825 h per side
  - Balustrade – 34600 w x 830 h
- Quantity : 1 package
- Price: € 35 000
- Accrued points: 18 + 4 bonus points
- Exclusive sponsorship
- Non-public Area
This self-standing single-sided lightbox will be located close to ESC Plaza and Main Auditorium. Bring your banner to life with this backlit panel.

- Ref: B6.005
- Dimensions (mm): 6000 w x 2500 h
- Quantity: 1
- Price: €30,000
- Accrued points: 14 + 3 bonus points
- Exclusive sponsorship
- Non-public Area
Located in the foyer leading delegates to ESC Plaza, the Main Auditorium and lecture rooms, this package includes the branding of the stairs and the inside of both escalator balustrades.

- Ref: B2.001C
- Dimensions (mm)
  - Stairs – 21 steps of 4500 w x 150 h
  - Escalator – 13350 w x 1150 h
- Quantity : 1 package
- Price: € 50 000
- Accrued points: 20 + 5 bonus points
- Exclusive sponsorship
- Non-public Area
This cluster of 50 branded sitting cubes provides delegates with a highly appreciated sitting area in Villages. The exact location will be confirmed at a later stage.

- Ref: MW.001
- Dimensions (mm): 430 x 430 x 430
- Quantity: 1 cluster of 50 cubes (5 sides to advertise)
- Price: € 30 000
- Accrued points: 12 + 3 bonus points
- Exclusive sponsorship
- Non-public Area