

# ESC CONGRESS

ROME 2016

27 – 31 August

Onsite  
Advertising



Where the world of cardiology comes together

[www.escardio.org/ESC2016](http://www.escardio.org/ESC2016)





# Why use onsite advertising?

- Mark your presence at ESC Congress 2016
- State your commitment in the cardiovascular arena
- Communicate on your therapeutic areas & innovations
- Invite delegates to your stand activities
- Promote your Industry Sponsored Session Programmes
- Leave a lasting impression

## NOTE:

All prices listed within are exclusive of VAT & represent full rental and production costs

All sizes are in meters

Accrued points priority status deadline: 15 February 2016

**Deadline to send files 30 June 2016** to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)



# Content Reminder

Unless specifically noted, the use of product names/brand names, misleading names that might be perceived as product/brand names and registered trademarks are not permitted for onsite advertising products in this presentation

ESC  
CONGRESS  
ROME  
2016





# Building overview for onsite advertising







# Totems

- Totems will be visible with your corporate logo and visual upon delegate arrival or between exhibition halls
- Size: 1,50m wide x 2,00m high
- Unit: up to 20 units (see map next slide)
- Price : €10 000 per unit
- Accrued points: 4 + 1 Bonus point
- **Public** and **badge access** area

Price includes production of branding on totem, hire, installation and removal



Example: non contractual image



# Totem placement









## Advertising sheet on Hall 11 and/or 12





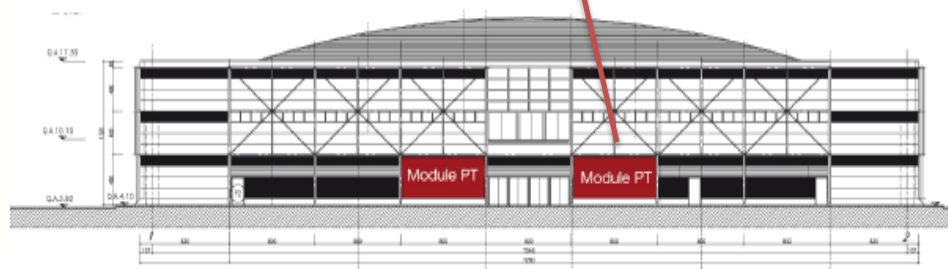
# Advertising Sheet ground floor entrance

- As delegates enter the halls they will see you visuals both left & right of the Hall entrance
- Size each sheet: 7,60m wide 3,70m high
- Unit: 2 sheets per hall entrance
- Price : €25 000 (2 sheets)
- Accrued points: 10+ 2 bonus points
- **Public** and **Badge access** area

Price includes branding on micro-perforated PVC, production, hire, installation and removal



Example non contractual image





# Advertising Sheet ground floor entrance



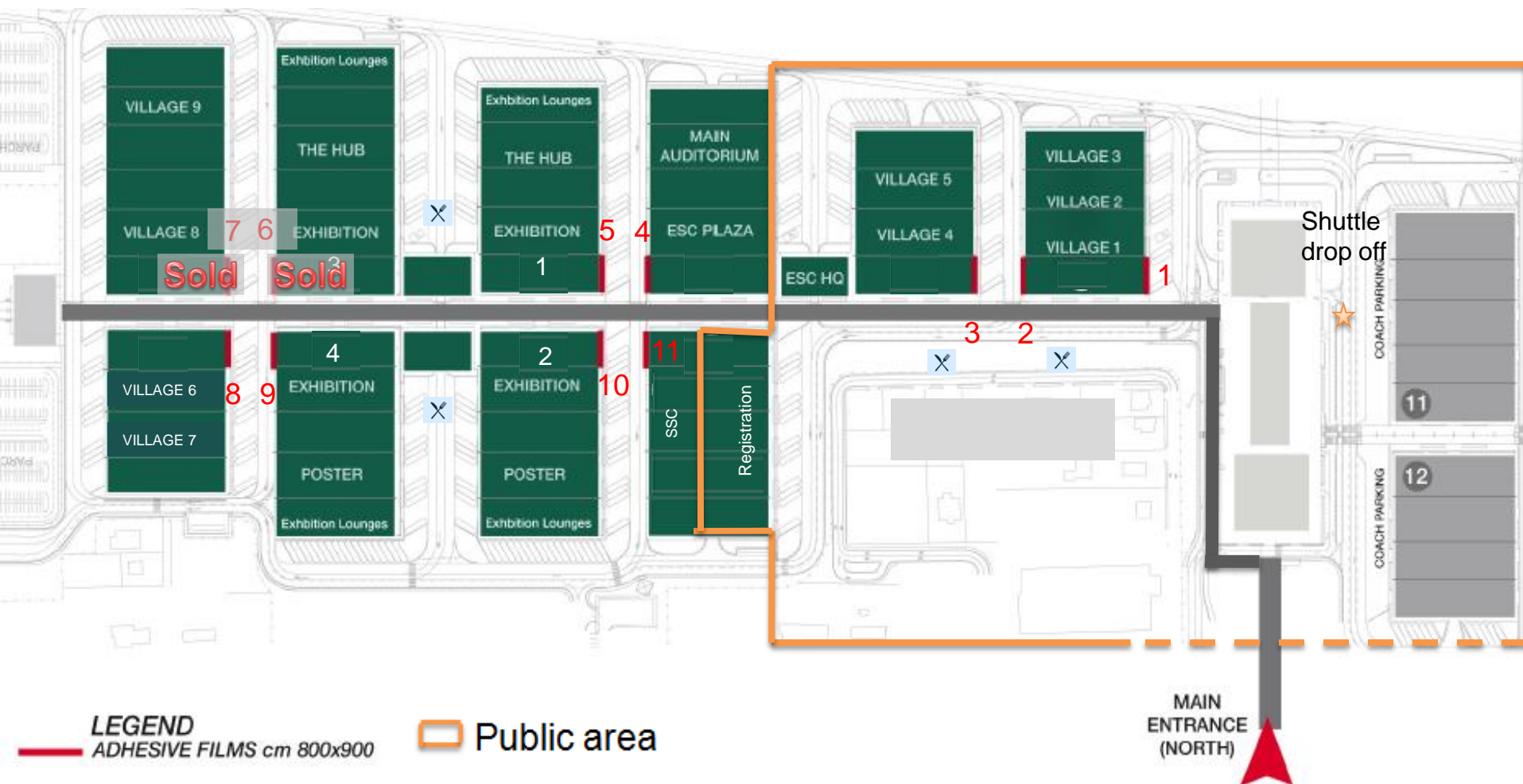


EUROPEAN SOCIETY OF CARDIOLOGY®





# Advertising Sticker Hall Corner





# Elliptical Pillars in central walkway

- As delegates walk from Hall to Hall your visual will be visible in the central walkway on 2 sides.
- Size: 4,10 m x 3,20m
- Unit: 26 (see floor plans on 2 next slides)
- Price : €18 000 per unit
- Accrued points: 7 + 1 bonus point
- **Badge access** areas

Price includes branding on 3M adhesive film production, hire, installation and removal

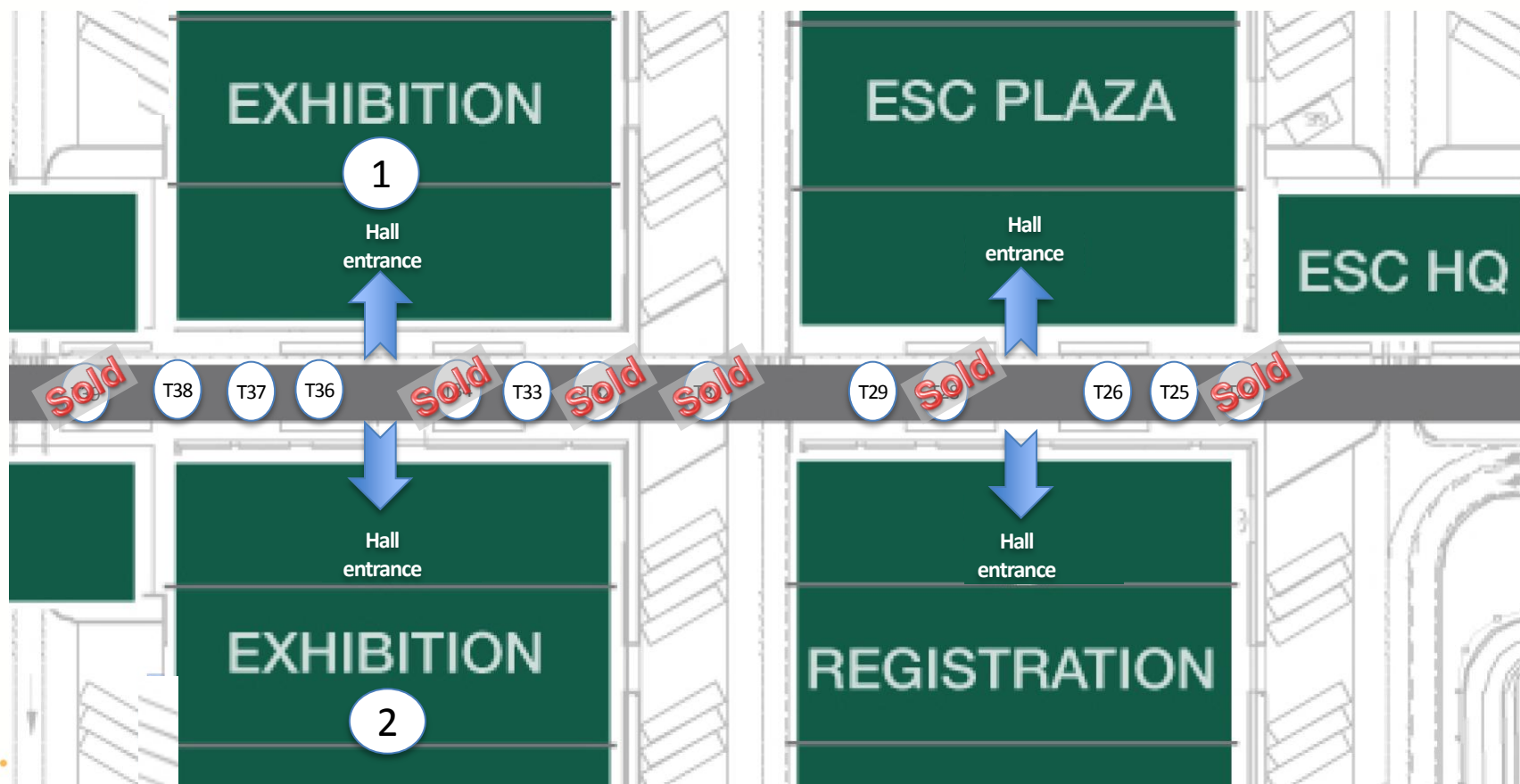


Example non contractual image

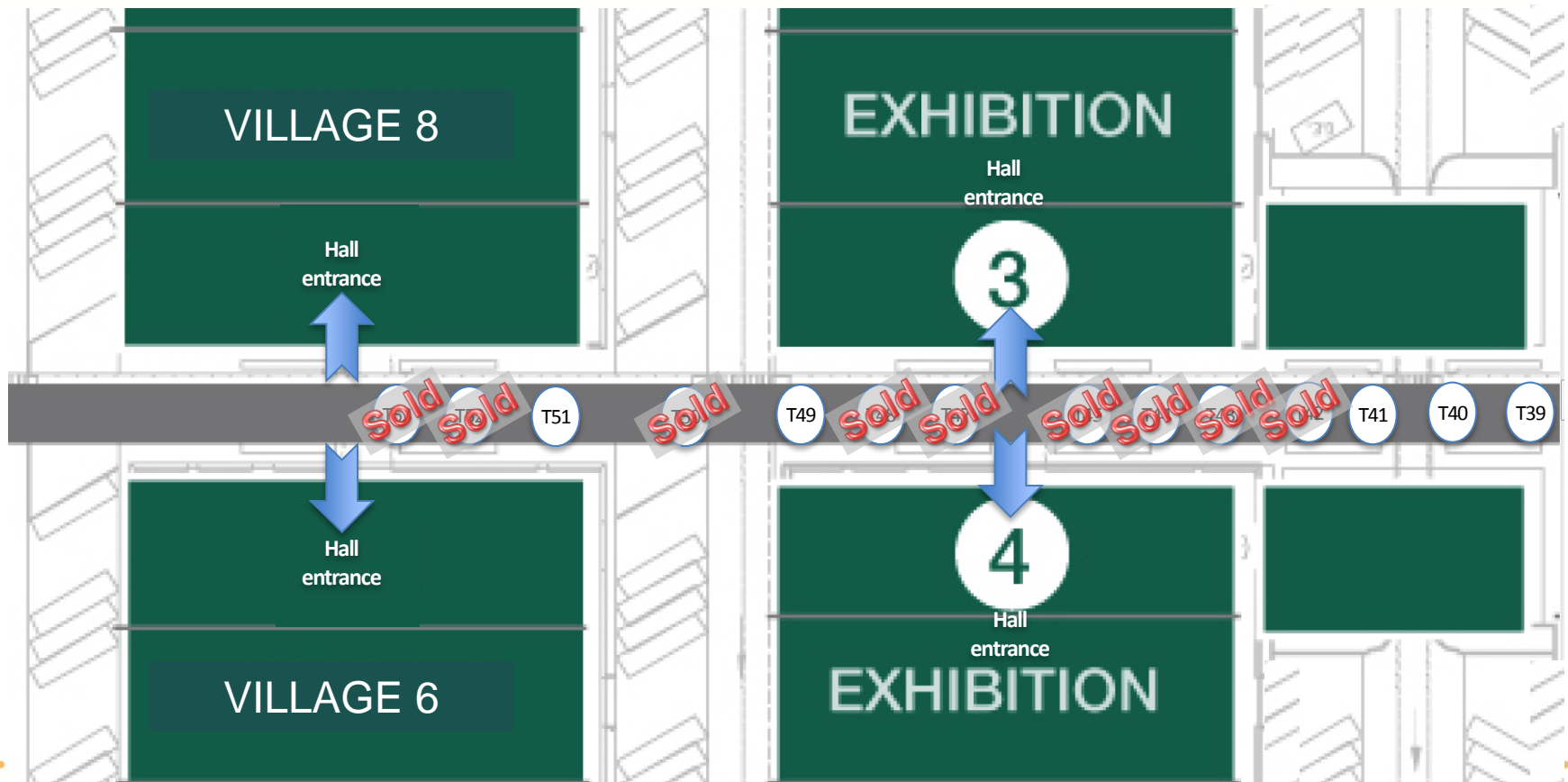




# Elliptical Pillars in central walkway



# Elliptical Pillars in central walkway

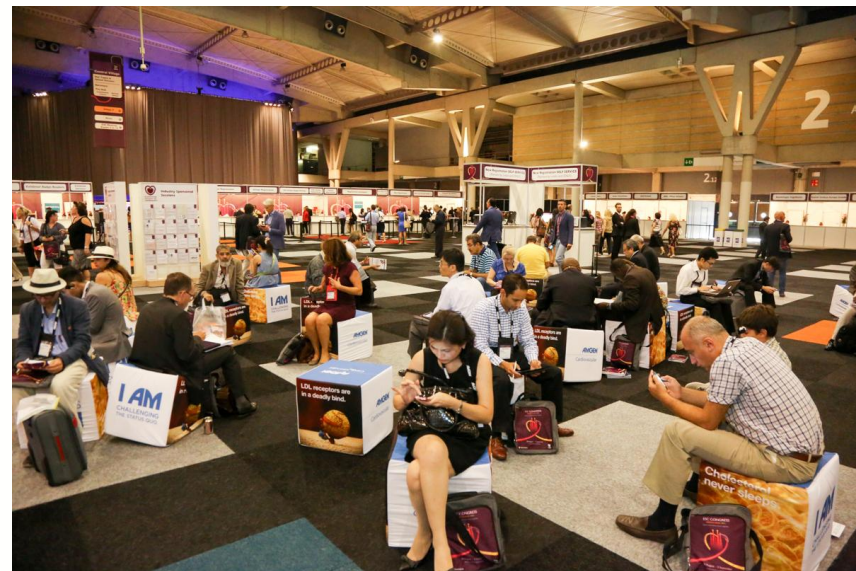






# Sitting Cubes in registration

- Delegates will be able to sit on the sitting cubes in registration.
- Size: 0,50 m wide 0,50 m wide 0,50 m high
- Unit: 50 (see floor plan on next slide)
- Price : €25 000 per unit
- Accrued points: 10 + 2 bonus points
- **Public** areas



Price includes branding on fabric production, hire, installation and removal



# Sitting Cubes in Registration

