ESC CONGRESS
ROME 2016
27 – 31 August

Onsite Advertising

Where the world of cardiology comes together

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
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.
Building overview for onsite advertising

- Badge access only
- Public area
- Catering

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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

#esccongress
Totem placement
Advertising sheet Hall 11 and/or Hall 12

- Your visual will be seen upon arrival at the shuttle bus drop off area. Visual on either Hall 11 or Hall 12
- Size: 23,60m wide 7,60m high
- Unit: 2 (one per Hall)
- Price: €30 000 per Hall
- Accrued points: 12 + 3 bonus points
- Public area

Hall 11

Size: 2360 x 760 cm
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

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Advising Sheet ground floor entrance
Advertising stickers Hall Corner

- As delegates enter the halls they will see the visuals on the Hall wall
- Size: 8,00m wide 9,00m high
- Unit: 11 (see floor plan on next slide)

- Price: €25 000 per unit
- Accrued points: 10 + 2 bonus points
- Public and Badge access areas

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

VILLAGE 6
VILLAGE 7
VILLAGE 8
VILLAGE 9
Exhibition Lounges
Exhibition Lounges
Exhibition Lounges
Exhibition Lounges
THE HUB
THE HUB
THE HUB
ESC PLAZA
MAIN AUDITORIUM
ESC HQ
VILLAGE 2
VILLAGE 3
VILLAGE 4
VILLAGE 5
VILLAGE 10
VILLAGE 1

Public area

Shuttle drop off