POSTER AREA ACKNOWLEDGMENT Information sheet Exclusive per topic

Boost your visibility and reinforce your congress take-home messages by being acknowledged in the poster area. This busy area has high visibility for your company. The sponsor has the possibility to be acknowledged for the chosen topic(s) as shown above. **Application before 20 JUNE 2016**

Topic Name ***

Arrhythmias, Pacing, Resynchronisation

Ischaemia, Coronary Artery Disease, Acute Cardiac Care, Acute Coronary Syndromes

Cardiac Imaging / e-Technology

Basic Science

Valvular Disease, Pulmonary Circulation, Myocardial-Pericardial Disease, Congenital Heart Disease & Paediatric Cardiology

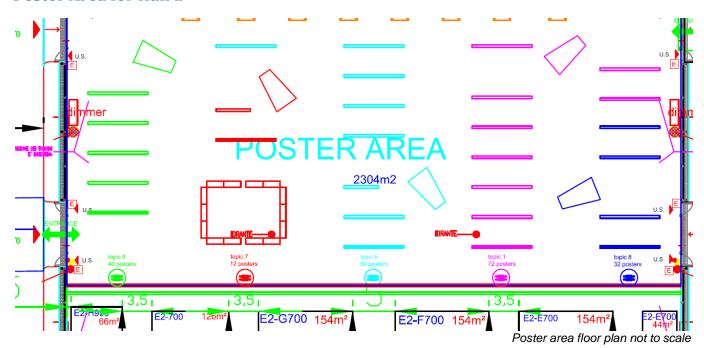
Prevention, Rehabilitation, Sports, Nursing, Ageing

Interventions, Peripheral Circulation, Stroke, Surgery

Heart Failure / LV Dysfunction

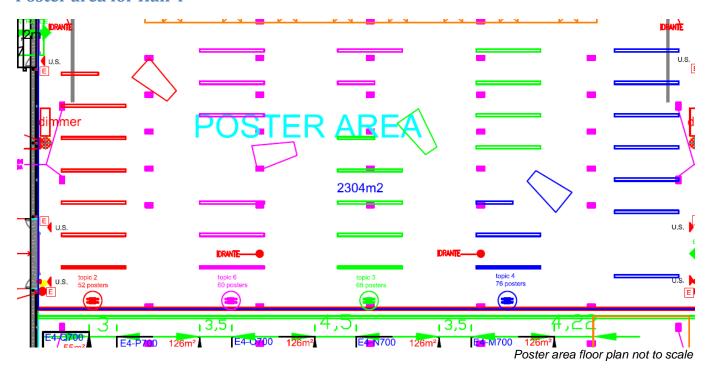
Hypertension / Pharma

Poster Area for Hall 2



^{***} Detailed listing of topics at the end of the document

Poster area for Hall 4



TO BE PROVIDED BY THE SPONSOR

Deadline 11 July 2016

- Corporate colour high definition logo
- Confirmation of company name (upper-case, lower-case, specific corporate requirement...)
- 30 second slideshow: in16/9 format the slideshow can be different from one day to another.

The sponsor slideshow must last no longer than 30 seconds and should be prepared as:

- "company name-Slideshow 27 Aug",
- "company name-Slideshow 28 Aug",
- "company name-Slideshow 29 Aug",
- "company name-Slideshow 30 Aug",
- "company name-Slideshow 31 Aug".

PRINTED ACKNOWLEDGEMENT

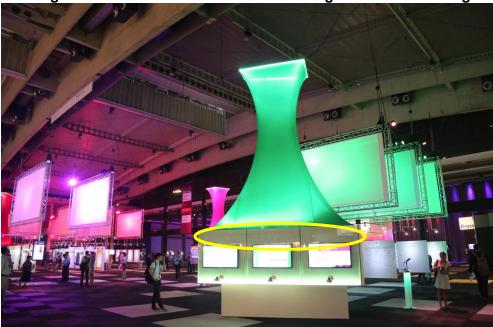
1. First canvas rigging on the poster board of the chosen topic:



On the large white hanging canvas (panel) of the Poster Area Topic: the topic will be mentioned. On the bottom of the canvas, the sponsor will be acknowledged with the below sentence and their corporate logo i.e:

"This topic area is supported by the *Company name* in the form of an unrestricted educational grant" + corporate logo.

2. On the glass located on the 2 sides of the triangle structure holding the screens:

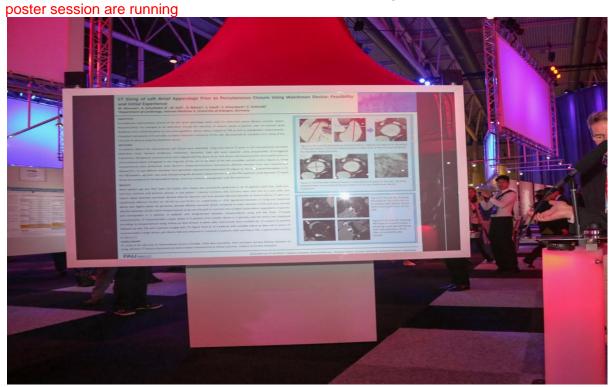


Acknowledgement phrase

i.e: "Arrhythmias & Pacing. This topic area is supported by the *Company name* in the form of an unrestricted educational grant" + corporate Logo.

DIGITAL ACKNOWLEDGEMENT

1. On the Giant Screen, located on the 3rd side of the triangle structure when no moderated



- a. On the Giant screen, a 30 second sponsor slideshow in a 4 minutes loop will be visible. Each time a delegate decides to use the screen remote, the slideshow stops and restarts only at the next programmed loop.
- 2. On the 7 screens placed on the 2 faces of the triangle structure when there is a "poster no show" (rare and unpredictable)



The 30 second sponsor slideshow will be displayed in a loop

ESC Communication

ESC promotion referring to the poster area in general (printed & online) will not acknowledge the sponsor of a topic area.

ESC promotion referring to Poster Topic areas will acknowledge the sponsor of each area