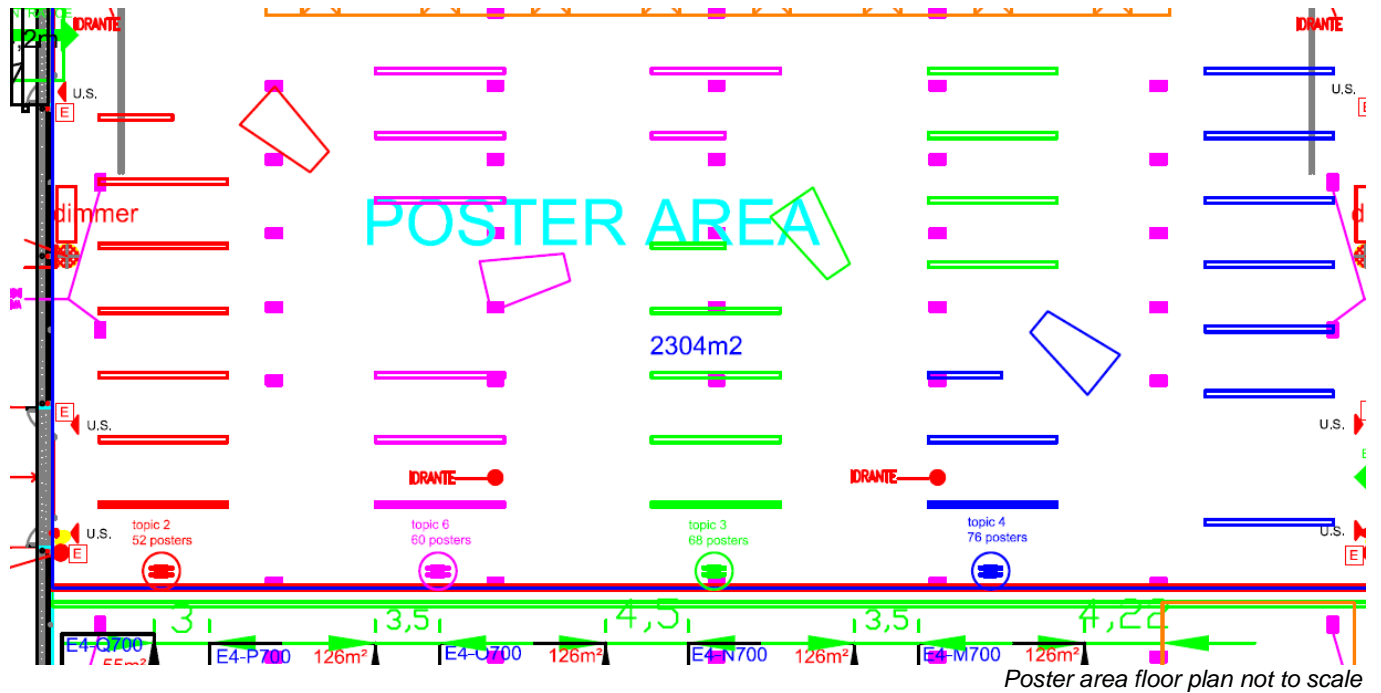


Poster area for Hall 4



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: in 16/9 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:

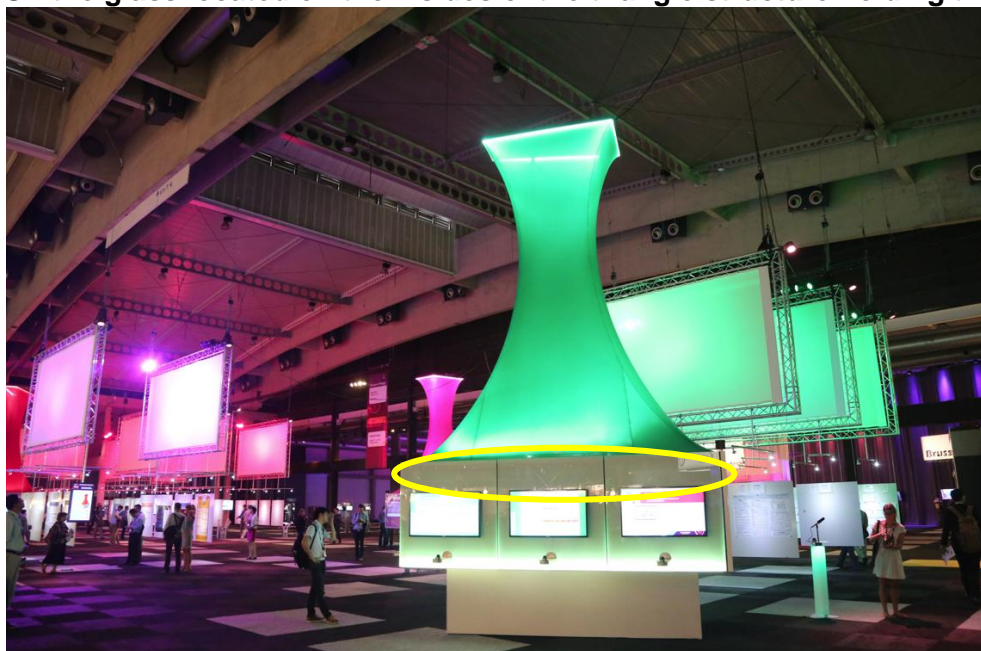


On the large white hanging canvas (panel) of the Poster Area Topic: the topic will be mentioned. On the bottom of the canvas, the sponsor will be acknowledged with the below sentence and their corporate logo
i.e:

“Arrhythmias & Pacing”

“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:

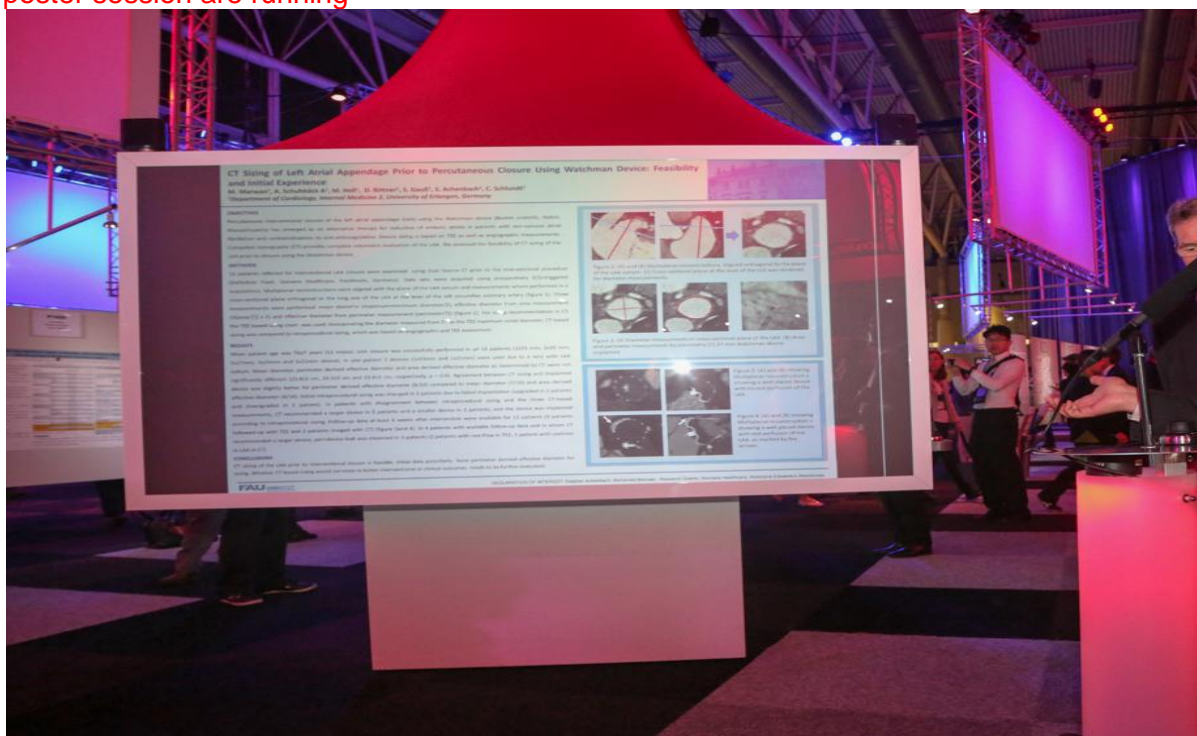


Acknowledgement phrase

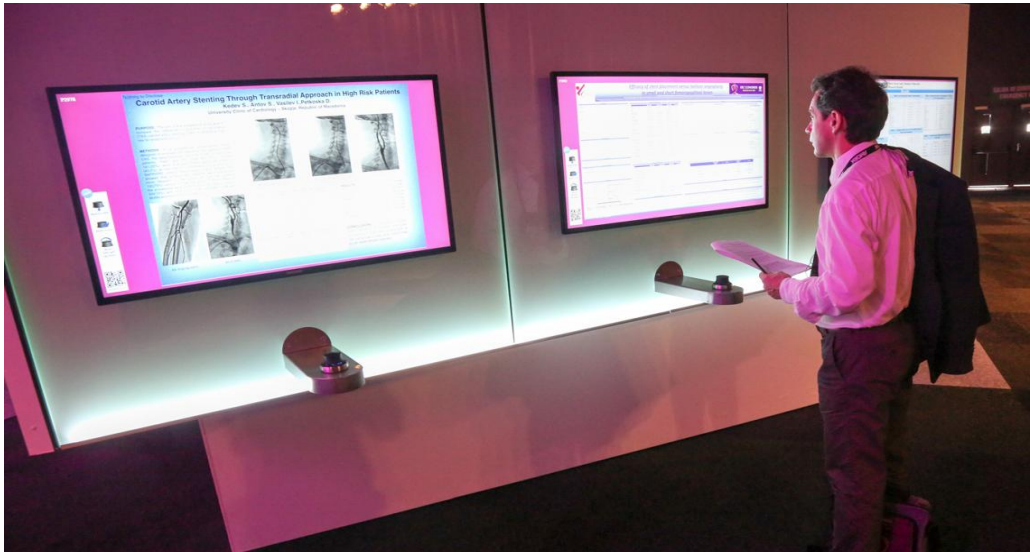
i.e. “Arrhythmias & Pacing. This topic area is supported by the **Company name** in the form of an unrestricted educational grant” + corporate Logo.

DIGITAL ACKNOWLEDGEMENT

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



- 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