ESC CONGRESS
ROME 2016
27 – 31 August

Where the world of
cardiology comes together

EUROPEAN
SOCIETY OF
CARDIOLOGY®

PRODUCT THEATRE

The ESC is proud to present the 2016 edition of the product theatre located in the exhibition.

Exhibiting companies are able to present delegates with a chosen product presentation by their key experts. As the presentations are product based, no approval needs to be sought nor provided by the ESC for the programmes, but the industry will need to provide the title of their session to be included in the dedicated page of the industry programme as well as in the Mobile app and on the flyer available to delegates
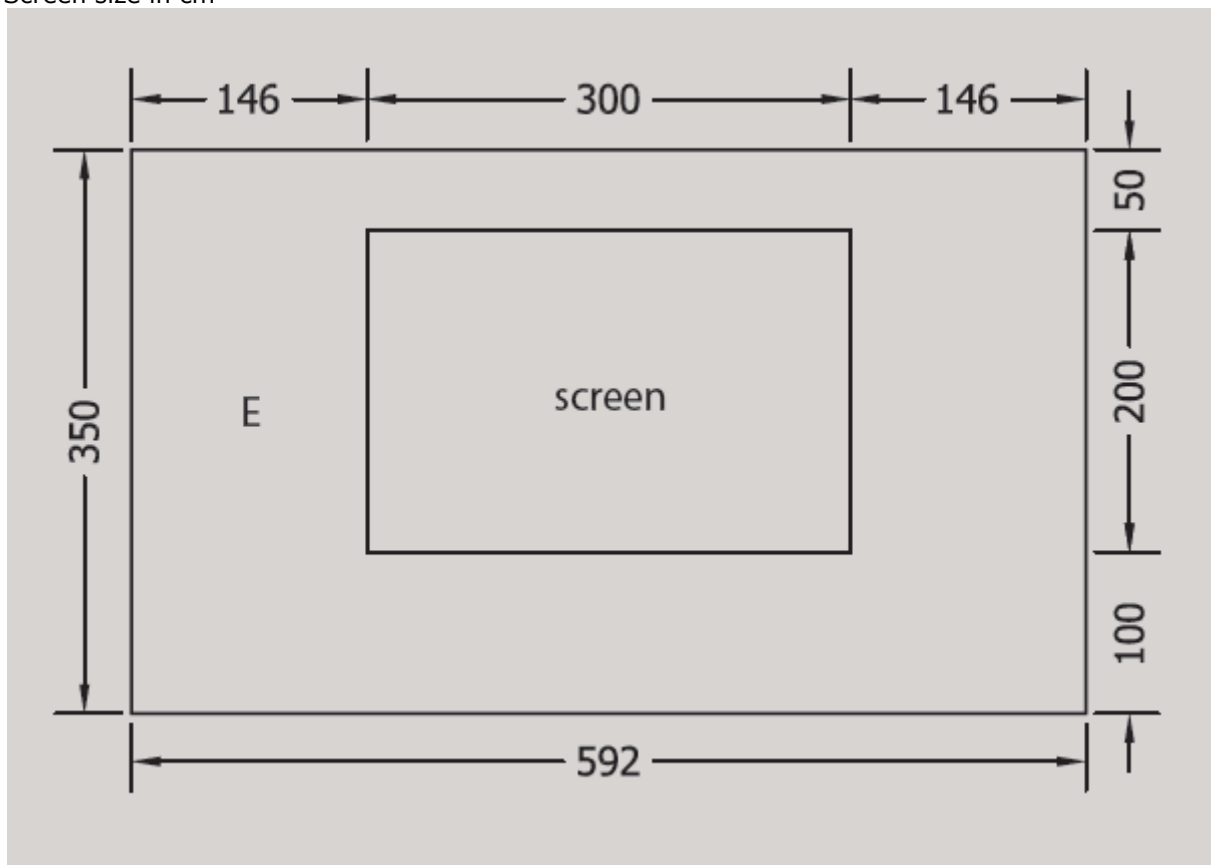
The "Product Theatre" will run during coffee breaks and lunch-breaks. Each 16:9 presentation **should last no more than 20 minutes**. It is possible to set up in the 5 minutes before your allotted slot.

The stand is equipped with
- Laptop
- Sound system
- Screen
- Beamer
- stage
- Seating for 40 pax
- When there are no presentations, a Powerpoint slideshow will indicate the schedule of all product theatre presentations
- Lectern panel for speaker: size 70 x 70 x 110cm (high)
- 1 microphone at the lectern
- 1 hand held microphone for the audience questions
- 2 Display Racks at the stand for the ESC flyer for delegates to be informed of schedule

➢ **Specifications**

Screen size in cm

If you intend on filming or any other activity, please inform Samantha Bickham before **10 May 2016:**
Sponsorship@escardio.org

Deadline 17 JUNE:
- Company to provide title of session, after the 17 it will not be possible to include your title in printed material

Deadline Congress date
SET UP - 5 minutes before slot reserved:
- Company to provide presentation in 16:9 format **on a USB key**
- Presentation should be on a light colour background
- Company can provide lectern panel with speaker name

VISUAL OF THE PRODUCT THEATRE