ESC Congress 2013

Industry Programme & Mobile App

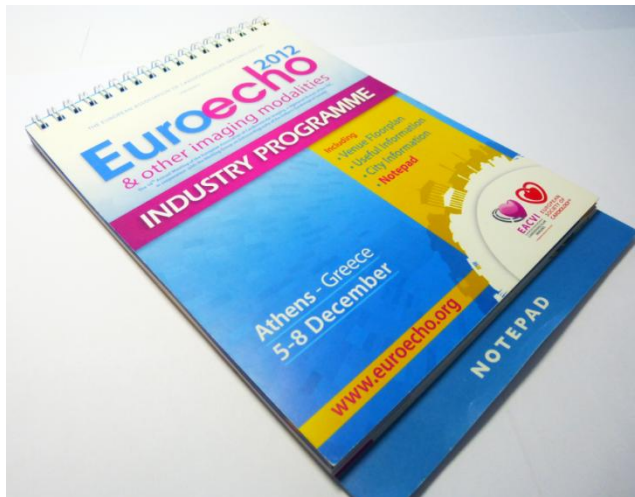**RAI Amsterdam,**
31 August - 4 September 2013
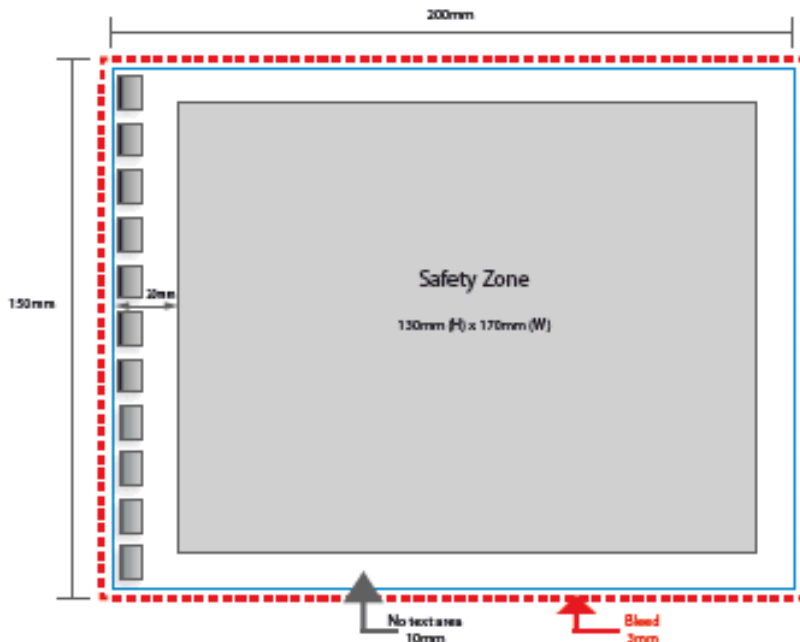
EUROPEAN
SOCIETY OF
CARDIOLOGY®

Industry Programme

Industry Programme – Guidelines

- No trademarks, no products names/logos allowed
- Remember to Include the date, time and room number of your session as well as your company logo.
- <u>The advert may be double-sided (like a page in a book).</u>
- No printing or shipping will be necessary.
- Please send this to your agency, if you are using one to ensure they have the specs and the deadline.

Deadline to provide finalised artwork: **28 June 2013**

EUROPEAN
SOCIETY OF
CARDIOLOGY®

Industry Programme – Specifications 1/2

Technical Specifications
Industry Insert

Horizontal format only

Industry Insert
150mm (H) x 200mm (W)
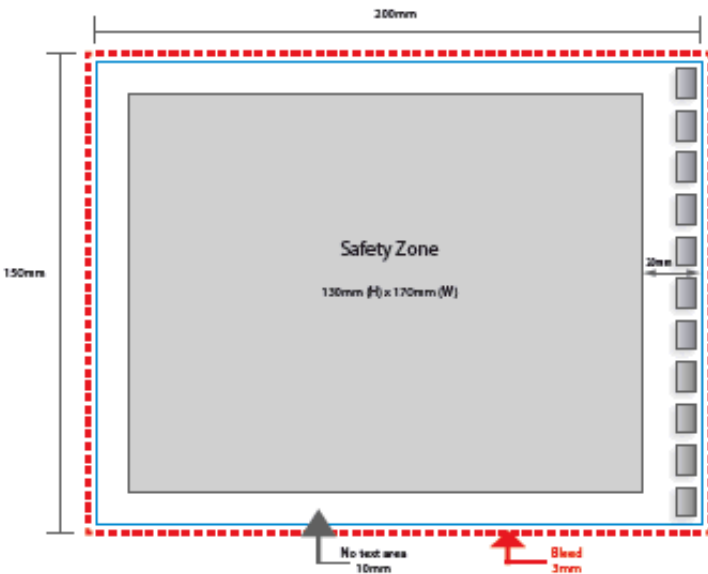Safety Zone: 130mm (H) x 170mm (W)

Colours
Colours: 4 colour Print (full colour)
No pantone colours

Material to be sent to the ESC
• PDF documents (with embedded all fonts)
in Press Quality are available OR

Industry Insert Recto

Safety Zone
130mm (H) x 170mm (W)

200mm

150mm

20mm

No text area
10mm

Bleed
3mm

EUROPEAN
SOCIETY OF
CARDIOLOGY®

Industry Programme – Specifications 2/2

Industry Insert Verso

• Accepted format:
  Only Macintosh Electronic file using one of the following Software,
  - Indesign CS3 (No pantone colour),
  - Illustrator CS3 (No pantone colour),
  - Photoshop CS3 (all files 300 DPI and CMYK)

• Font folders are necessary

EUROPEAN
SOCIETY OF
CARDIOLOGY®

Mobile App

Mobile App – Guidelines

- No trademarks, no product names/logos allowed,
- Remember to Include the date, time and room number of your session as well as your company logo.
- Please send this to your agency, if you are using one to ensure ey have the specs and the deadline.

Deadline to submit the image for IOS:

15 JUNE 2013

EUROPEAN
SOCIETY OF
CARDIOLOGY®

Mobile App – Specifications 1/4

Format of the industry invites:

- 1 image per industry invite

- 1 portrait and 1 landscape image mandatory

- File type: PNG (24 bit, no transparency)

- File size: Max 135 KB (to be achieved by keeping images clean and simple, with no gradients)

Image size: (in pixels)

- For tablets, portrait: 1536 x 1863

- For tablets, landscape: 2048 x 1351

- For phones, portrait: 640 x 735

- For phones, landscape: 960 x 455

EUROPEAN
SOCIETY OF
CARDIOLOGY®

Mobile App – Specifications 2/4

1. When opening the App:

The industry invites of the day will automatically appear when the user opens the ESC Congress 2013 mobile app, right after the loading page, and before the home menu is displayed.

Each industry session will be displayed in full screen (with the limitation of a banner at the bottom inviting users to 'Add the session to my programme', 'Skip to home' or 'Delete invitation').

Loading page

The industry invites will automatically appear in between these 2 screens

Home menu

The user will be able to swipe the screen the view the next invitation of the day. A notification will invite the user to add the session in her/his programme, using the button.
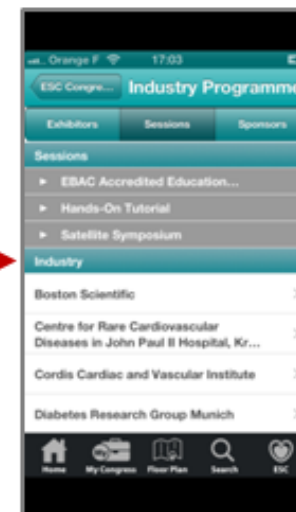
EUROPEAN
SOCIETY OF
CARDIOLOGY®

Mobile App – Specifications 3/4

Example of industry invite from another congress:

2. In the list of industry sessions

In the ESC Congress 2013 mobile app, all the invites (for all the days of the Congress) will be visible in the 'Industry' section of the app, in the 'Sessions' tab, as a fourth bullet & grey line right below 'EBAC Accredited Educational Session', 'Hands-On Tutorial' & 'Satellite Symposium'.

EUROPEAN
SOCIETY OF
CARDIOLOGY®

Mobile App – Specifications 4/4

3. In the Exhibitor/Sponsor profile

When the user will visit the 'Industry' section, browse through the lists of exhibitors, session organisers and sponsors, and then select a company name: if this company purchase an industry invite, it will appear automatically on the page under an "Invitations" petrol-green header, similar to the "Sessions" petrol-green header on the current app.

EUROPEAN
SOCIETY OF
CARDIOLOGY®