ESC CONGRESS 2013
www.escardio.org
amsterdam
NETHERLANDS
31 AUGUST -
4 SEPTEMBER

ADVERT IN INDUSTRY PROGRAMME AND MOBILE APP

We combined practicality with design and created a highly attractive Industry Programme & Mobile App Adverts that will please delegates but also offer exceptional exposure for industry Sponsored Sessions at ESC Congress 2013.

The Industry advert is a page inserted in the Industry Programme detailing your Industry Sponsored Sessions activities, available to every delegate in Congress Bag Self Service Area at the congress.

> **NEW! Industry Sponsored Sessions invitations will also be available to delegates in the ESC Congress 2013 Mobile App**

This App is an innovative way for session organisers to reach delegates by offering electronic versions of their Adverts in a mobile version of the Final Programme. This environmentally-friendly initiative is for tablets and smart phones.

In order to facilitate approval of your artwork, we recommend using the same artwork for the Pre-Congress Mailing Insert, Advert in Industry Programme, Weblink and Information Screen.

Cost
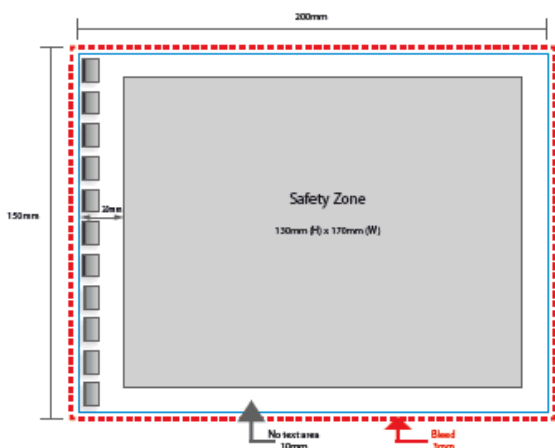€ 6 500 per Advert   Points awarded: 2

Deadline for application: 28 June 2013

Guidelines
- No trademarks, no product name will be allowed,
- Remember to Include the date, time and room number of your session as well as your company logo.
- The advert may be double-sided (like a page in a book).
- 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.

Industry Programme Specifications

200mm

150mm

2mm

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

No text area
10mm

Bleed
3mm

Industry Insert Recto

Technical Specifications Industry Insert

Horizontal format only

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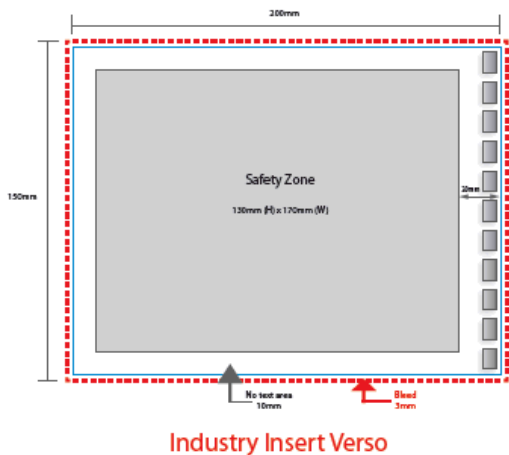150mm (H) x 200mm (W)
Safety Zone: 130mm (H) x 170mm (W)

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 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)
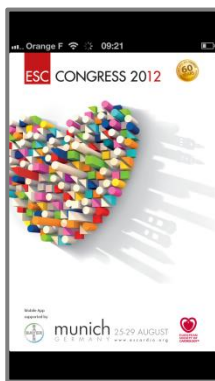
- Font folders are necessary

Mobile App Specifications

Location of the industry invites in the Mobile App:

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').

The industry invites will automatically appear in between these 2 screens
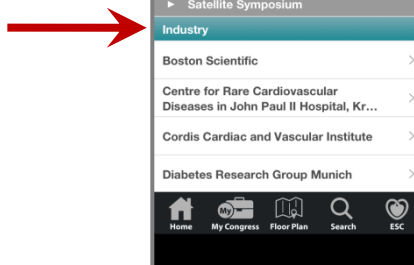
Loading page

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.

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'.

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.
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Format of the industry invites:

The image for the industry invites must be provided in the following format:

- 1 image per industry invite
- 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

Deadline to submit the draft image for IOS beta testing: 31 May 2013