



Industry Sponsored Sessions (ISS) Info Screen Specifications

Distinguish your Sponsored sessions from the rest by broadcasting an advertisement on the large information screen located in Registration near the Display Racks promoting the full offer of Industry Sponsored Sessions (ISS) at the ESC Congress 2013. Include your ISS advertisement on this large info screen to attract immediate delegate attention and ensure additional visibility for your sessions in the Registration Area.

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.

➤ Procedure

This particular screen is strictly reserved for the promotion of Industry Sponsored Sessions. The ISS organiser must complete the proper application form and submit to the ESC at sponsorship@escardio.org. The ESC will then issue an invoice. The advertisements must conform to the specs (see below) and receive ESC approval.

Deadline for application and artwork approval: 28 June 2013

➤ Cost

€ 4,500 per advertisement

Points awarded: 1

➤ Invoicing

Industry Sponsored Sessions Info Screens are invoiced upon receipt of the application form.

➤ Cancellations

Cancellation Fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2012
- 50% from 01 December 2012 to 28 February 2013
- 100% from 01 March 2013

➤ ISS Info Screen location

Registration Area / main entrance

➤ Specifications

- Powerpoint presentations on Office 2007
- Resolution: 1366 x 768
- Format: 16:9
- Duration: 30"
- Presentations will run for the duration of the congress

➤ Information Screen approval

Deadline for artwork approval: 28 June 2013

➤ Important:

- 1 ISS Info Screen promotes 1 event (Satellite Symposium, EBAC Accredited Sponsored Programme, or Hands-On Tutorial).
- 1 ISS Info Screen promoting 1 Session with reference to the booth will be considered as 1 ISS Info Screen.
- 1 ISS Info Screen promoting 2 Sessions will be considered as 2 ISS Info Screen.
- 1 ISS Info Screen promoting 1 Session and full Exhibition details will be considered as 2 ISS Info Screen
- No product logos or names will be allowed