



INDUSTRY SPONSORED SESSIONS PROMOTIONAL OPPORTUNITIES

The ESC offer our industry partners the possibility to optimize their investment in **Satellite Symposia, EBAC Accredited Educational Programmes and Hands-on Tutorials** organized during the ESC Congress 2013, by giving them to promote their activities.

The following pages detail all existing **Industry Sponsored Sessions Promotional** options at ESC Congress 2013.

We have listed product details and technical specifications. All necessary technical specification will be updated and posted on the ESC Exhibitors and Industry Partners Web Site;
<http://www.escehibition.org/EUROPACE2013/default.aspx>

- **PRE-CONGRESS MAILING**
- **ADVERT IN INDUSTRY PROGRAMME & MOBILE APP**
- **WEBLINK**
- **INDUSTRY SPONSORED SESSIONS RACK INFORMATION SCREEN**
- **WEBCAST**



PRE-CONGRESS MAILING

A special high standard A4 size envelope has been created exclusively to be mailed to approximately 25,000 addresses (ESC Congress 2012 active delegates + ESC Congress 2013 pre-registered delegates).

Quantity to be printed: 25 000

Insert maximum size A4 (21 X 29.7 cm)

Insert maximum weight 20g

No product logos or names will be allowed on the Pre-Congress Mailing Insert

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

The applicant must send us a duly completed order form. The ESC will then issue the invoice. The insert must be approved by the ESC before being printed. The ESC will provide the delivery address to the company.

Deadline for application and artwork approval: 28 June 2013

➤ **Cost**

€ 11 000 per insert

Points awarded: 4

➤ **Content approval**

Inserts must receive ESC approval before being printed and delivered.

Contact the ESC team at sponsorship@escardio.org

➤ **Artwork approval**

Deadline for artwork approval: 28 June 2013

➤ **Important:**

No product logos or names will be allowed

Please respect the delivery periods

The ESC cannot guarantee the receipt of inserts if the above delivery periods are not adhered to.

Please note that if the 25 000 inserts are delivered to ESC offices in France instead of the listed shipping address, any and all storage, shipping or handling fees will be charged to the sponsoring company.

For logistical reasons inserts received after the deadline cannot be included in the envelope (no exceptions will be permitted).

➤ **Shipping address**

**ACK Group - Individual Solutions
ESC 2013 –**

**Company Name / PCMI / session N°
(please add your Satellite Symposium
Session Number)**

My Place
Dachauer Strasse 382
80993 München
Germany

VAT DE259738228 to be included on the
shipment box

Mobile +34 637 812 009

Delivery dates:

Monday 1 - 12 July 2013

Delivery times:

Monday to Friday 08:00 - 17:30



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

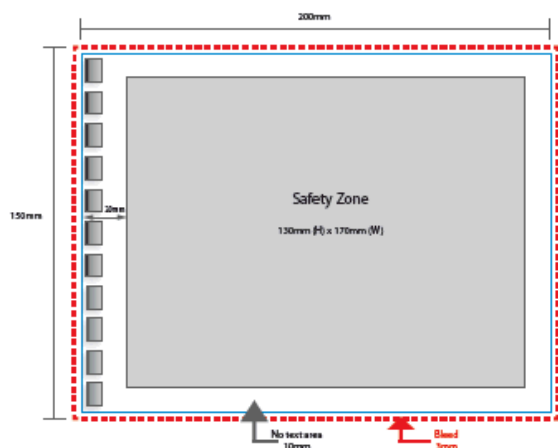
Points awarded: 2

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



Industry Insert Recto

Technical Specifications Industry Insert

Horizontal format only

Industry Insert

150mm (H) x 200mm (W)

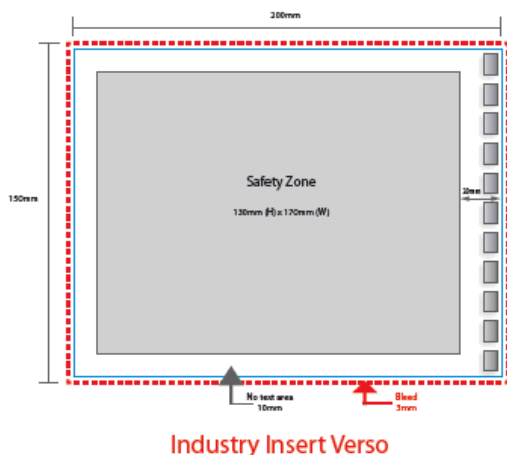
Safety Zone: 130mm (H) x 170mm (W)

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



- 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').



Loading page

The industry invites will automatically appear in between these
 2 screens



Home menu

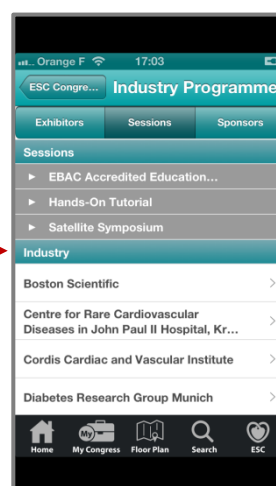
The user will be able to swipe the screen the view the next invitation of the day. A notification will invite the user to add the session in her/his programme, using the button.

Example of industry invite from another congress:



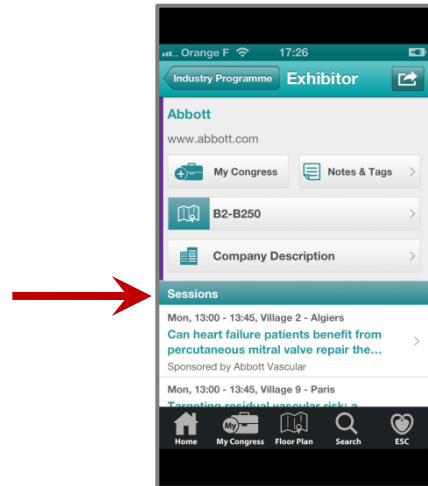
2. In the list of industry sessions

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.



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 image for IOS: 15 June 2013



WEBLINK

The weblink is a tool through which an invite created by Industry, in the form of a page (PDF, html, Flash), is linked to the official ESC Congress 2013 Scientific Programme Online (SPO)

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

The exhibiting company must send a duly-signed and completed order form. The ESC will issue an invoice upon reception. The company must send the URL address or the PDF of the weblink in order to be approved by ESC before linking to the ESC Congress 2013 website.

Deadline for application and artwork approval: 28 June 2013

➤ Cost

€ 3 500 per weblink

Points awarded: 1

➤ Invoicing

Weblink(s) are invoiced when the application form is received.

➤ Cancellation fee

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

➤ Website location

The weblink will be linked to the session name, whether it leads to a PDF, an html or flash page. The site visitor clicks on the link which then opens the page in a new window on his screen.

➤ Technical aspects

The weblink can be a PDF, a html or a flash invitation.

PDF page (recommended)

Size: the lighter the better, screen quality, 600Kb max

Security: ideally locked

Open size: ideally 100%

Number of pages: 3 pages max

Images: may be included

Html or flash page

Provide ESC with the invitation URL, not the company website URL.

Must be optimized for web 1280 x 1024 pixel

Size: the lighter the better

➤ Weblink approval

Deadline for artwork approval: 28 June 2013

➤ Important:

No product logos or names will be allowed



INDUSTRY SPONSORED SESSIONS RACK INFORMATION SCREEN

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:

No product logos or names will be allowed



WEBCAST

The ESC offer our industry partners the possibility to optimize their investment and extend the reach of their **Satellite Symposia and EBAC Accredited Educational Programmes** organized during the ESC Congress 2013, by giving them access to the **ESC Congress 365** Web Site audience.

- INTRODUCTION
- ESC CONGRESS 365
- WEBCAST OPTION 1
- WEBCAST OPTION 2

INTRODUCTION

ESC Congresses Science is available under ESC Congress 365; The ESC invites Industry Sponsored Sessions organizers to purchase a Webcast service in order to make available their session's educational messages for the **ESC Congress 365** visitors to browse.

The ESC offer two types of Webcast services options:

Option 1

The session is run exclusively via the SSC (Speakers Service Center).

All slides are uploaded to the SSC.

Speaker presentations **must** be played from the ESC computer located at the lectern (no personal computers allowed).

Option 2

The Industry Sponsored Session organizers use their own computers to play all Speakers presentations via the lecture room technical cabin.

No slides are uploaded to the SSC.

The webcast will be recorded and produced by the session organizer and provided to the ESC in the defined timeframe in order to be posted online.

NB: The entire ESC sessions will use a **PinP** projection setting.

Picture(s) in Picture: multiple sources (PPT, image of the Speaker and Scientific information) displayed over an image (background).

Camera within the lecture room is remotely adjusted on the lectern only and all the time supervised to ensure a good framing.

IMPORTANT

When applying for an Industry Sponsored Sessions Webcast service, the applicant confirms that it is the sponsor's responsibility to obtain the copyrights from each speaker who will present during the session to be webcast.

The Webcast service applicant confirms that all Speakers/Chairpersons participating in the Industry Sponsored Session have fully agreed to provide the session organizer with any potential conflicts of interest that may arise from their presentations.

Under no circumstances the ESC can be held liable for Speakers' copyright absence or conflict of interests.

The ESC will review Industry Sponsored Sessions webcast content, which should be a true portrayal of the Industry Sponsored Sessions approved by the ESC Congress Programme Committee. The ESC reserves all rights to remove content from their web site at any time where deemed necessary.

Industry Sponsored Sessions Webcasts will appear with the following disclaimer:

"The ESC has in no way endorsed the content of this session and does not make any representations on the claims/findings made therein."



ESC CONGRESS 365

Proposal: In its mission to reduce the burden of cardiovascular disease, the ESC provides cardiologists around the globe with access to the complete set of science from the ESC Congress free of charge.

Congress Science is available under ESC Congress 365 and offers the following resources:

For each session:

- Webcast
- Slides
- Abstract
- Report

Additional resources:

- Congress Peer Review
- Video Resources
- News Resources

ESC Congress 365

Your free access to ESC Congress content all year long

View thousands of webcasts, slides, abstracts and reports from the world's leading cardiology congress – online, anytime, without subscription!

Cardiac Imaging

Prevention & Rehabilitation

Basic Science

Interventional Cardiology & Surgery

Hypertension

Ischemia & Coronary Artery Disease

Acute Coronary Syndrome

Arrhythmias & Pacing

Heart Failure

Valvular Disease and Interventions

or search by author, keyword etc...

search

ESC Congress 365

Your free access to ESC Congress content all year long



813 presentations found.

Hypertension

1 2 3 4 5 6 7 8 9 >>

◆ Title	◆ Year	▲ Webcast	◆ Slide	◆ Abstract	◆ Report
 What do the Guidelines say?	2011				
 Second generation baroreflex activation therapy.	2012				
 Blood pressure management.	2012				

The above design and the future implementation may differ.



WEBCAST OPTION 1

Mandatory and exclusive use of the Speakers Service Center (SSC)

Speaker presentation **must** be played from the ESC computer located at the lectern (no personal computers allowed).

The complete ESC presentation system is in use, like for any ESC sessions.

This option allowed the ESC webcast official supplier, the company SYM, to capture automatically the Industry Sponsored Session and produce the webcast.

➤ Procedure

Each speaker presenting at the session (to be webcasted) must go to the Speaker SSC at least 3 hours prior to the commencement of the session to upload their slides.

If this requirement is not filled, a webcast cannot be made of the session.

➤ Timing

The webcast will be uploaded to the www.escardio.org website.

Timing is approximately 24 hours to be uploaded, except for sessions taking place on Tuesday which will be uploaded the following week.

➤ Webcast files

Editing of the webcast files is not possible.

Upon request, the ESC will provide the sessions organisers with the webcast files:

- 2 mp4 file per presentation (1 HD and 1 SD)

- Format H264 over mp4 with 2 frames size:

720p (HD) – 3Mb/s (for computers and tablets with a good internet connection LAN / Wi-Fi)

480p (SD) – 300 Kb/s (for Smartphone with a cellular internet connection 3G)

➤ ESC Projection Setting

Industry Sponsored Sessions organisers can provide a customized background image (**deadline Friday 9 August 2013**) format: jpg or png 1920 x 1080 (72 dpi)

In any other case the ESC background image will be used by default.



The Congress 365 visual is embedded in the ESC Background image. Industry webcasts sponsors will have the possibility to add the Congress 365 visual to their customized background.

➤ Overflow system on lecture room external screen:

Broadcasting of any presentation on the external screen.

Presentation **must** have been uploaded **at least 3 hours** prior the session into the SSC. (time requested in order to guaranty the presentation is properly encoded)

➤ Cost

€ 8 500 per session

Points awarded: 3



WEBCAST OPTION 2

No use of the Speakers Service Centre (SSC)

This option allowed the Industry Sponsored Session organizer to play all Speakers presentations from their own computer(s) in the lecture room.

The complete ESC presentation system is bypassed and not used.

➤ Procedure

Industry Sponsored Sessions organizers must inform the ESC and the company ACS, official AV supplier of all additional equipment they plan to install in the lecture room.

All connections to the projector, monitors, ect...**must** be ordered from ACS in advance.

Contact person: Mr. Faziël Laloe / ESCsatellites@acsaudiovisual.com / +31 20 549 3078

Industry Sponsored Sessions organizers must inform each speaker presenting at the session to be webcast not to upload their slides at the SSC.

The Webcast must be recorded and produced by the session organizer. Production costs must be covered by the session organizer.

➤ **Timing**

The webcast will be uploaded to the www.escardio.org website approximately 24 hours after reception of the webcast files.

➤ **Technical video file specification**

Each presentation within a session should be in a separate file:

- 2 mp4 file per presentation (1 HD and 1 SD)

- Format H264 over mp4 with 2 frames size:

720p (HD) – 3Mb/s (for computers and tablets with a good internet connection LAN / Wi-Fi)

480p (SD) – 300 Kb/s (for Smartphone with a cellular internet connection 3G)

➤ **ESC Projection Setting**

Industry Sponsored Sessions organizers must take care of their customized background image and projection setting.



Industry webcasts sponsors will have the possibility to add the Congress 365 visual to their customized background.

➤ **Overflow system on lecture room external screen:**

This option does not allowed the broadcasting of presentations to the external screen.

All connections to the external projection screen must be ordered from ESC AV official supplier in advance.

➤ **Disclaimer of responsibility**

The ESC declines any responsibility for any problems or technical malfunction, disabling the production process of the webcast.

➤ **Cost**

€ 10 000 per session

Points awarded: 4

The costs for any extra orders are not included in the webcast price.

The webcasts produced by the ESC use the most up to date technology.

Option 1 will be used to produce the entire ESC sessions webcasts and is the most secure and easy way to produce a session webcast during the ESC Congress 2013.