



INFORMATION SCREEN

Broadcast your take-home messages to delegates throughout the congress centre. Information Screens are used in several strategic locations throughout the congress centre to display messages on the congress programme and events. These screens will be the perfect medium to carry your advertisement.

➤ Procedure

The industry exhibitor must complete the proper application form and submit to the ESC. The ESC will then issue an invoice. The advertisements must conform to the specs (see below) and receive ESC approval.

➤ Cost

€ 25,000 Points awarded: 10 points & Bonus 3 points

➤ Invoicing

Information 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

➤ Info Screen location

26 "Room Gate Monitor" – 1 in front of each lecture room included 1 Giant Screen.
91 "Airport Display" screens dispatched within the venue.

➤ Technical aspects

1 Giant screen in Village 2 near Plenary Room

- 240 x 430 centimeters
- Power Point Presentations on Office 2007 or 2010
- **Video in Power Point Presentations allowed**
- Resolution: HD, 1920 x 1080 (width x height)
- Format 16/9
- Duration of advert: 30" (if multiple slides, timing must be included into presentation).
- Advert visibility: Congress duration, coffee breaks and lunch breaks.
- Average number of views per day: 40

25 Room Gate Monitors – 1 in front of each lecture room.

- Size 50"
- Power point presentations on Office 2007 or 2010
- **Video in Power Point Presentations allowed**
- Resolution: HD, 1920 x 1080 (width x height)
- Format 16/9
- Duration of advert: 30" (if multiple slides, timing must be included into presentation).
- Advert visibility: Congress duration, coffee breaks and lunch breaks.
- Average number of views per day: 40

91 Airport Display Screens

- Size 42" and 32"
- ;bmp ;png or .jpg file (Photoshop)
- **No videos allowed**
- Resolution: of 300 dpi, 1280 x 720 (width x height)
- Format 16/9
- Duration of advert: 30" (if multiple slides, timing must be included into presentation).
- Advert visibility: Congress duration, all day from 7:00 to 20:00
- Average number of views per day: 200

➤ Artwork approval

Deadline for application and artwork approval: 9 August 2013

➤ Important:

No product logos or names will be allowed