ESC CONGRESS
BARCELONA 2014
Where everything comes together

30 August – 3 September
www.escardio.org/ESC2014
Why use onsite advertising?

- Mark your presence at the ESC Congress 2014
- State your commitment in the cardiovascular arena
- Communicate on your therapeutic areas & innovations
- Invite delegates to your stand activities
- Promote your Satellite Symposia Programmes
- Leave a lasting impression

- All prices listed within are exclusive of VAT & represent full rental and production costs
Outside: Billboard at Plaza Europa (ref.1)

- Banner at Entrance
  - Size: 8.80 x 8.80 meters
  - (4 units available or 2 double units)
  - 2 panels Price: €40,000 (excluding VAT)
  - Accrued points: 16
Outside: Quadrangular totem (ref.2) 1/2

- Size: 1.20 x 2.04 meters (length x height)
- Inside or outside (see slide 2/2)
- Unit Price: € 6 000 (excluding VAT)
- Several units available
- Accrued points: 2
- Location: TBD before, cannot be moved

Product placement on visual are suggestions
Outside: Quadrangular totem (ref.2) 2/2

- Suggested placement:

1 - Plaza, outside congress center (2 places)
2 - Possible inside entrance hall (1 place)
3 - “rambla del corazón” (4 places)

1 remaining
2 escalators
Size: details in next slide (please see 2/2)
Accrued points: 7

Exclusive sponsorship
Unit Price: € 35 000 (excluding VAT)

SOLD

Decorated escalator in main entrance
(Ref. 3)
Decorated escalator in main entrance (ref.3)

- Size ‘A’: 12.65m x 0.57m (length x height)
on 8 sides

- Size ‘B’: 11.60m x 1.00m (length x height)
on 2 sides
- Size ‘C’: 5.15m x 1.00m (length x height)
on 1 side
Indoor illuminated ground board (ref.4)

- Ground board
- Size: 0.91 x 1.41 meters (length x height)
- Unit Price: € 5 000 (excluding VAT)
- Several units available
- Accrued points: 2
- Location according to outlet: Product placement on visual are suggestions only

MAIN ENTRANCE – MEDUSA Level 0

SOLD
Pedestal (ref.5)

- Support double sided
- Size: 0.95 x 2.10 meters (length x height)
- Unit Price: € 2 500 (excluding VAT)
- 3 units available
- Accrued points: 1
- Several possible Locations: Product placement on visual are suggestions only

MAIN ENTRANCE – MEDUSA Level 0

SOLD
Indoor illuminated ground board (ref.6)

- Branding support (double sided)
- Size: 0.91 x 1.41 meters (length x height)
- Unit Price: € 5 000 (excluding VAT)
- Accrued points: 2
- Locations available according to outlet
- Product placement on visual are suggestions only

MAIN ENTRANCE – MEDUSA Level 1
Vinyl stickers on glass + decorated moving walkway (ref.8) 1/2

- Glass panel size: 1.50 x 2.47 meters (length x height)
- 20 panels left + 20 panels right
- Branded 6 sides on walkway
- Moving walkway specs: see next slide 2/2

Package price moving walkway + glass panels
= €80 000 (excluding VAT)
- Accrued points: 24
Decorated moving walkway (ref.8) – technical specifications 2/2

- ‘A’ size: 36.80m x 0.57m (length x height)
  (See image)

Walkway: 6 sides braded
View from above:
Indoor illuminated ground board (ref.9)

- Ground board (double sided)
  - Size: 0.91 x 1.41 meters (length x height)
  - Unit Price: € 5 000 (excluding VAT)
  - Several units available
  - Accrued points: 2
  - Location: according to outlets
  - Product placement on visual area suggestions only

SOLD
Floor vinyl sticker (ref.10)

- Sticker (round)
- Size: 2.50 meters Ø (diameter)
- Unit Price: €3 000 (excluding VAT)
- Up to 3 units available
- Accrued points: 1
- Several possible locations:

*Product placement on visual area suggestions only*
Vinyl stickers over glass + decorated moving walkway (ref.11)

- Right side: 102 x 2.47 meters (length x height) 68 glass panels
- Left side: 100.50 x 2.47 meters (length x height) 67 glass panels
- Each panel size 1.50m x 2.47m (length x height)
- Moving walkway: see next slide
- Total Price: €70 000 (excluding VAT)
- Accrued points: 28
Decorated moving walkway (ref.11) – technical specifications

- ‘A’ size: 39.70m x 0.55m (length x height)
  (See image)

Walkway: 6 sides braded
View from above
Floor Vinyl sticker (ref.12)

- Floor sticker (round)
- Size: 2.50 meters Ø diameter
- Unit Price: €3 000 (excluding VAT)
- Accrued points: 1
- Several possible locations:

Product placement on visual are suggestions only
WALKWAY HALL 4-5
Vinyl around wall (ref.13)

- Around wall advert
  - Size: 31 x 4 meters (length x height)
  - Unit Price: €25 000 (excluding VAT)
  - Accrued points: 10
Floor Vinyl sticker (ref.14)

- Location: several possible
- Size: 2.50 meters Ø diameter
- Unit Price: €3 000 (excluding VAT)
- Accrued points: 1
- Several possible units and locations:

*Product placement on visual are suggestions only*
Decoration escalator Hall 4 (ref.15)  

- Size: details next slide  
- Unit Price: €25 000 (excluding VAT)  
- Accrued points: 10
Decoration escalator Hall 4 (ref.15) – technical specs

- ‘A’ size: 17.85m x 1.07m (length x height) on 1 side
- ‘B’ size: 39.70m x 1.07m (length x height) on 1 side
- ‘C’ size: 39.70m x 0.63m (length x height)
- ‘D’ size: 39.70m x 0.55m (length x height)
Moving walkway Hall 4 & 5 (ref.16) 1/2

- On glass panels
  - Size: see next slide 2/2
  - 6 sides branded
  - Unit Price: € 20 000 (excluding VAT)
  - Accrued points: 8
Moving walkway Hall 4 & 5 (ref.16)

- ‘A’ dimensions 44.80m x 0.56m (length x height) on 6 sides
Thank you for your attention

We kindly remind you that no product names/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks are allowed on the onsite advertising.

The ESC reserves the right to modify placement or quantity according to possibilities before confirming any orders. Product placements are only suggestions and cannot be all accommodated.

Booking:
Assignment of items will be made based upon the accrued points ranking and in respect of accrued points deadline.

-> Complete application form: www.escexhibition.org/ESCcongress2014/Sponsorship