

ESC CONGRESS

BARCELONA 2014

Where everything comes together



30 August – 3 September

www.escardio.org/ESC2014



EUROPEAN
SOCIETY OF
CARDIOLOGY®

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

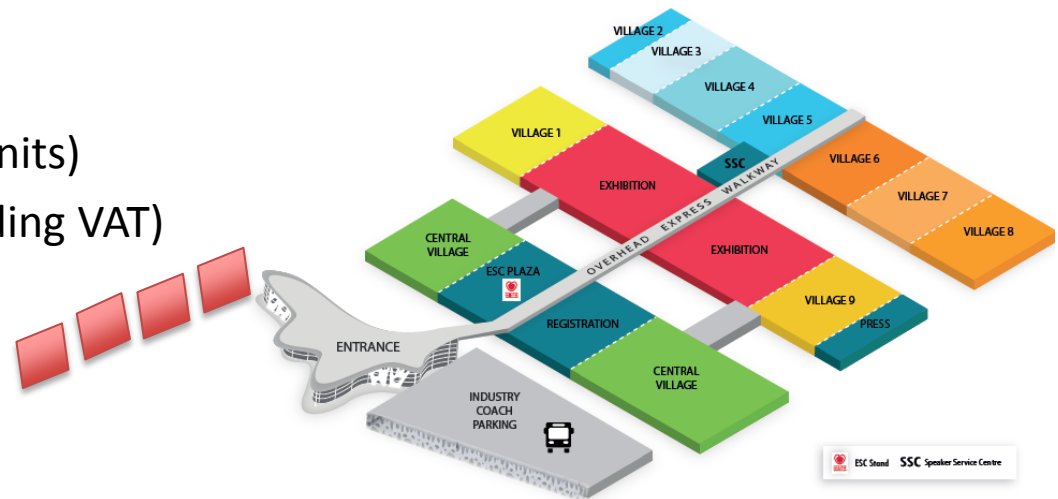
❖ All prices listed within are exclusive of VAT & represent full rental and production costs

Building overview



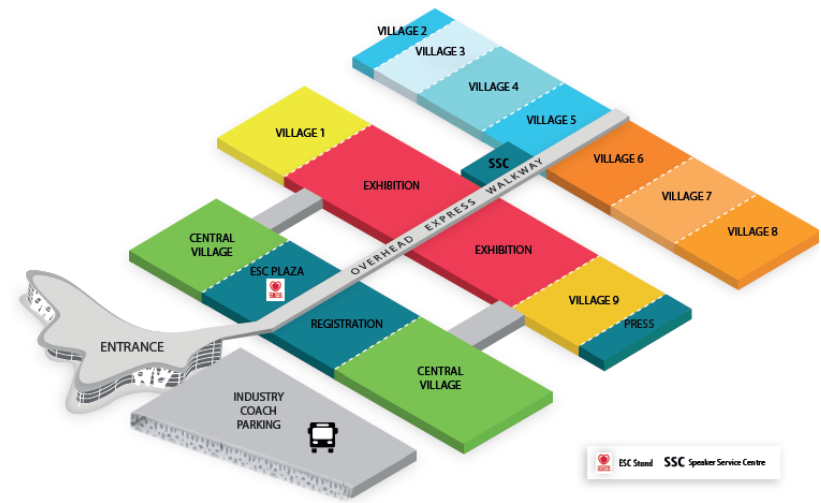
Outside: Billboard at Plaza Europa (ref.1)

- 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)

Decorated escalator in main entrance (ref.3)

1/2

- 3 escalators
- Size: details in next slide (please see 2/2)
- Unit Price: € 35 000 (excluding VAT)
- Exclusive sponsorship
- Accrued points: 7

MAIN ENTRANCE – MEDUSA Level 0

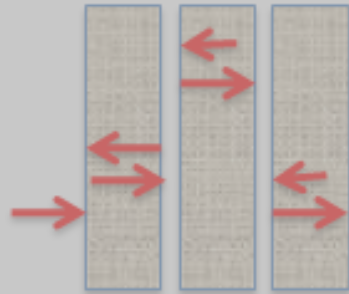


SOLD

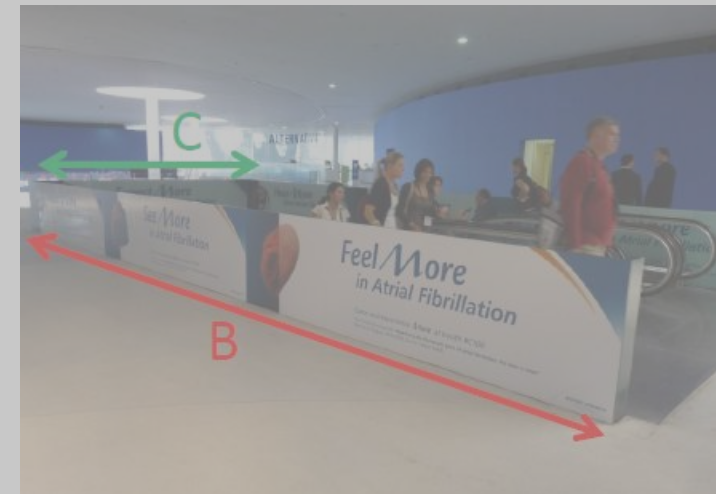


Decorated escalator in main entrance (ref.3) 2/2

- 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*

SOLD

MAIN ENTRANCE – MEDUSA Level 0



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*



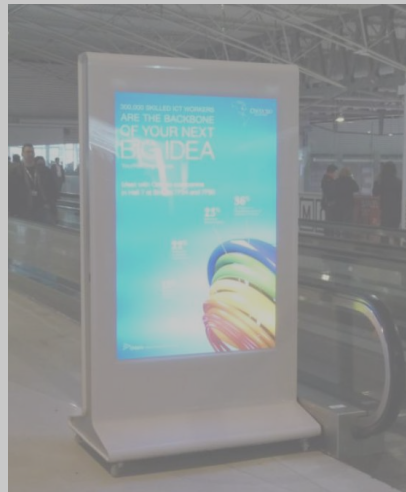
MAIN ENTRANCE – MEDUSA Level 0

SOLD



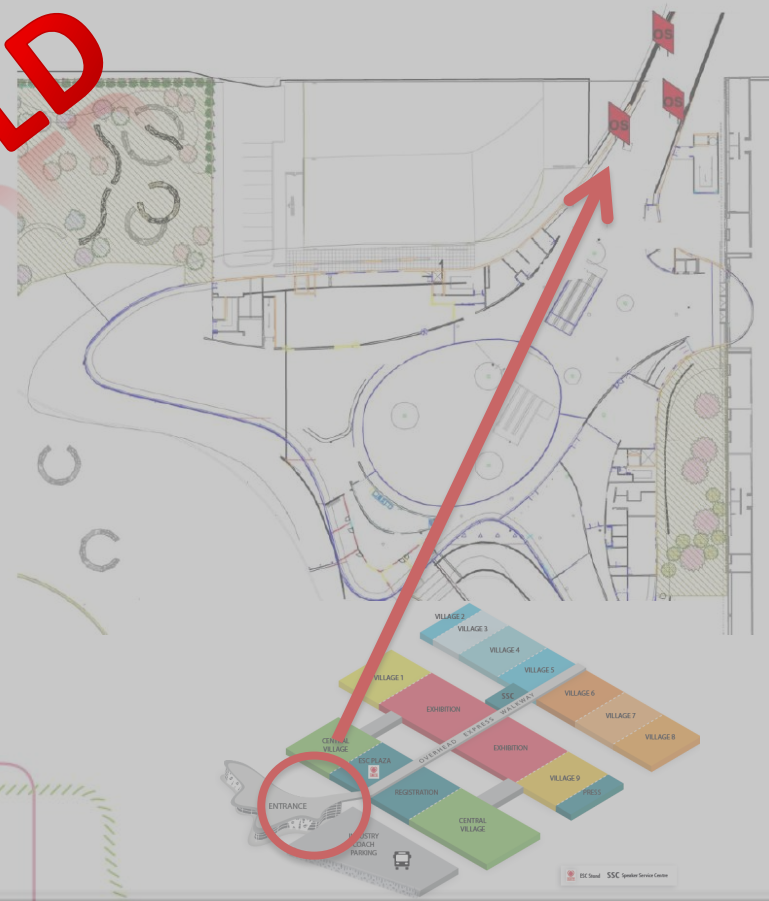
Indoor illuminated ground board (ref.6)

- 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



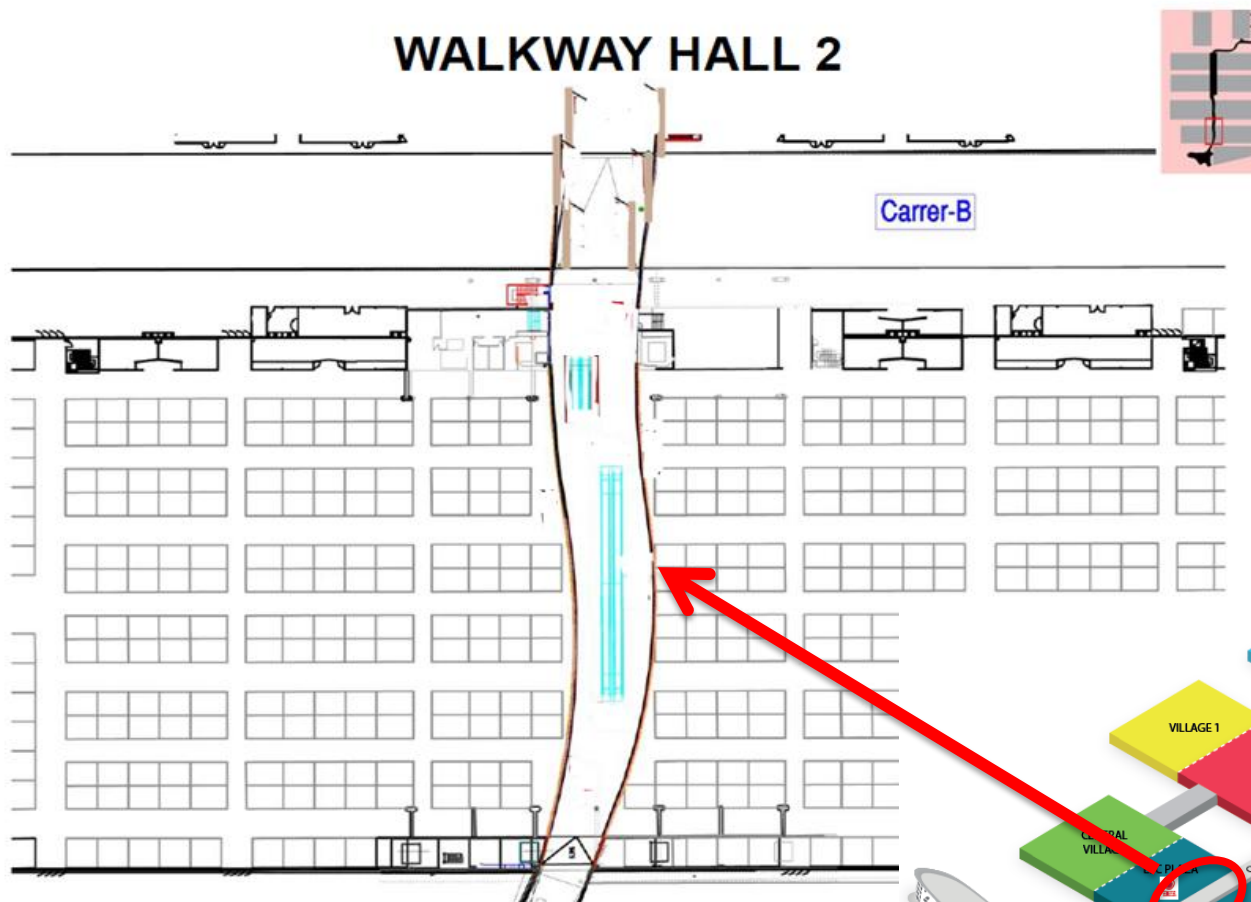
MAIN ENTRANCE – MEDUSA Level 1

SOLD

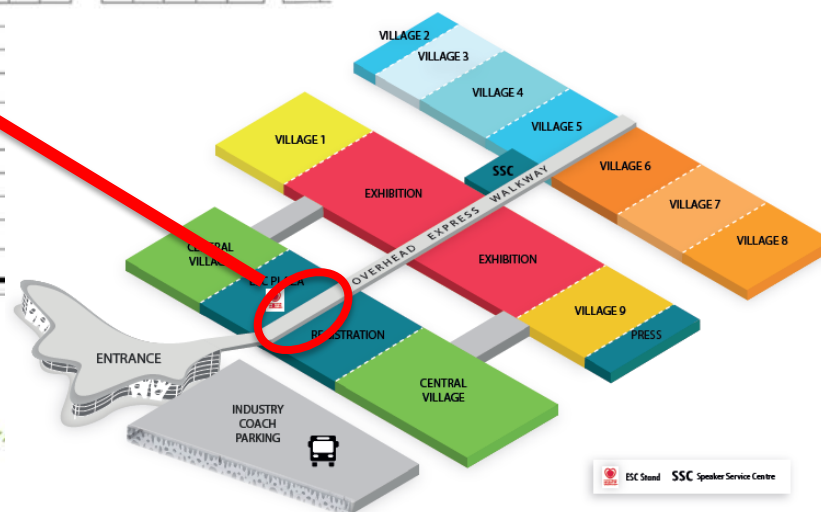


Where everything comes together

WALKWAY HALL 2



Carrer-B



European Society
of Cardiology



#esccongress



escardiodotorg

ESC Stand SSC Speaker Service Centre

CARDIOLOGY®

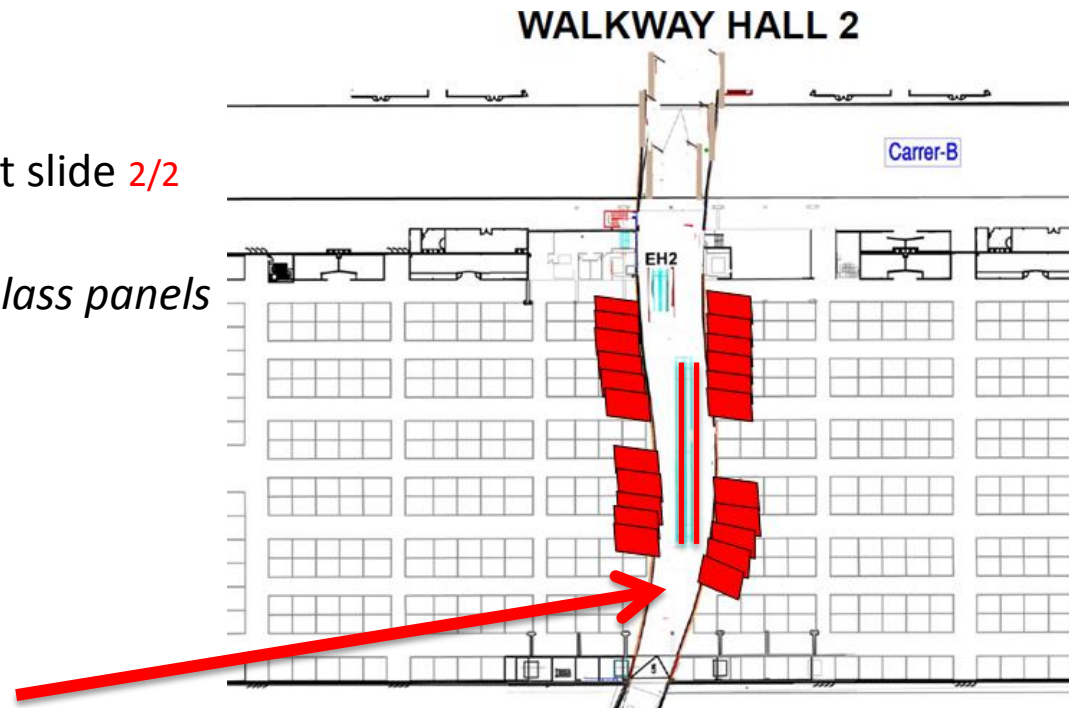
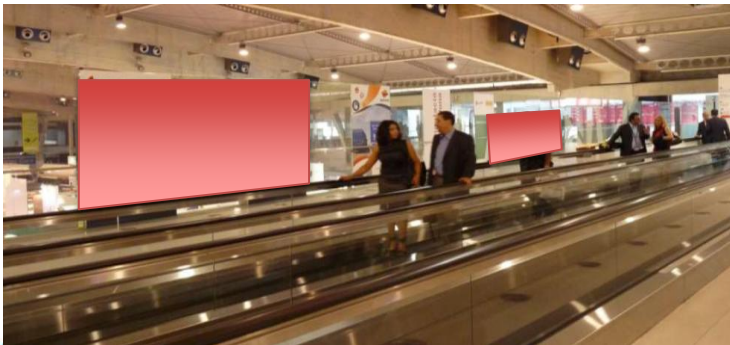
Vinyl stickers on glass + decorated moving walkway (ref.8) 1/2

- 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)

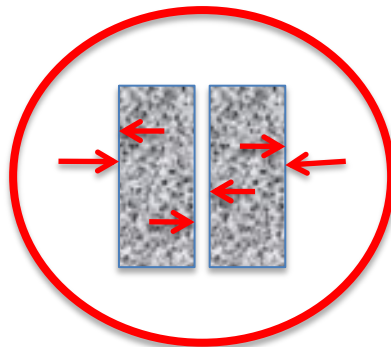
- Accrued points: 24



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:

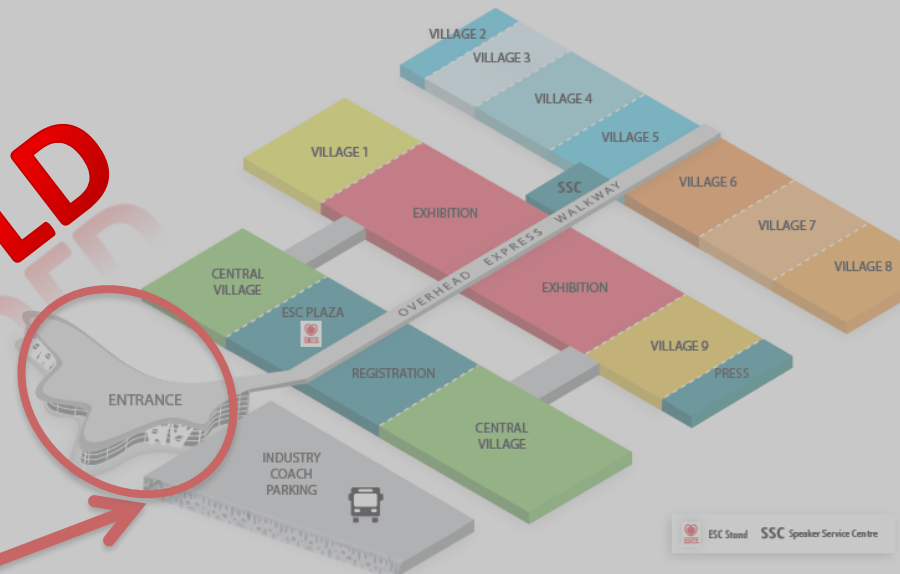


Indoor illuminated ground board (ref.9)

- 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 are suggestions only*



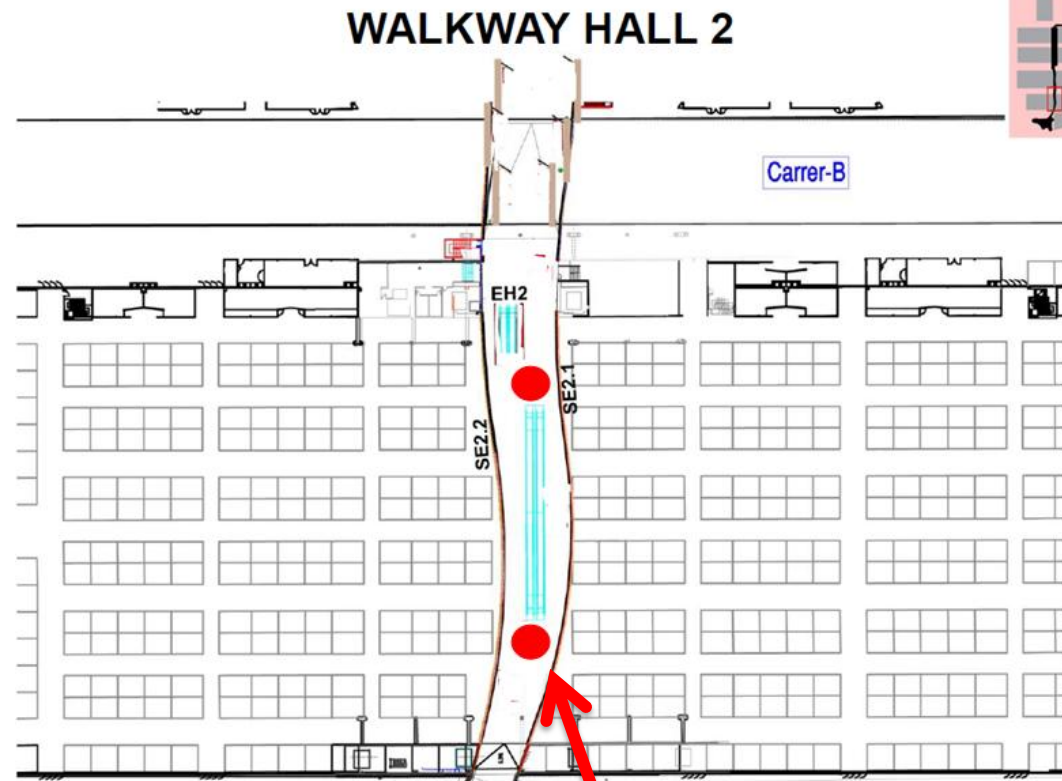
SOLD



Floor vinyl sticker (ref.10)

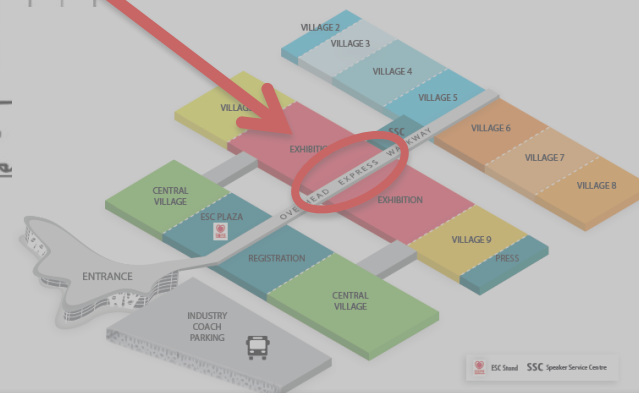
- Sticker (round)
- Size: 2.50 meters Ø (diameter)
- Unit Price: €3 000 (excluding VAT)
- Up to 3 units available
- Accrued points: 1
- Several possible locations:

Product placement on visual are suggestions only



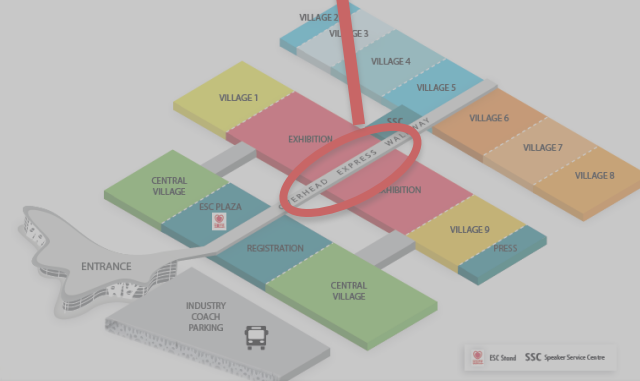
Where everything comes together

WALKWAY HALL 3



Vinyl stickers over glass + decorated moving walkway (ref.11) 1/2

- 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 2/2
- Total Price: €70 000 (excluding VAT)
- Accrued points: 28

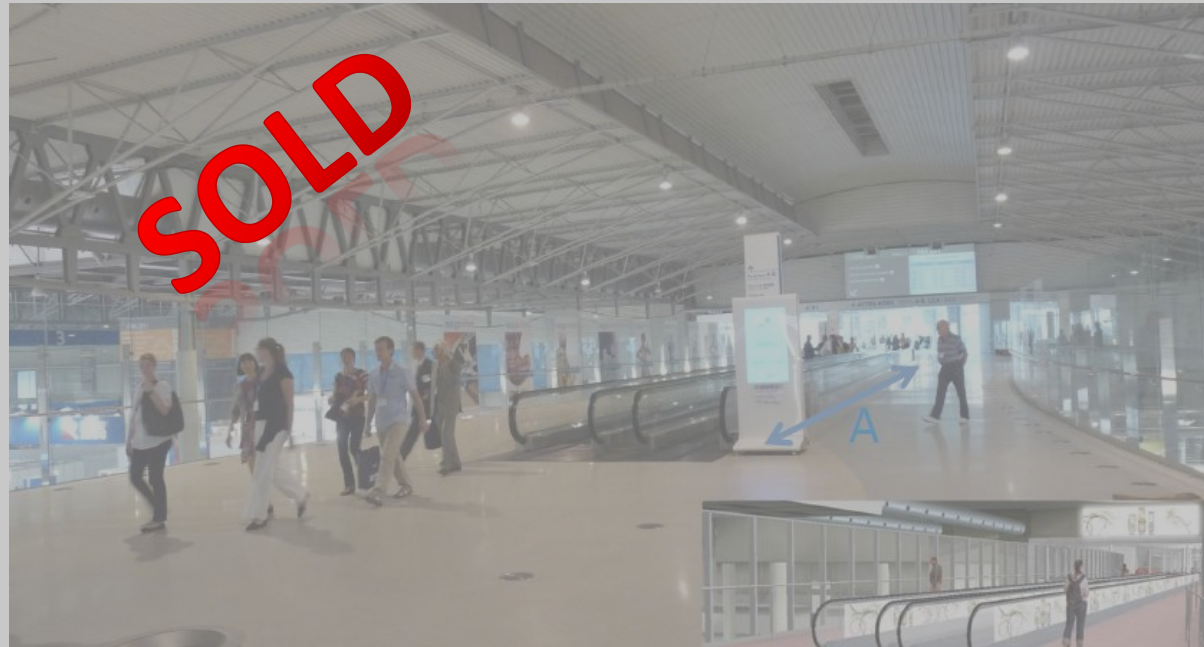
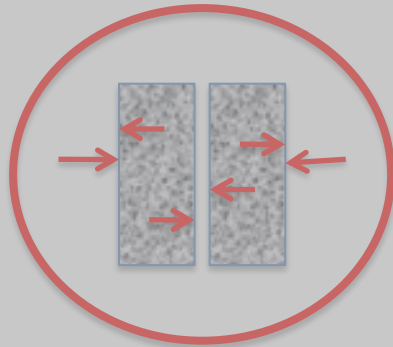


Decorated moving walkway (ref.11) – technical specifications 2/2

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

(See image)

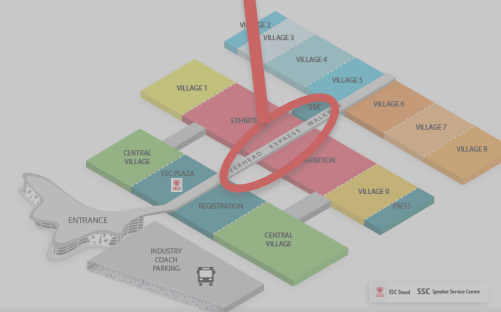
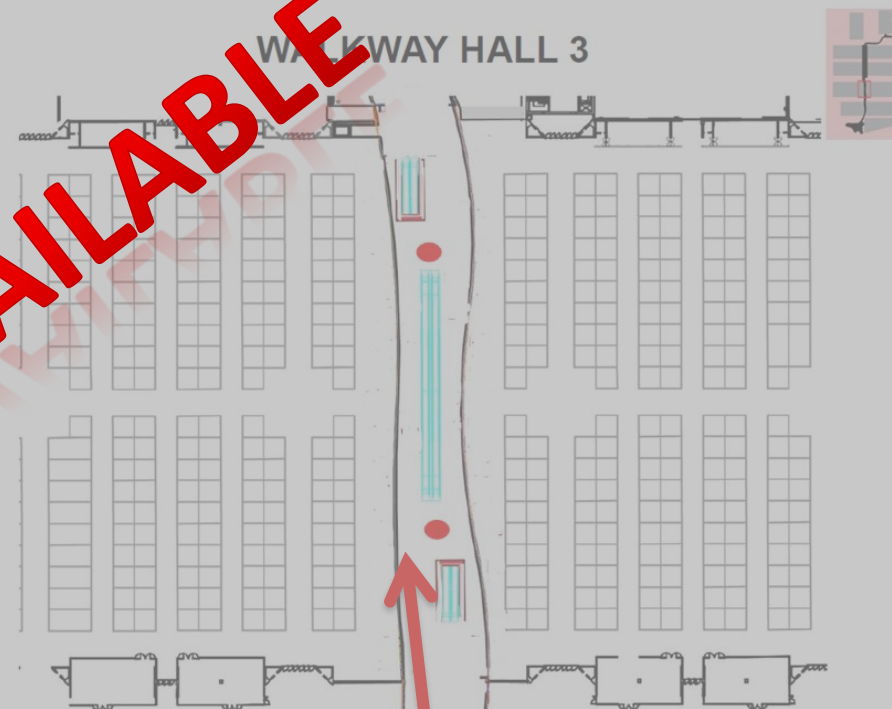
Walkway: 6 sides braded
View from above



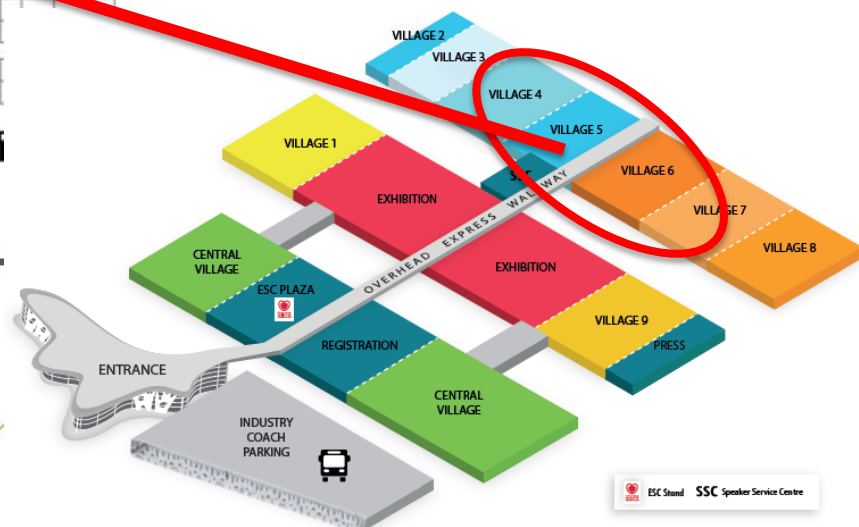
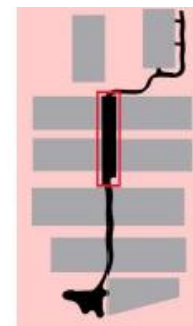
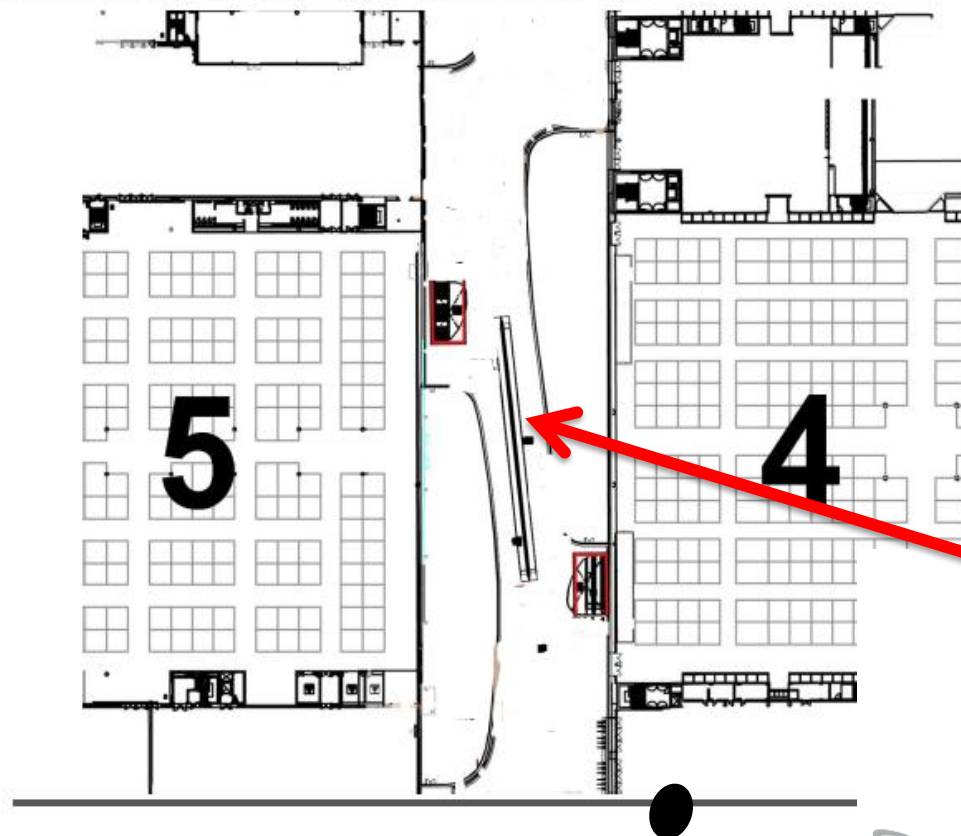
Floor Vinyl sticker (ref.12)

- 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



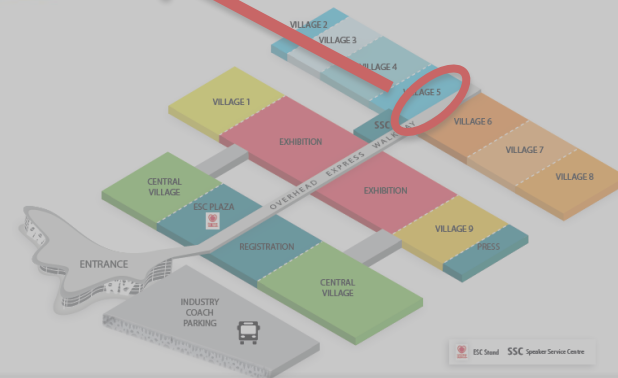
Vinyl around wall (ref.13)

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



WALKWAY HALL 4-5

SOLD



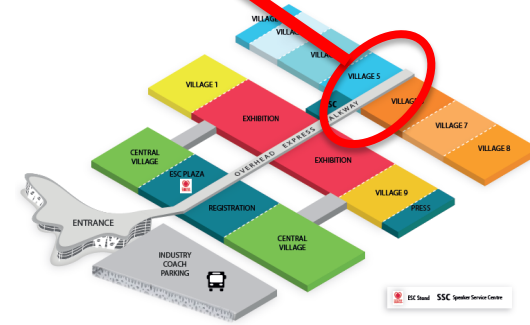
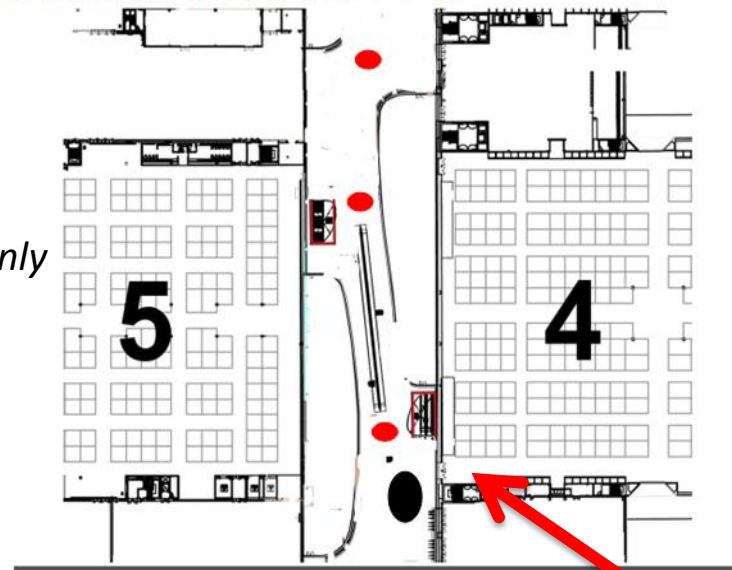
Floor Vinyl sticker (ref.14)

- 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



WALKWAY HALL 4-5



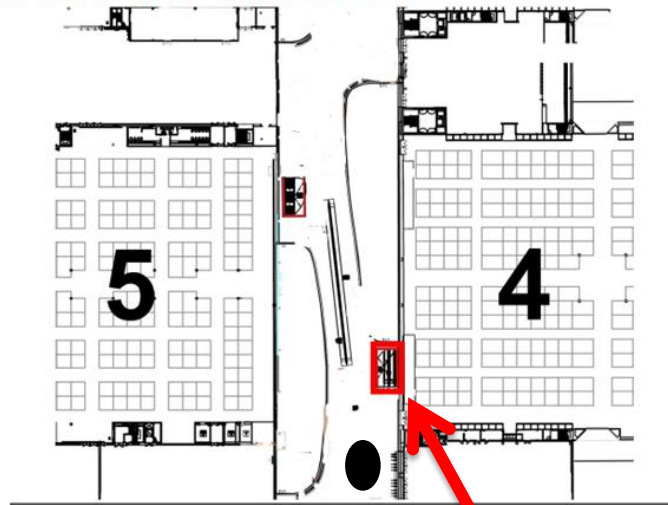
Decoration escalator Hall 4 (ref.15)

1/2

- Size: details next slide
- Unit Price: €25 000 (excluding VAT)
- Accrued points: 10



WALKWAY HALL 4-5



Decoration escalator Hall 4 (ref.15) – technical specs 2/2

- '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)

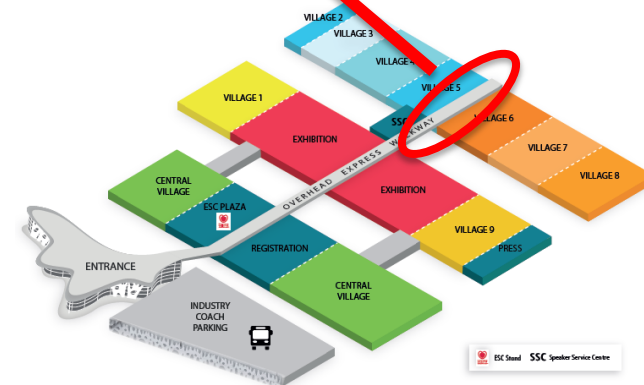
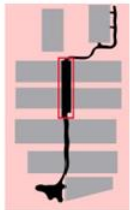
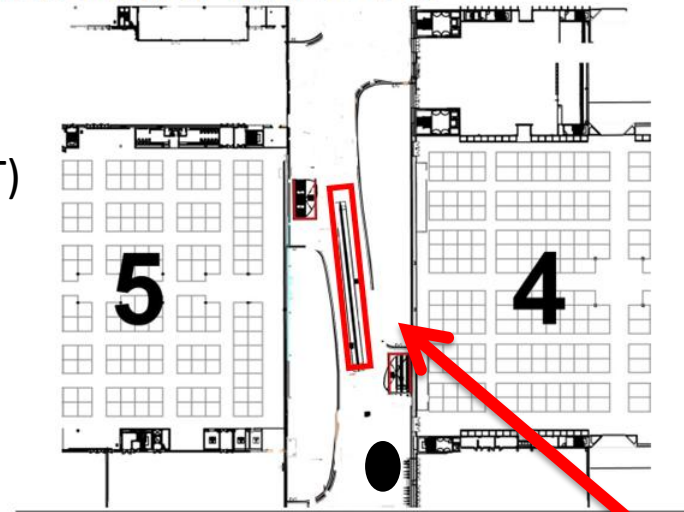


Moving walkway Hall 4 & 5 (ref.16) 1/2

- On glass panels
 - Size: see next slide 2/2
 - 6 sides branded
 - Unit Price: € 20 000 (excluding VAT)
 - Accrued points: 8



WALKWAY HALL 4-5



Moving walkway Hall 4 & 5 (ref.16) 2/2

- '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

