



INDUSTRY SPONSORED SESSIONS RACK INFORMATION SCREEN

Distinguish your Sponsored Sessions from the rest by broadcasting an advertisement on the large information screen located **in a prime location in the Central Village and near the Registration Area;**

Include your Industry Sponsored Sessions advertisement on this large info screen to attract immediate delegate attention and ensure additional visibility for your sessions near the Display Racks promoting the full offer of Industry Sponsored Sessions at ESC Congress 2014.

In order to facilitate approval of your artwork, we recommend using the same artwork for the E-Blast, Advert in Industry Programme, Weblink and Information Screen

➤ **Procedure**

This particular screen is strictly reserved for the promotion of Industry Sponsored Sessions. The sponsor must send the advert for approval by the ESC.

Deadline for artwork approval: 30 June 2014

➤ **Cost**

€ 4,500 per advertisement

Points awarded: 2

➤ **Specifications**

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

➤ **Important:**

- No trademarks, no product name or logo will be allowed,
- The files must be approved and send to sponsorship@escardio.org

- 1 Advert promotes 1 event (Satellite Symposium, Satellite Symposium-Experts on the Spot, EBAC Accredited Educational Programmes, Hands-On Tutorials or Exhibition details).
- 1 Advert promoting 1 Session with reference to the booth will be considered as 1 Advert.
- 1 Advert promoting 2 Sessions will be considered as 2 Adverts.
- 1 Advert promoting 1 Session and Exhibition details or activities will be considered as 2 Adverts