INDUSTRY SPONSORED SESSION 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 2014, by giving them the opportunity to promote their activities.

The following pages detail all existing **Industry Sponsored Session** communication tools at ESC Congress 2014.

We have listed product details and technical specifications. All necessary technical specifications will be updated and posted on the ESC Exhibitors and Industry Partners Web Site;
http://www.escexhibition.org/ESCcongress2014/sponsorship

- 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

Before the Congress

E-BLAST NEW THIS YEAR

WEBLINK

Congress

ADVERT IN INDUSTRY PROGRAMME

INDUSTRY SPONSORED SESSIONS RACK INFORMATION SCREEN

INFORMATION SCREEN

WEBLINK

WEBCAST

LIVE BRODCASTING NEW THIS YEAR

Post Congress

WEBCAST

E-BLAST

Four customised mailings created exclusively will be emailed to **ESC Congress 2014 pre-registered delegates**

E-Blast mailings will be composed of 10 Industry Sponsored Session adverts.

10 visuals will be aligned in the email content and will each include:
- Sponsor advert visual
- Sponsor corporate logo
- Session title

> In order to offer a prime position to each advert, 10 different versions of four E-Blast mailings will be produced and a randomised version of each sent to the mailing list of pre-registered delegates.

The delegate will be able to open a pdf enlarged version of each of the sponsor's adverts by clicking on the advert visual or the session title.

A carousel of all adverts will run at the top of the email. For the sake of fairness, the carousel will start by the sponsor advert in 10th position and will be followed by the 9th position, 8th position, 7th position, etc. The sponsor adverts shown in the carousel do not open the pdf version of the advert.

See images on next page for further illustration.

- ➢ **E-mailing schedule:**
  - 8 August2014 – emailed to approximately 22 000 pre-registered delegates
  - 22 August 2014 – emailed to approximately 22 000 pre-registered delegates
  - 30 August 2014 – emailed to approximately 23 000 pre-registered delegates
  - 17 September 2014 – emailed to all the ESC Congress 2014 delegates

- ➢ **Procedure**
  E-Blast sponsors must provide:
  - 1 advert visual for carousel - size: 600 x 281 pixels
  - 1 advert visual for email content - size: 250 x 145 pixels
  - 1 Pdf format advert
  - Corporate logo size: to be communicated

Deadline for application and draft versions: 10 July 2014
Deadline for Artwork approval: 17 July 2014

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

ESC CONGRESS BARCELONA 2014

ESC CONGRESS 2014 : SPONSORED SESSIONS

CARDIORENTIS

Carrousel

OPTIMIZING SPAF MANAGEMENT IN AF PATIENTS WITH HISTORY OF STROKE OR TIA: APPROACHES TO ACUTE AND LONG-TERM TREATMENT ...

Friday 15 March 14pm - 16pm

Room 4

Session Title

Date

Room

CLIK BELOW TO SEE SESSION DETAILS

1 CARDIORENTIS

CHOOSING THE RIGHT PATH:
WHAT IS THE EVIDENCE SUPPORTING DABIGATRAN ETEXILATE AND HOW ...

2 AstraZeneca

TAKE HOME MESSAGES AND A NEAR FUTURE ROADMAP FOR OPTIMIZING NEW ORAL ANTICOAGULANT-BASED ...

Logo

Image

Session title

3 St. Jude Medical

PLASMA NEUTROPHIL GELATINASE-ASSOCIATED LIPOCALIN (NGAL) ADDING VALUE TO PATIENT ...

4 AstraZeneca

CHOOSING THE RIGHT PATH:
WHAT IS THE EVIDENCE SUPPORTING DABIGATRAN ETEXILATE AND HOW ...

5 St. Jude Medical

TAKE HOME MESSAGES AND A NEAR FUTURE ROADMAP FOR OPTIMIZING NEW ORAL ANTICOAGULANT-BASED ...

6 CARDIORENTIS

PLASMA NEUTROPHIL GELATINASE-ASSOCIATED LIPOCALIN (NGAL) ADDING VALUE TO PATIENT ...

7 AstraZeneca

CHOOSING THE RIGHT PATH:
WHAT IS THE EVIDENCE SUPPORTING DABIGATRAN ETEXILATE AND HOW ...

8 CARDIORENTIS

TAKE HOME MESSAGES AND A NEAR FUTURE ROADMAP FOR OPTIMIZING NEW ORAL ANTICOAGULANT-BASED ...

9 CARDIORENTIS

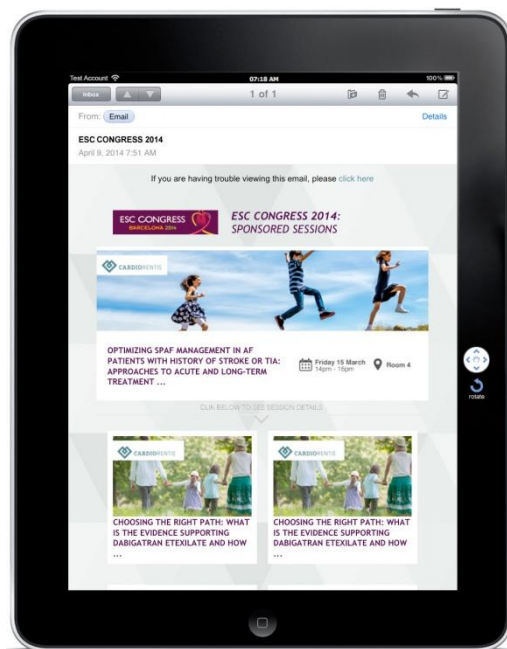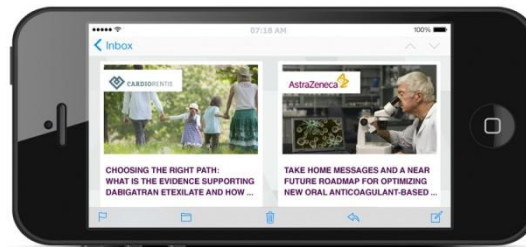PLASMA NEUTROPHIL GELATINASE-ASSOCIATED LIPOCALIN (NGAL) ADDING VALUE TO PATIENT ...

10 St. Jude Medical

OPTIMIZING SPAF MANAGEMENT IN AF PATIENTS WITH HISTORY OF STROKE OR TIA: APPROACHES TO ACUTE ...

➢ **Smartphone and tablet visuals**

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 online ESC Congress 2014 **Scientific Programme & Planner (SPP)**

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**
The sponsor must send the URL address or the PDF of the weblink in order to be approved by ESC before linking to the ESC Congress 2014 website.

Deadline for application and artwork approval: 30 June 2014

➢ **Cost**
€ 3 500 per weblink   Points awarded: 1

➢ **Website location**
- The weblink will be linked to the session title, on the Scientific Programme Planner, whether it leads to a PDF, html or flash page.
- By clicking on the link the website visitor will open 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

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

ADVERT IN INDUSTRY PROGRAMME

The Industry Programme advert detailing your company Exhibition stand or Industry Sponsored Sessions activities, is a double-sided invitation inserted in the very complete and practical Industry Programme.

The Industry Programme will be inserted in the official congress bag

> 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**
The sponsor must send the files for approval before being inserted in the Industry Programme.
150mm (H) x 197mm (W)
Safety Zone: 130mm (H) x 167mm (W)
Colours : 4 colour Print - CMYK (Full Colour) - No Pantone colours
Send:
• PDF documents (with all fonts embedded)
    High resolution 300 dpi - Press Quality OR
• Accepted format:
    Only Apple Macintosh Electronic files using the following Software;
    - Adobe Indesign (No pantone colours)
    - Adobe Illustrator CS3 (No pantone colours)
    - Adobe Photoshop CS3 (all files 300 dpi and CMYK)
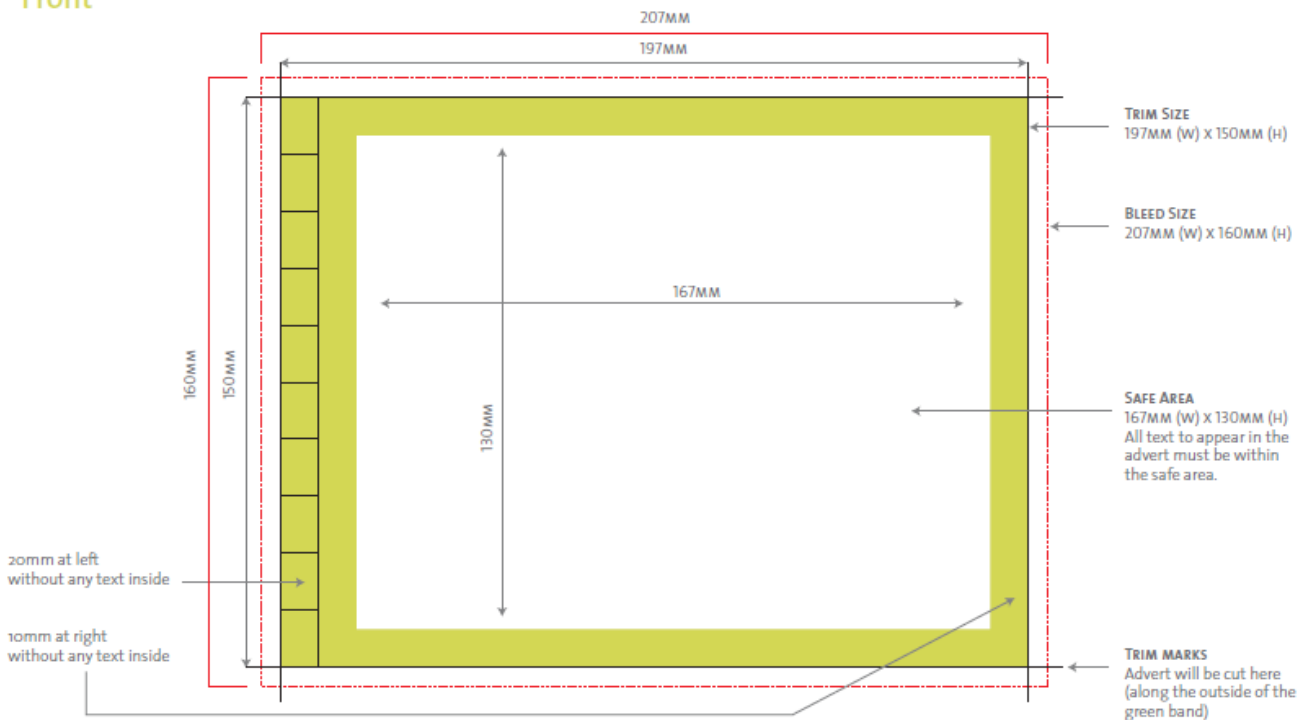• Font folders are necessary

Deadline for application: 16 June 2014
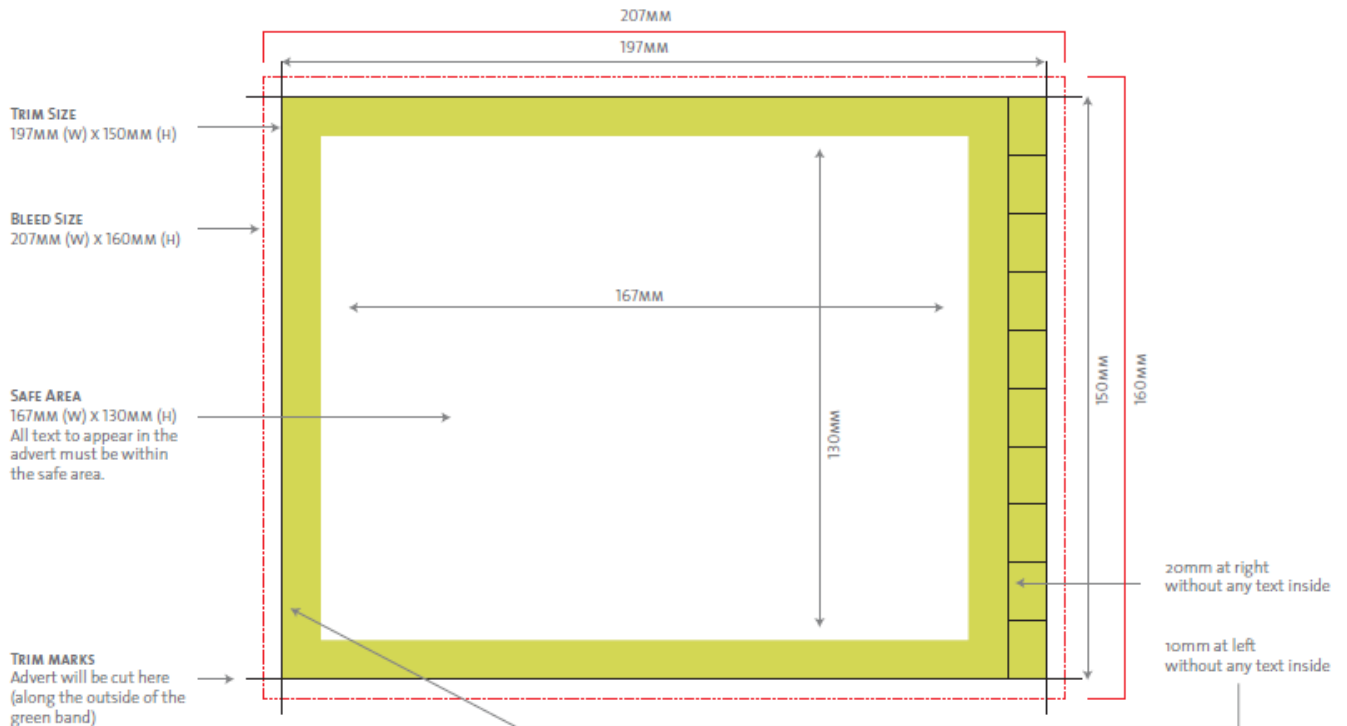
➢ **Cost**
€ 6 500 per Advert   Points awarded: 3

Front

Back

TRIM SIZE 197MM (W) x 150MM (H)	207MM 197MM
BLEED SIZE 207MM (W) x 160MM (H)	
SAFE AREA 167MM (W) x 130MM (H) All text to appear in the advert must be within the safe area.	167MM 130MM 150MM 160MM
TRIM MARKS Advert will be cut here (along the outside of the green band)	20mm at right without any text inside 10mm at left without any text inside

> ➤ **Important**
> No trademarks, no product name or logo will be allowed,
> Remember to include the date, time and room reference of your session as well as your company corporate logo.
> The advert should 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.
> The files must be approved and send to sponsorship@escardio.org

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
  - Resolution: 1366 x 768
  - Format: 16:9
  - Duration: 30"
  - Presentations will run for the duration of the congress

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

INFORMATION SCREEN

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.
The congress centre will offer **53 screens to display your messages**.

➢ **Procedure**
The sponsor must send the files for ESC approval. The sponsor has 30 seconds allocated for each loop of his advert. The sponsor must provide ESC with a 30 second PowerPoint presentation, number of slides still need to fit in the 30 second frame time. Videos in PowerPoint presentations are allowed. The advert must be approved by the ESC.

Deadline for application and artwork approval: 30 June 2014

➢ **Cost**
€ 25,000   Points awarded: 10 points & Bonus 2 points

➢ **Information Screen location**
  - 25 "Room Gate Monitor
  - 16 "hub" screens
  - 6 "Global Focus" screens
  - 2 "Plenary Room" screens
  - 5 "Giant screens" dispatched in the overhead express walkway

➢ **Technical aspects**

  25 "Room gate monitors" – LCD 46 inches
  16 "Hub" screens – LCD 42 inches
  6 "Global Focus" screens – LCD 42 inches
  2 "Plenary Room" screens – LCD 103 inches

  - 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.
  - Sponsor slides average number of views per day: 40

  5 "Giant screens" dispatched in the overhead express walkway – 1024 x 768 pixels

  - Screens located on the Overhead Express Walkway
  - res 1024 pixels x 768 pixels
  - video MPEG 2 High Res - image: jpg (RGB 72 dpi)
  - Power point presentations on Office 2007 or 2010
  - Video in Power Point Presentations allowed
  - Format 4:3
  - Duration of advert: 30" (if multiple slides, timing must be included into presentation).
  - use of minimum 50 pts size for titles, bold, 40pts for body text size
  - Advert visibility: Congress duration, all day from 7:00 to 20:00
  - Sponsor slides average number of views per day: 200

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

WEBCAST

The ESC offer our industry partners the possibility to extend the reach of their **Satellite Symposia and EBAC Accredited Educational Programmes** organised during ESC Congress 2014, by posting the webcast on the **ESC Congress 365** Web Site which has seen over 140,000 visitors over the past 12 months.

The webcasts are available on the **www.congress365.escardio.org** platform for 5 years.

> **Cost**
> Standard Webcast   € 8,500 Points awarded: 3 points
> Customised Webcast   € 10,000 Points awarded: 4 points
> Standard Webcast Package (1 Satellite / EBAC session + 1 Expert on the Spot)   € 12,000 Points awarded: 5 points
> Customised Webcast Package (1 Satellite / EBAC session + 1 Expert on the Spot) € 15,000 Points awarded: 6 points

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.

ESC CONGRESS 365

- Free access for professionals to ESC Congress content all year long

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!

7 presentations found.

Hypertension

	◆Title	◆Year	◆Webcast	◆Slides	◆Abstract	◆Report
	Insights into the safety and efficacy of renal denervation.	2013	W	slides		
	Navigating systolic hypertension management: are new clinical pathways required?	2013	W	slides		
	Novel approaches in the management of systolic hypertension.	2013	W	slides		
	RDN and the sympathetic nervous system.	2013	W	slides		

LAYOUT OF A REGULAR ESC WEBCAST
The webcast identically reproduces the elements visible on the lecture room projection screen. The recording lasts the entire duration of each presentation of your Industry Sponsored Session.

Slides of the session

Speaker: Fixed camera on the lectern

STANDARD WEBCAST

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

➤ **Procedure**
- Industry Sponsored Sessions organisers can provide a customized background image..
- In any other case the ESC background image will be used by default.
- Mandatory use of the Speakers Service Center (SSC) to upload slides.
- Each individual presentation must be uploaded to the Speakers Service Center (SSC).
- In order to include a "Panel Discussion" in the Webcast, 1 PowerPoint slide must be uploaded to the SSC to start the recording of the "Panel Discussion". (e.g. The slide can list the names of the Panelists).
- Speaker presentation must be played from the ESC computer located at the lectern (no personal computers allowed).
- The webcast will be uploaded to the **congress365.escardio.org** platform.
- Timing is approximately 24 hours to be uploaded.

Deadline for application: 30 June 2014

➤ **Important**
- The complete ESC presentation system is in use, as for any ESC sessions.
- If the presentations are not uploaded to the SSC, the webcast cannot be produced.
- **Editing of the webcast files is not possible**.

➤ **Webcast files**
- 2 mp4 files 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)

CUSTOMISED WEBCAST

Option1

This option permits the ESC webcast official supplier, the company CYIM, to capture automatically the Industry Sponsored Session and produce the webcast. After the congress, the session organiser has the ability to edit the webcast video files provided; post production is to be made by the session organiser.

➤ **Procedure**
- Industry Sponsored Sessions organisers can provide a customized background image..
- In any other case the ESC background image will be used by default.
- Mandatory use of the Speakers Service Center (SSC) to upload slides.
- Each individual presentation must be uploaded to the Speakers Service Center (SSC).
- In order to include a "Panel Discussion" in the Webcast, 1 PowerPoint slide must be uploaded to the SSC to start the recording of the "Panel Discussion". (e.g. The slide can list the names of the Panelists).
- Speaker presentation must be played from the ESC computer located at the lectern (no personal computers allowed).
- The Webcast video files are provided after the congress by the ESC to the session organiser for post production.
- After the congress, edited video files and slides are provided by the session organiser to the ESC and posted on the **congress365.escardio.org** platform, 24 hours after reception of the files.

Deadline for application: 30 June 2014

➤ **Important**
- The complete ESC presentation system is in use, as for any ESC sessions.
- If the presentations are not uploaded to the SSC, the webcast cannot be produced.
- Editing of the webcast files is possible.
- The files must be sent to sponsorship@escardio.org

➤ **Webcast files**
- 2 mp4 files 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)

Option 2

This option permits the ESC webcast official supplier, the company CYIM, to capture automatically the Industry Sponsored Session and produce the webcast.
It also allows the session organiser to liaise directly with CYIM to upgrade the standard webcast by adding extra cameras to capture several video feeds (e.g: stage, panel discussion, attendance…)
The organiser has the ability to edit the webcast video files, provided after the congress. The post production is to be made by the session organiser.

> **Procedure**
> - Industry Sponsored Sessions organisers can provide a customized background image.
> - In any other case the ESC background image will be used by default.
> - Mandatory use of the Speakers Service Center (SSC) to upload slides.
> - Each individual presentation must be uploaded to the Speakers Service Center (SSC).
> - In order to include a "Panel Discussion" in the Webcast, 1 PowerPoint slide must be uploaded to the SSC to start the recording of the "Panel Discussion". (e.g. The slide can list the names of the Panelists).
> - Speaker presentation must be played from the ESC computer located at the lectern (no personal computers allowed).
> - Several Webcast video files are provided after the congress by the ESC supplier CYIM to the session organiser for post production.
> - After the congress, edited video files and slides are provided by the session organiser to the ESC and posted on the **congress365.escardio.org** platform, 24 hours after reception of the files.

Deadline for application: 30 June 2014

> **Important**
> - If the presentations are not uploaded to the SSC, the webcast cannot be produced.
> - Additional equipment necessary to upgrade the standard webcast must be ordered directly with the ESC supplier CYIM at the session organiser's own expense.
> - The files must be sent to sponsorship@escardio.org

> **Webcast files**
> - 2 mp4 files 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)

Option 3

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 (SSC) is bypassed and not used.

> **Procedure**
> - The Webcast must be recorded and produced by the session organizer.
> - Production costs must be covered by the session organizer.
> - Industry Sponsored Sessions organizers must inform the ESC and the company ACS, ESC 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.
> - Industry Sponsored Sessions organizers must inform each speaker presenting at the session not to upload their presentation at the SSC.
> - After the congress, edited video files and slides are provided by the session organiser to the ESC and posted on the **congress365.escardio.org** platform, 24 hours after reception of the files.

Deadline for application: 30 June 2014

> **Important**
> - No use of the Speakers Service Centre (SSC)
> - The files must be sent to sponsorship@escardio.org

> **Webcast files to be provided to ESC**
> - 2 mp4 files per presentation (1 HD and 1 SD)
> - Format H264 over mp4 with 720p (HD)
> - Only these formats can be uploaded

LIVE BROADCASTING

Broadcast your sponsored session live from Barcelona during the congress.

ESC official supplier, the company CYIM, will capture your sponsored session and send out a live feed via a specific link for wide audience distribution.

The Industry Sponsored session organisers must set up their own independent webpage* to host the live broadcast.
The content of the independent webpage must not include any product names or logos, or names that might be perceived as misleading product names. Only corporate logos are allowed.
The ESC will not host any Sponsored Session live broadcasting on the escardio.org website or Congres.365 platform

*Please note the ESC can promote your live broadcast via the escardio.org website if the webpage created is dedicated to the live broadcast and is not part of your corporate website.
If you host the Live broadcast on your corporate website the ESC will not be able promote it on their webpages.

Please contact sponsorship@escardio.org for any questions regarding the set up of a live broadcasting

➢ **Cost**
  Live Broadcast with video files   € 6,000   Points awarded: 3 points

When applying for an Industry Sponsored Sessions live broadcasting 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 broadcasted.

The live broadcast 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 live broadcast content should be a true portrayal of the Industry Sponsored Sessions approved by the ESC Congress Programme Committee. The ESC reserves all rights to stop the broadcasting at any time where deemed necessary.

➢ **Procedure**
  - Industry Sponsored Sessions organisers can provide a customized background image format.
  - In any other case the ESC background image will be used by default.
  - Each individual presentation must be uploaded to the Speakers Service Center (SSC).
  - Speaker presentation must be played from the ESC computer located at the lectern (no personal computers allowed).
  - In order to include a "Panel Discussion" in the video files, 1 PowerPoint slide must be uploaded to the SSC to start the recording of the "Panel Discussion". (e.g. The slide can list the names of the Panellists).
  - After the congress, session video files will be provided by the ESC to the session organiser.

  Deadline for application and artwork approval: 30 June 2014

➢ **Important**
  - The complete ESC presentation system is in use, as for any ESC sessions.
  - If the presentations are not uploaded to the SSC, the live broadcast cannot be produced.
  - The live broadcasting service is exclusively provided by the ESC supplier, the company CYIM.
  - **The session video files will not be uploaded to the congress365.escardio.org platform.**
  - **Editing of the live feed is not possible.**

➢ **Video recording of the transmission**
  2 mp4 files per presentation (1 HD and 1 SD). Format H264 over mp4, 720p (HD)

LAYOUT OF A LIVE BROADCAST AND VIDEO RECORDING OF THE TRANSMISSION

The live feed identically reproduces the elements visible on the lecture room projection screen.

Slides of the session

Speaker: Fixed camera on the lectern