



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.
- 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
- Average number of views per day: 150

➤ Important:

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