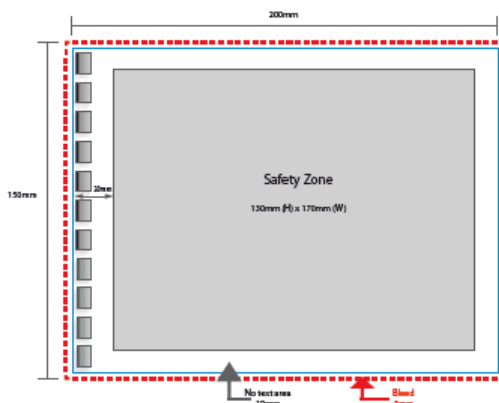


INDUSTRY PROGRAMME

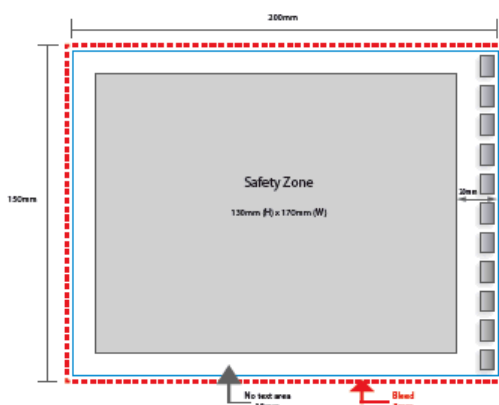
The Industry Programme combined Satellite Symposia adverts and a notepad. It will be inserted in the Heart Failure official Congress Bag and will offer exceptional exposure for industry activities at Heart Failure.

Guidelines:

- The advert is horizontal (as stipulated in the specs)
- No trademarks, no product name will be allowed,
- Remember to Include the date, time and room number of your session as well as your company logo so the delegates know - you may include your stand number, but not your stand activities.
- The advert may 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.
- Deadline for artwork approval: **1 April 2013**
- When to submit artwork: **any time between now and 1 April 2013 before end of business (17:00) in France.**



Industry Insert Recto



Industry Insert Verso

Technical Specifications Industry Insert

Horizontal format only

Industry Insert

150mm (H) x 200mm (W)

Safety Zone: 130mm (H) x 170mm (W)

Colours

Colours: 4 colour Print (full colour)

No pantone colours

Material to be sent to the ESC

- PDF documents (with embedded all fonts) in Press Quality are available OR

Accepted format:

Only Macintosh Electronic file using one of the following Software,

- Indesign CS3 (No pantone colour),
- Illustrator CS3 (No pantone colour),
- Photoshop CS3 (all files 300 DPI and CMYK)

- Font folders are necessary