



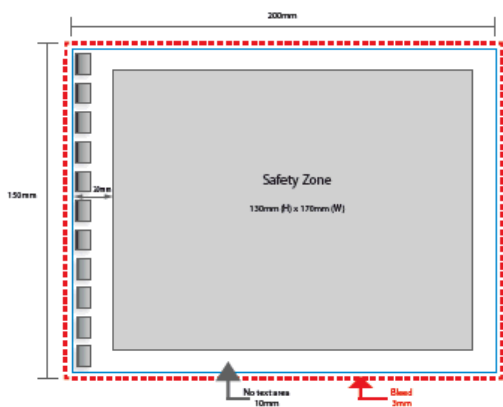
INDUSTRY PROGRAMME

The Industry Programme combined Satellite Symposia / Hands-on Tutorials 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.

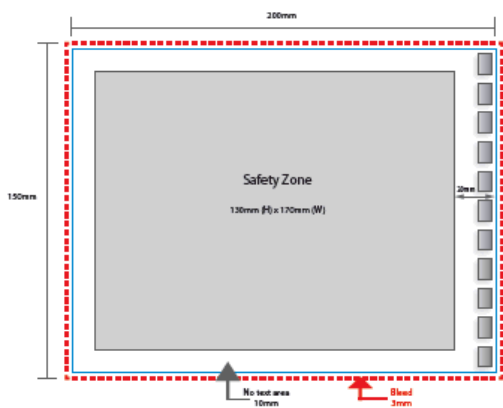
The insert in the Industry Programme replaced the usual Delegate Bag Insert

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: **10 March 2013**
- When to submit artwork: **any time between now and 10 March 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

If you need any further information, please do not hesitate to contact us.

Email: Sponsorship@escardio.org