

Exhibition column branding

Heart Failure 2016

HEART FAILURE 2016
CONGRESS ORGANISED BY THE HEART FAILURE ASSOCIATION OF THE ESC

Featuring the 3rd WORLD CONGRESS
ON ACUTE HEART FAILURE

21-24 May
Florence
Italy

Heart Failure:
state of the art

www.escardio.org/HFA

#heartfailure2016

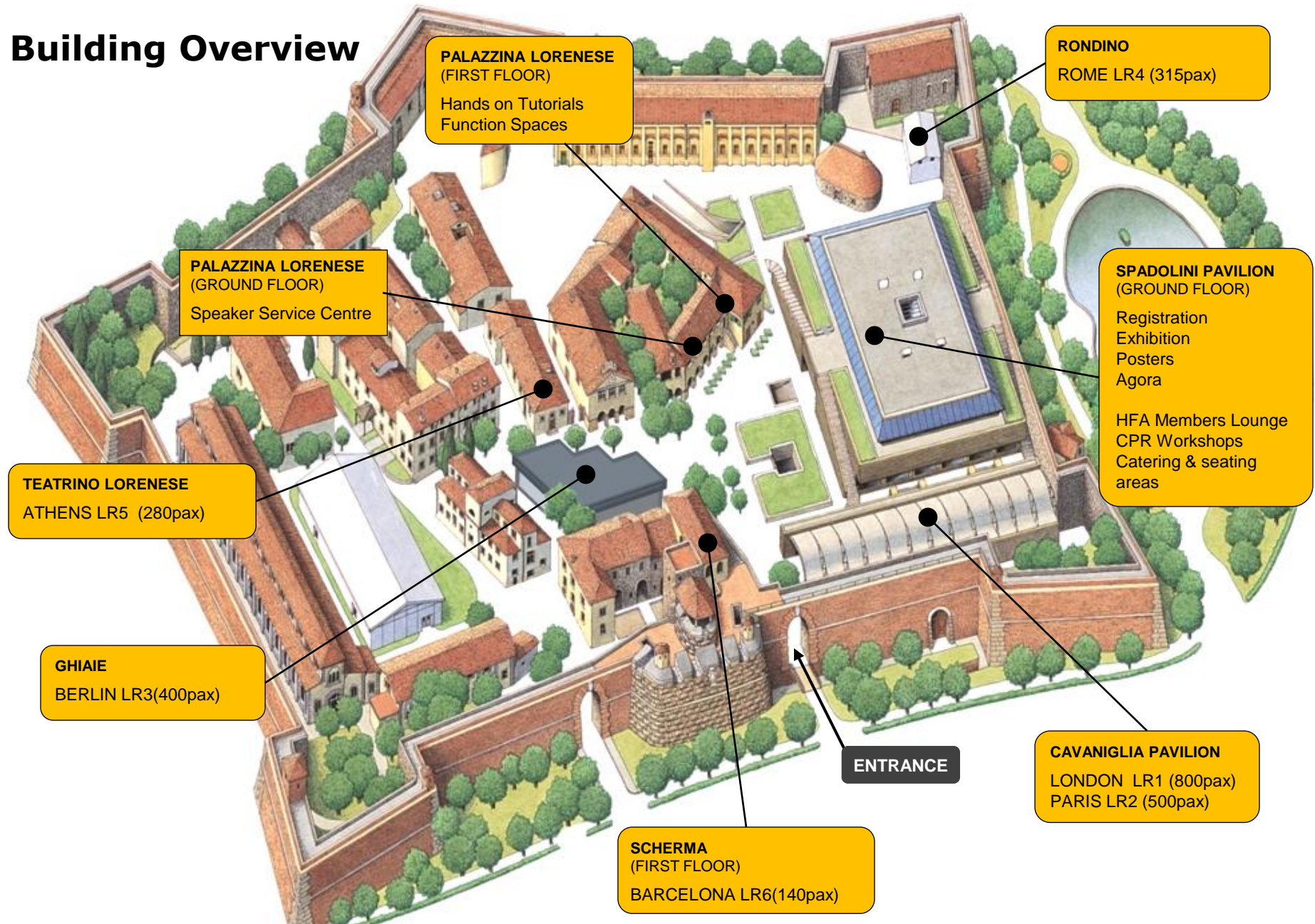


HEART FAILURE
ASSOCIATION
OF THE ESC



EUROPEAN
SOCIETY OF
CARDIOLOGY®

Building Overview



PALAZZINA LORENESE (FIRST FLOOR)
Hands on Tutorials
Function Spaces

RONDINO
ROME LR4 (315pax)

PALAZZINA LORENESE (GROUND FLOOR)
Speaker Service Centre

SPADOLINI PAVILION (GROUND FLOOR)
Registration
Exhibition
Posters
Agora

HFA Members Lounge
CPR Workshops
Catering & seating areas

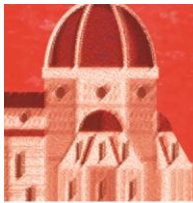
TEATRINO LORENESE
ATHENS LR5 (280pax)

GHIAIE
BERLIN LR3(400pax)

ENTRANCE

CAVANIGLIA PAVILION
LONDON LR1 (800pax)
PARIS LR2 (500pax)

SCHERMA (FIRST FLOOR)
BARCELONA LR6(140pax)



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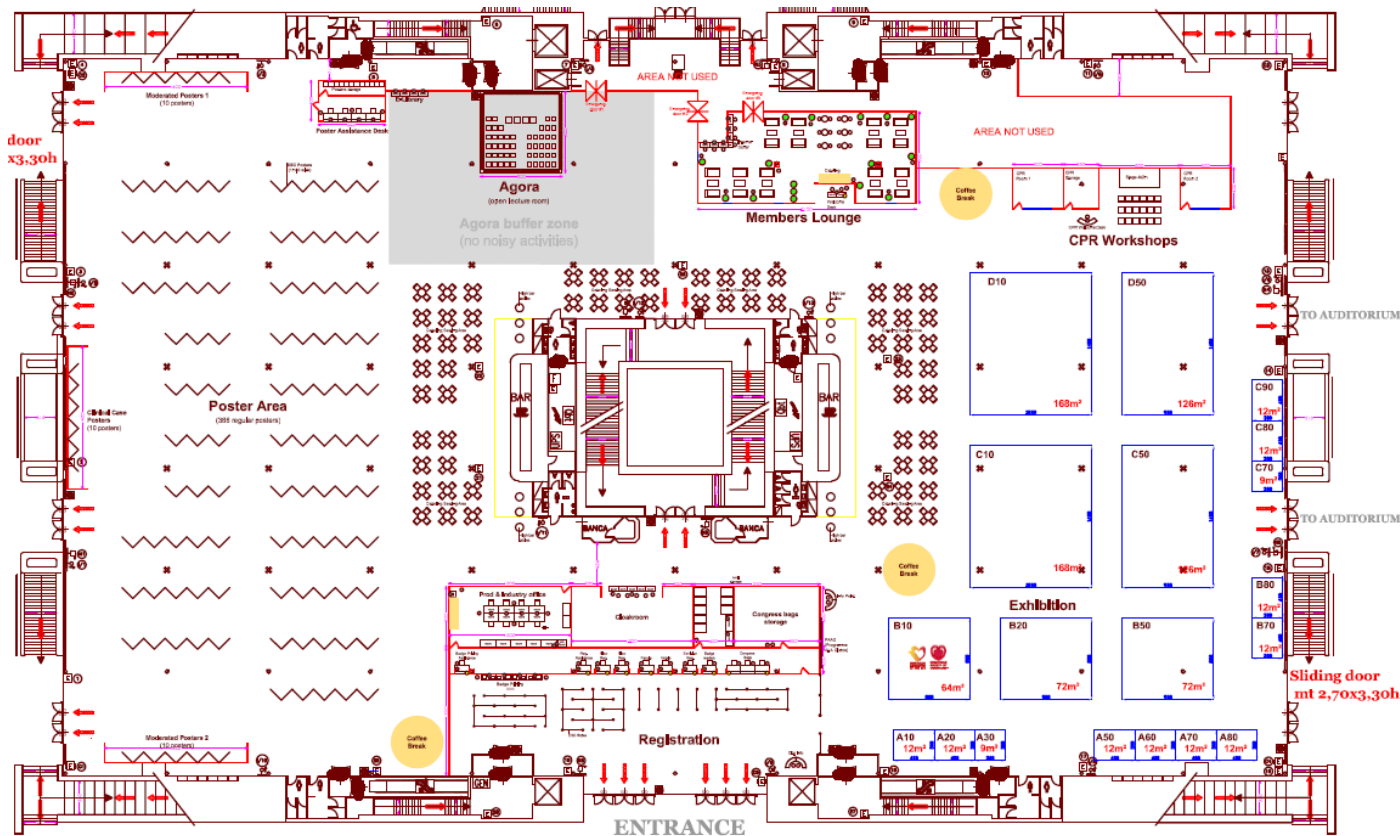
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Columns in Spadolini: Exhibition area





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Printed panels for columns

- Depending on your stand height you will be able to cover the column adjacent to your stand. Brand the column to associate it to your stand promotion
- Product advertising permitted
- Sizes:
 - Small Column: 50cm x 250cm (or 300cm depending on height of stand)
 - Large Column: 65cm x 250cm (or 300cm depending on height of stand)
- Branding Fee: €1500 (exclu.VAT and production cost)
- Badge access area





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Production information

- If the column is located nearby a stand area (but not inside), the column area can be rented only by the exhibitor assigned next to this column (rental upon request and exclusively via ESC - no application form)
- Product names are allowed (this should not be considered as regular onsite advertising).
- The rental cost is € 1500 per column (excl. VAT & excluding production cost).
- The exhibitor can either organise the production of the visuals at its own expenses (either via its own stand building agency or via the local supplier)
- Local supplier: SSD Grafiche
Via A. Bartoli6/A
50135 FIRENZE
Email: benedetta@ssdgrafiche.it