



**HEART
FAILURE 2018**
including the World Congress on Acute Heart Failure

VIENNA
26 -29MAY



Technical Specifications for items included with your Practical Tutorials

Heart Failure Industry Programme advertisement

General Information:

- Heart Failure industry programme is included in the congress bag
- Your Practical Tutorial advert will be on the specific Industry Sponsored Session tab make sure your advert is the correct size as below
- Your advert is a double sided page

Format and Size:

Industry Sponsored Session advert specifications (included Practical Tutorials packages)

- 150mm (H) x 200mm (W)
- Safety Zone: 130mm (H) x 170mm (W)

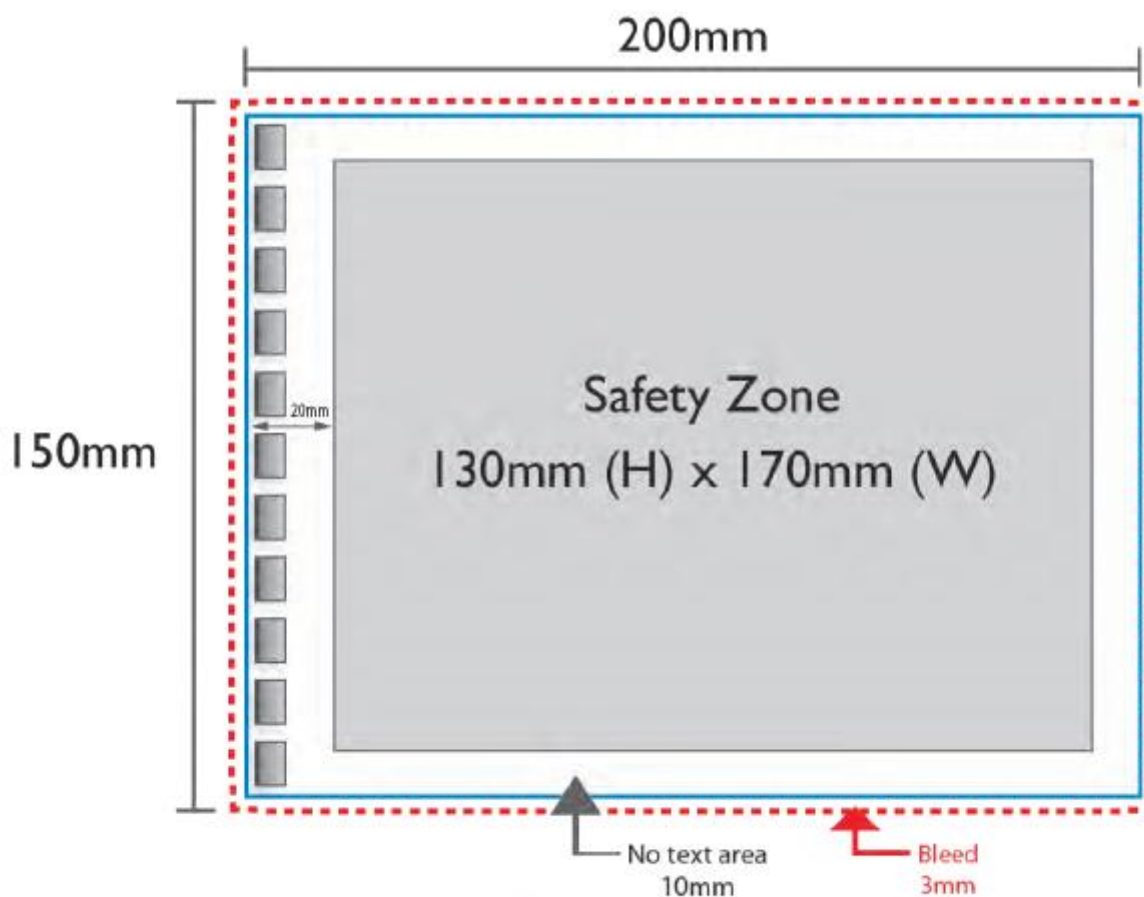
Preferred format:

- High Definition PDF (Press quality or more) with all fonts embedded

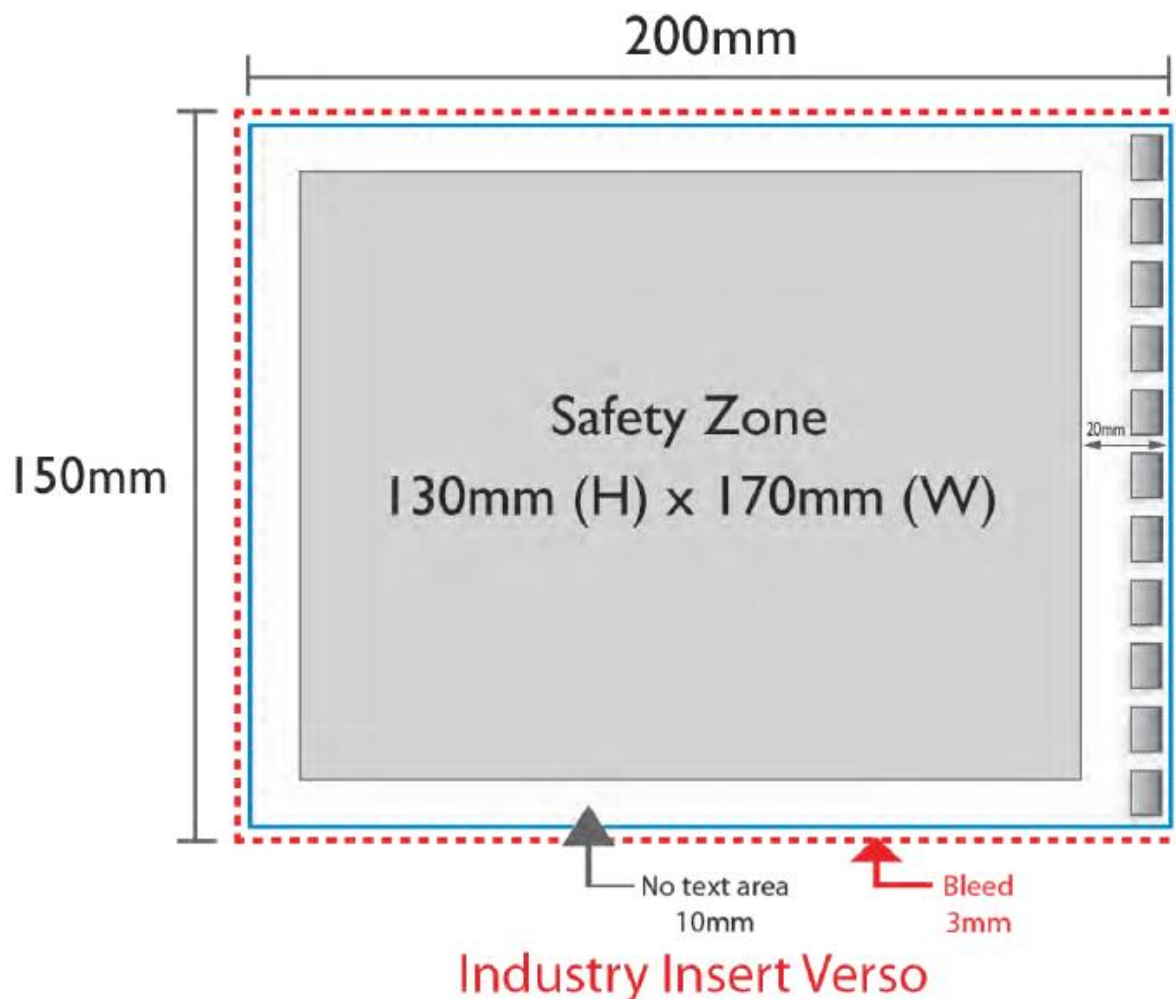
Colour Mode: All full colour images must be saved in CMYK mode, as *.tiff or *.eps files at actual print size. Provide CMYK (Cyan-Magenta-Yellow-Black) percentages for Pantone colours used.

Artwork should be submitted for approval to: sponsorship@escardio.org

Deadline to submit your adverts for approval: **28 March 2018**



Industry Insert Recto



Weblink

Invite delegates to your congress activities by designing a promotional page linked to the Scientific Programme & Planner (SPP). SPP can be seen by delegates from the www.escardio.org website. This link is created by ESC staff on your pdf. This invitation will communicate your Practical Tutorial message to delegates.

No hyperlinks to sponsor web sites allowed. No product advertising allowed.

1 Weblink can only promote 1 industry sponsored session.

Send to sponsorship@escardio.org

Deadline for Final approval + send pdf file: 28 March 2018

Supplied by industry:

Weblink format: PDF or JPEG, screen quality

Size: consider approx 600Kb max

GENERAL NOTE ON CONTENT

- Industry sponsored session should be referred to as Practical Tutorials (capital "P" and "T") at all times
- The congress name should be Heart Failure 2018 (not "ESC HF 2018" or the "Heart Failure congress") or you can simply use the "industry picto" provided on the dedicated industry web-page: <http://www.escexhibition.org/HeartFailure2018/default.aspx?PageView=Shared>
- The title of your Practical Tutorials and presentation should be the same as what you originally submitted, make sure to inform us of any changes as early as possible
- No trademarks, no product name or logo will be allowed for Practical Tutorials Adverts. Hyperlinks in titles or adverts are not permitted

The files must be approved and send to sponsorship@escardio.org