



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

VIENNA
26 -29MAY



Technical Specifications for items included with your Satellite Symposium

Heart Failure Industry Programme advertisement

General Information:

- Heart Failure industry programme is included in the congress bag
- Your Satellite Symposia advert will be on the specific tab make sure your advert is the correct size
- Your advert is a double sided page

Format and Size:

Industry Sponsored Session advert specifications (included in Satellite Symposium and Hands-on Tutorials packages)

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

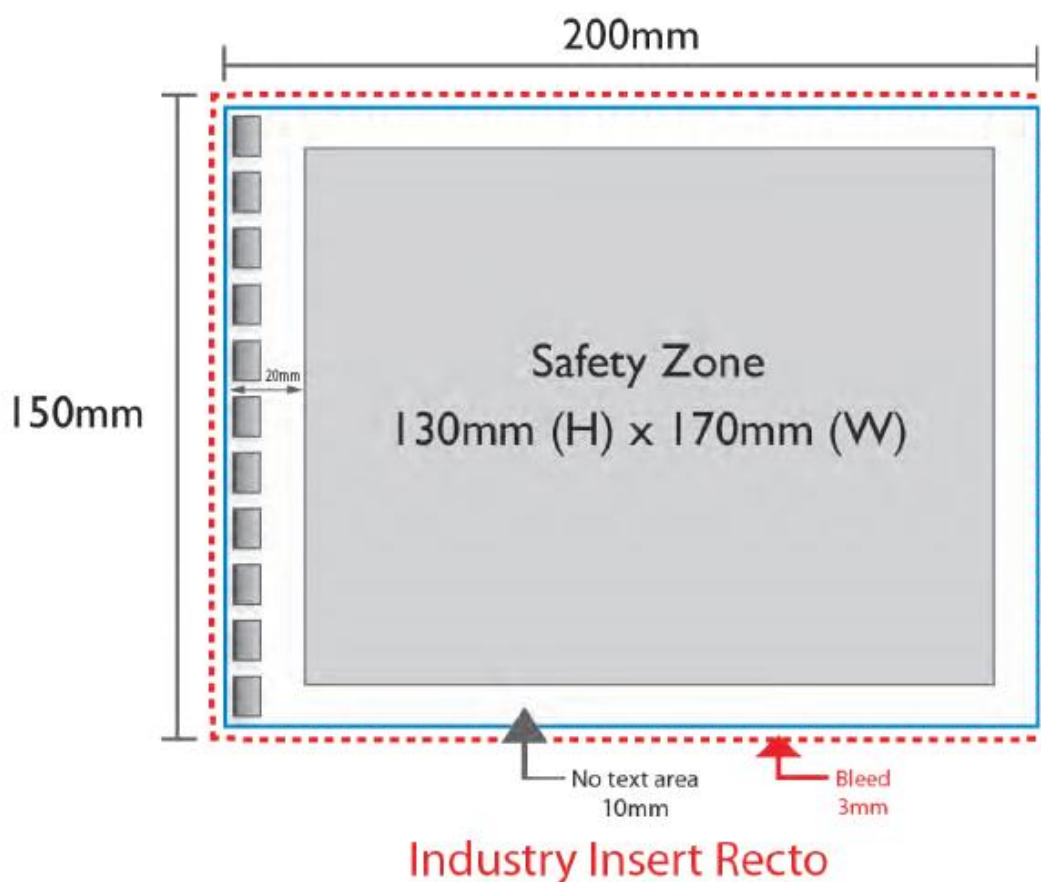
Preferred format:

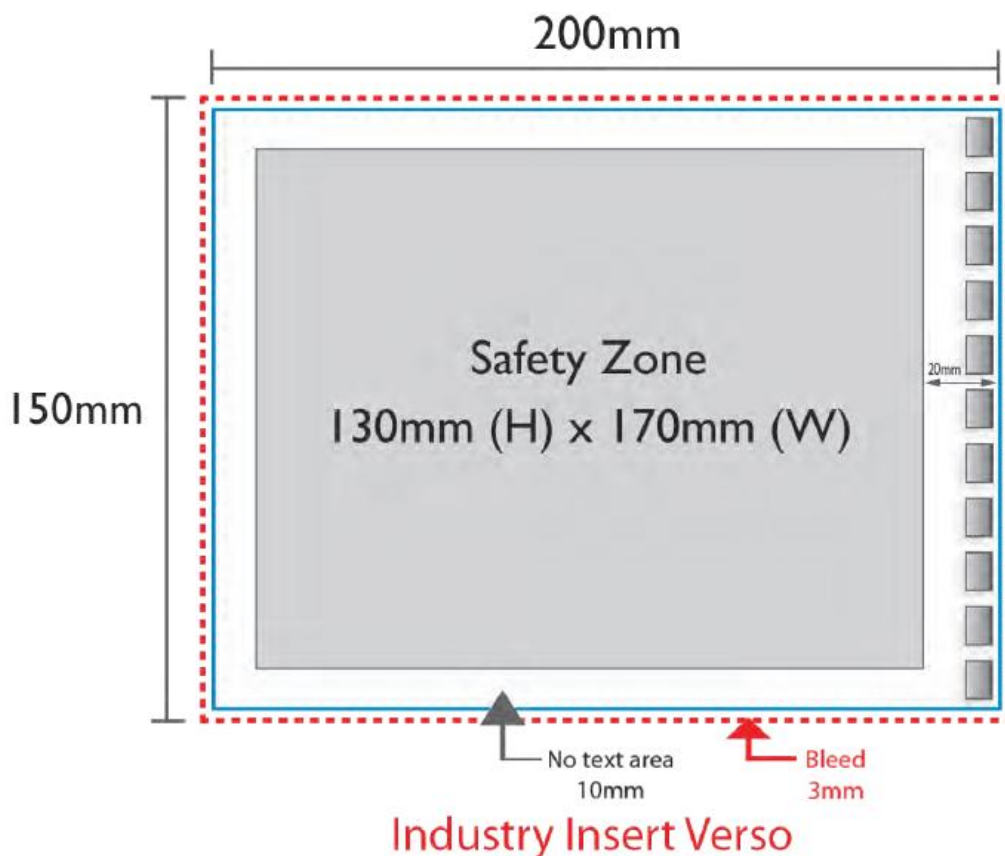
- High Definition PDF (Press quality or more) with all fonts embedded

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**





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 Satellite Symposium 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

Information screen

Display details of your Satellite Symposium on screen located at the entrance of your lecture room.

No Product Advertising Permitted (information screen not available for Practical Tutorials))

- PowerPoint, 16:9, HD resolution (1920 x 1080).
- The powerpoint maximum timing is 30 seconds,
- If there are multiple slide the total slide viewing, they need to total to a 30 sec presentation (eg: 1st slide 12 sec, 2nd slide 10 sec, final slide 8 sec)
- If possible please name the file with your company name when sending it to sponsorship@escardio.org

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

GENERAL NOTE ON CONTENT

- Industry sponsored session should be referred to as Satellite Symposia (capital "S" for both words) 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 Satellite Symposium 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 Satellite Symposia Adverts. Hyperlinks in titles or adverts are not permitted

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