

**HEART  
FAILURE 2018**

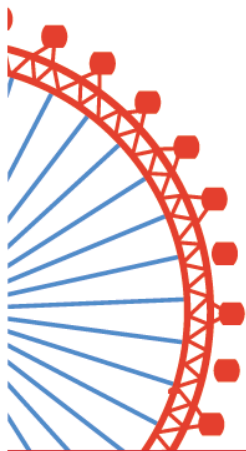
including  
the World Congress on Acute Heart Failure

**VIENNA**  
26 -29MAY



# Onsite Advertising

## SERVIER order



[www.escardio.org/heartfailure](http://www.escardio.org/heartfailure)



## Why use onsite advertising ?

- Mark your presence at Heart Failure 2018
- State your commitment to the cardiovascular arena
- Communicate on your therapeutic areas & innovations
- Invite delegates to your activities
- Promote your Industry Sponsored Sessions
- Leave a lasting impression

### NOTES

- All prices listed within are exclusive of VAT & represent full rental and production costs
- Deadline for Priority Status: **10 November 2017**
- **Deadline to send files for approval and production 1 April 2018 to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)**

## Content Reminder

**NEW** For given Onsite Advertising items ESC permits product advertising. Local regulatory approval is incumbent on the company selecting the product. The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

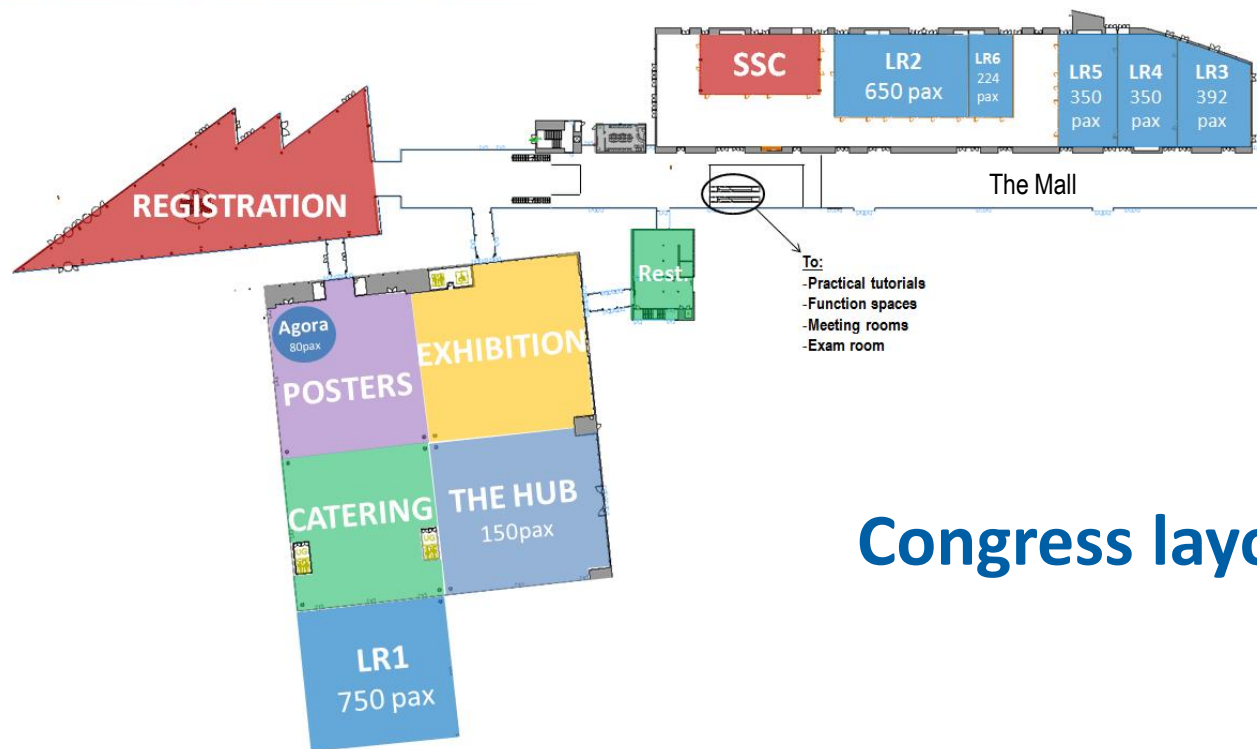
Assignment of items will be made based upon the accrued points ranking and in respect of priority status deadline.

None of the images or 3D simulations or photos are contractual.

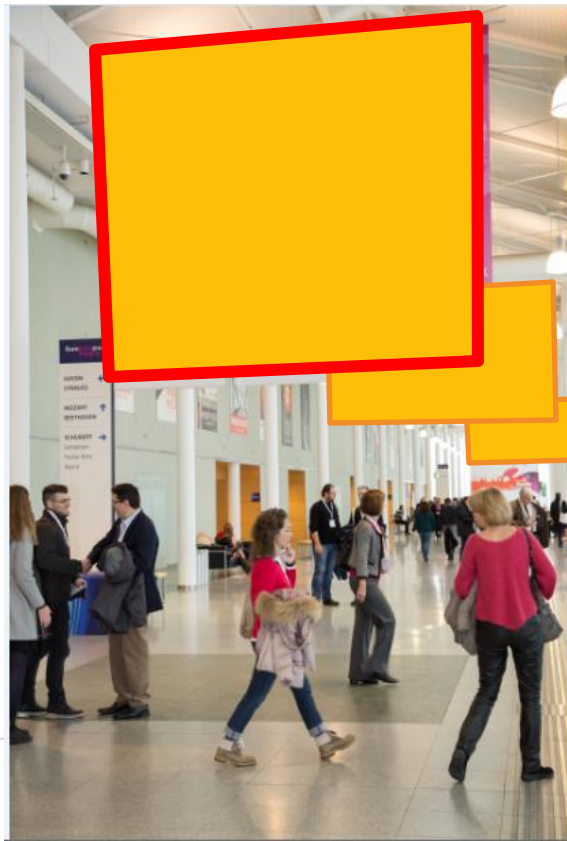
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## Congress layout



## The Mall - Suspended banners

These banners are located at in the large mall leading to sessions' lecture rooms.

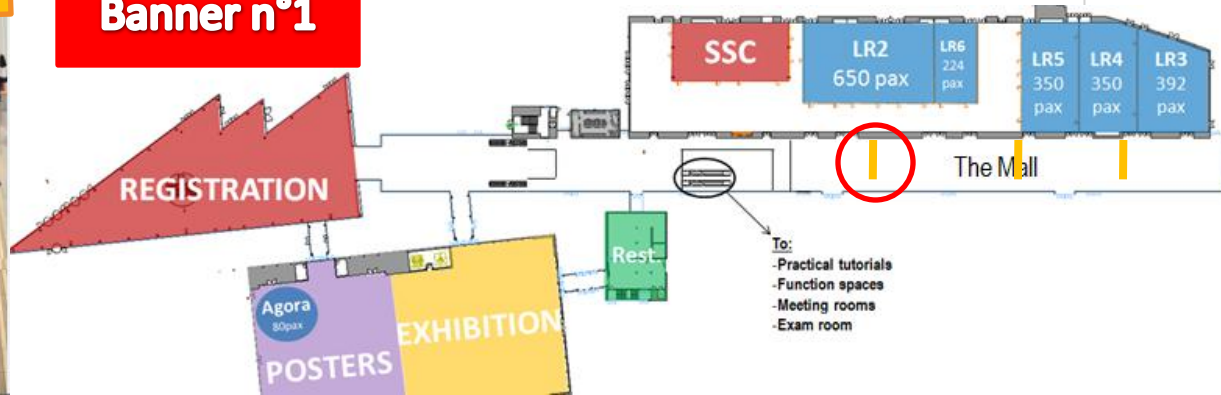
Quantity: 3

2 sides to advertise

Size: 4m (W)x 4m (H)

Production price per banner: €2 200

### Banner n°1





**Printing data: use scale 1:10; Printing data has to have a resolution of at least 600 dpi at a the scale 1:10  
Convert all fonts into vectorized paths, color sheme should be CMYK, the pdf has to be print optimized.**



## **Colour-use regulations**

### **Colour scheme – CMYK!**

Colours can vary due to different materials. To ensure that we are able to print to your satisfaction, please provide a colour proof. A conventional colour copy is not accurate enough. If no representative colour proof (on used material) is provided, no subsequent complaints regarding colour variations can be accepted.



### **Adobe Photoshop**

We can process TIFF and EPS data the best. Do not send compressed JPG data. Please set up files in CMYK-Code.



### **Adobe Illustrator**

Please convert all fonts into **vectorized paths**.



### **Adobe Indesign**

Please save as **print optimized** file.



### **Adobe Acrobat**

We request you to save **print data optimized**.

## **Guidelines for art work printed on several panels:**

If your art work is printed on several panels, we kindly ask you to provide **one file with one continuing graphic**.  
Please provide the motiv contiguous large format artwork with an **over filler of 20mm** and crop marks on all 4 sides of each artwork file.