



## Technical Specifications for items included with your Satellite Symposium

### Heart Failure Congress News Insert Page Advertisement

#### General Information:

- Heart Failure 2019 Congress News is available everyday of the congress.
- The ESC reserves the right to amend the final advertisement sizes if required.
- Your Satellite Symposia adverts will be on the centre pages which are a **different size insert** from the main document.
- Your advert is a one sided advert
- These inside pages will contain your advert on the day the Session takes place. (You could therefore mention: "Today at 12:45 in room...." Rather than stating the actual date)
- Product advertising is not allowed
- Adverts are placed in the order of accrued points



#### Technical specifications:

Full Page Insert



134mm (w) x 390mm (h)

#### Acceptable File Formats

- High Res PDF
- four process (CMYK) - NO RGB OR SPOT COLOUR ELEMENTS ACCEPTED

#### Image Requirements

- 300 dpi
- 100% of print size

**Deadline to submit your adverts for approval: 22 March 2019**

### **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](http://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](mailto:sponsorship@escardio.org)

**Deadline for Final approval + send pdf file: 22 March 2019**

### **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. Please note that exceptionally no screen will be available in front of Agora 1.

No Product Advertising Permitted

- 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](mailto:sponsorship@escardio.org)

**Deadline for Final approval + send ppt file: 22 March 2019**

### **GENERAL NOTE ON CONTENT**

- Industry sponsored session should be referred to as Satellite Symposium (capital "S" for both words) at all times
- The congress name should be Heart Failure 2019 (not "ESC HF 2019" or the "Heart Failure congress") or you can simply use the "industry picto" provided on the dedicated industry web-page:
- 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](mailto:sponsorship@escardio.org)