

Heart Failure
& World Congress on
Acute Heart Failure **2019**



25-28 MAY
ATHENS
GREECE



Onsite Advertising





Why use onsite advertising ?

- Mark your presence at Heart Failure 2019
- 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: **09 November 2018**
- **Deadline to send files for approval and production 05 April 2019 to sponsorship@escardio.org**



Content Reminder

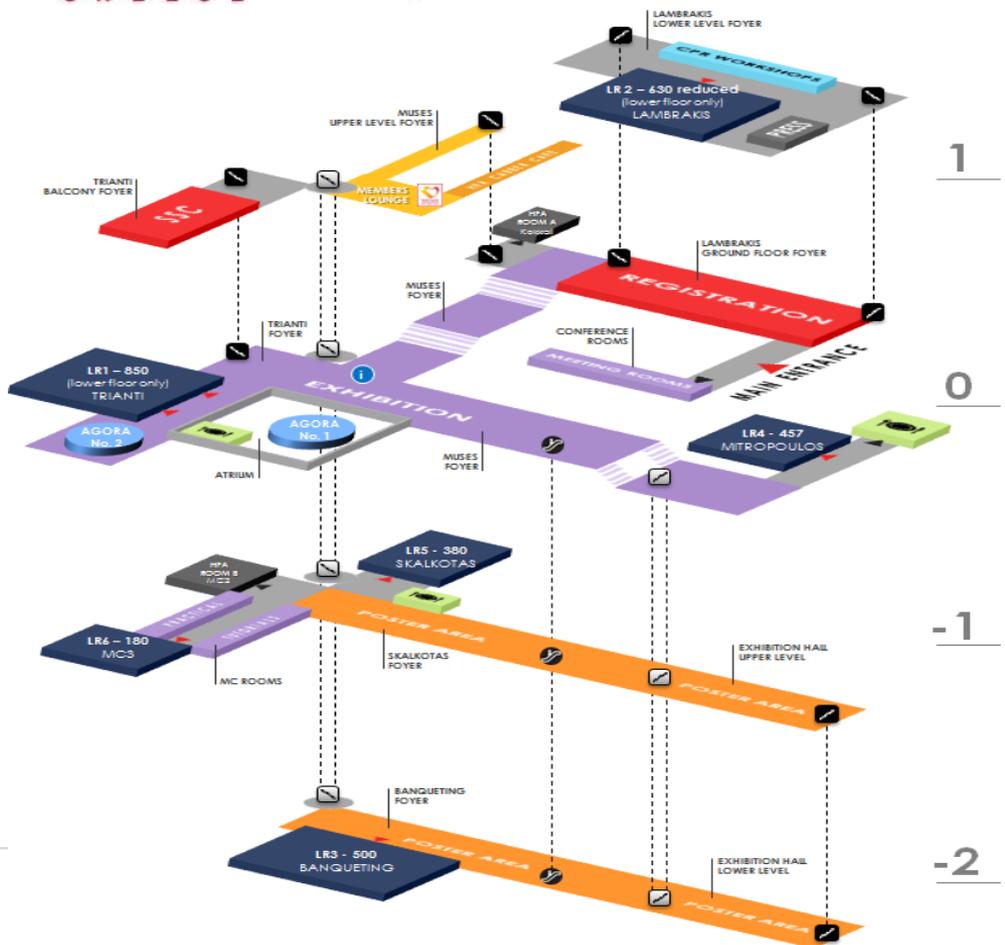
For given Onsite Advertising items ESC permits product advertising. Local regulatory approval is incumbent on the company selecting the product. The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

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.

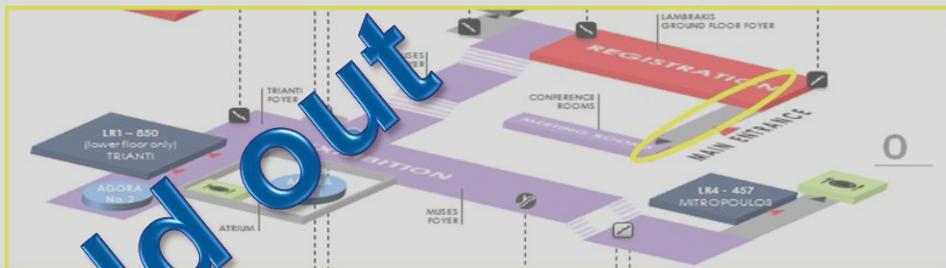


Building Overview



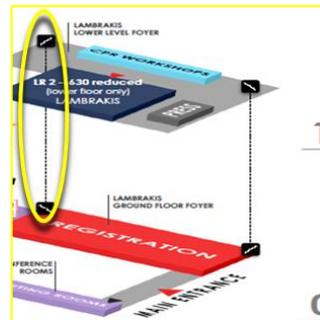


Totems – Main entrance



- These 4 sided totems located at the entrance of Heart Failure 2019 will welcome delegates with your visual identity and key messages.
- Size (in cm): 100 wide x 300 high
- Qty: 2 Totems, 4 brandable sides each
- Price: **€12,500** per totem
- Accrued Points: 5 + 1 bonus point

Items are in
public access



Stickers on kickboards – Main stairs leading from Registration to level 1

1

* 2 stickers of 564(w) x 64(h) +
1 sticker of 338(w) x 65(h)



2

* 1 sticker of 621(w) x 66(h) +
1 sticker of 43(w) x 66(h) +
1 sticker of 68(w) x 69(h)



3

* 1 sticker of 336(w) x 68(h)



4

* 2 stickers of 236(w) x 64(h)



- This staircase leading to the Lecture Room LAMBRAKIS and the press area is composed of 3 sections separated by two landing spaces. Branding of the ramp glasses is also included in the price.

- Size (in cm):

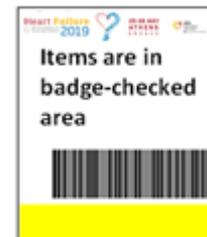
Each step: 324 + 308 + 308 wide x 16,5 high

Ramp glasses: 9 stickers*

- Quantity: 1 staircase separated in 3 sections (17 + 18 + 7 = 42 steps)

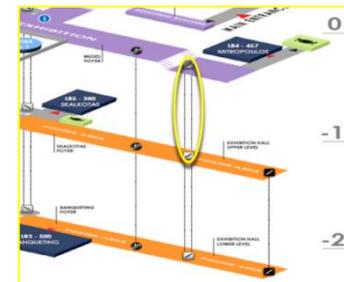
- Price: **€10,000**

- Accrued Points: 4 + 1 bonus point





Stickers on kickboards – Main stairs leading from Exhibition to level -1



- This staircase leading to the POSTER AREA is composed of 2 sections separated by one landing space. Branding of the ramp glasses is also included in the price.

- Size (in cm):

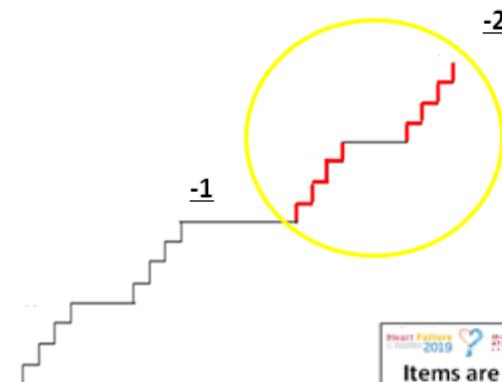
Each step: 415 wide x 15 high

Ramp glasses: 8 stickers*

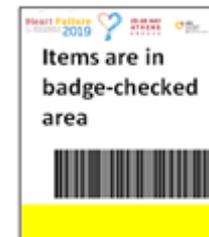
- Quantity: 1 staircase separated in 2 sections (17 + 18 = 35 steps)

- Price: **€12,500**

- Accrued Points: 5 + 1 bonus point

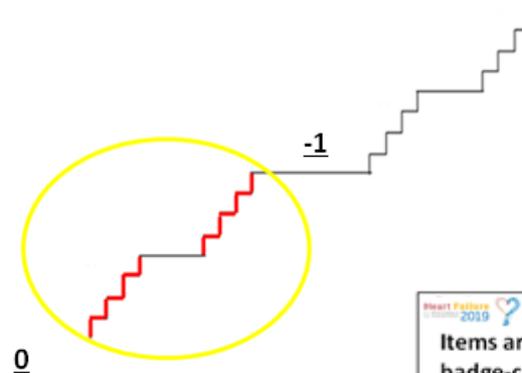
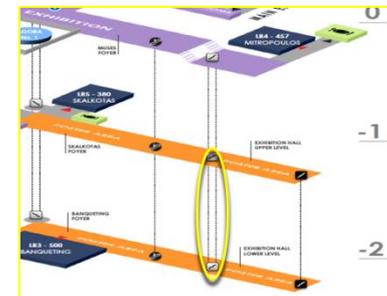


* 2 stickers of 610(w) x 68(h) + 2 stickers of 270(w) x 68(h) + 2 stickers of 650(w) x 68(h) + 2 stickers of 84(w) x 68(h)





Stickers on kickboards – Main stairs leading from level -1 to level -2



- This staircase leading to the POSTER AREA and to the Lecture Room BANQUETING is composed of 2 sections separated by one landing space. Branding of the ramp glasses is also included in the price.

- Size (in cm):

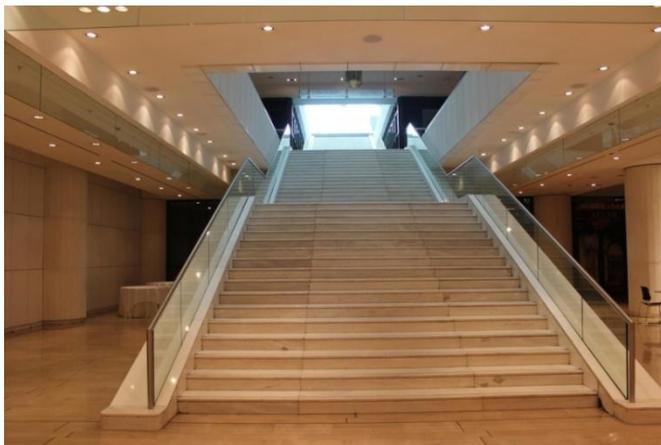
Each step: 415 wide x 15 high

Ramp glasses: 8 stickers*

- Quantity: 1 staircase separated in 2 sect (17 + 18 = 35 steps)

- Price: **€10,000**

- Accrued Points: 4 + 1 bonus point

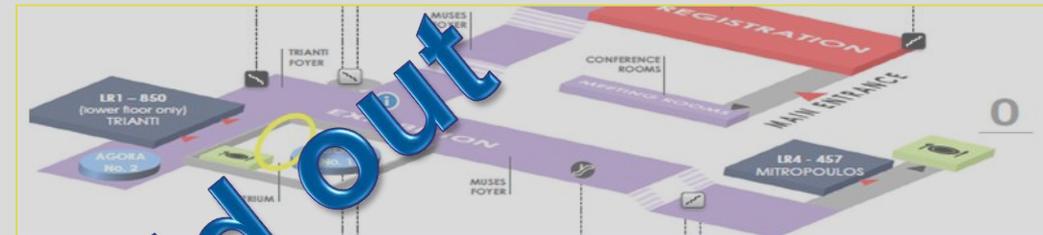


* 2 stickers of 614(w) x 69(h) + 2 stickers of 266(w) x 72(h) + 2 stickers of 650(w) x 72(h) + 2 stickers of 126(w) x 72(h)





Outside totems - In the atrium

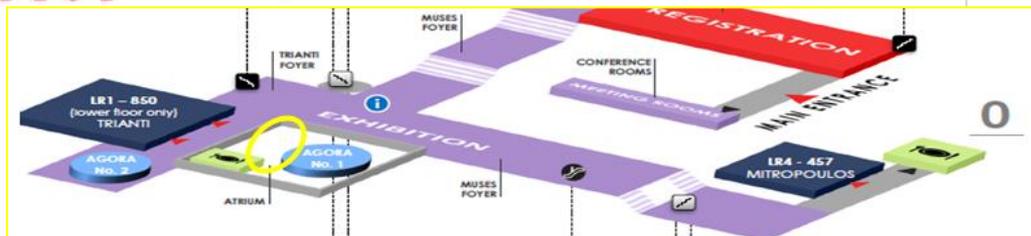
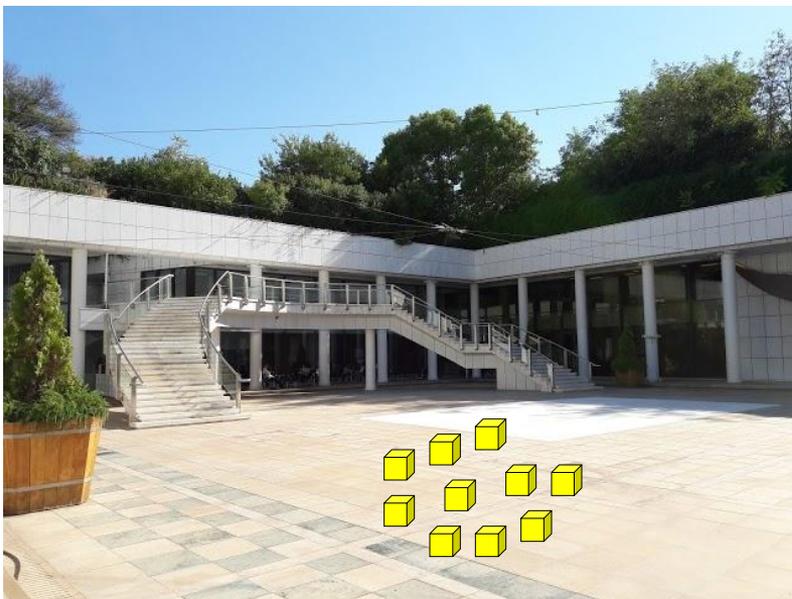


- These 4 sided totems located next to the outside Agora and a catering area will ensure high visibility throughout the Congress. Make sure to take advantage of this opportunity !
- Size (in cm): 100 wide x 300 high
- Quantity: 2 Totems, 4 brandable sides each
- Price: **€10,000** per totem
- Accrued Points: 4 + 1 bonus point

Items are in badge-checked area



Outside sitting cubes – In the atrium



- This cluster of branded sitting cubes will allow the delegates to have a highly appreciated sitting area in the outdoor Atrium, which they will be able to handle and move around at their leisure, thus bringing your message to the tip of their fingers.
- Size (in cm): 50 x 50 x 50
- Qty: 1 cluster of 50 sitting cubes
- Price: **€20,000**
- Accrued Points: 8 + 2 bonus points

