

M U N I C H Germany

30 August  
3 September

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EUROPEAN  
SOCIETY OF  
CARDIOLOGY®

ESC Congress 2008



## Megaposter – Multi-storey Car Park

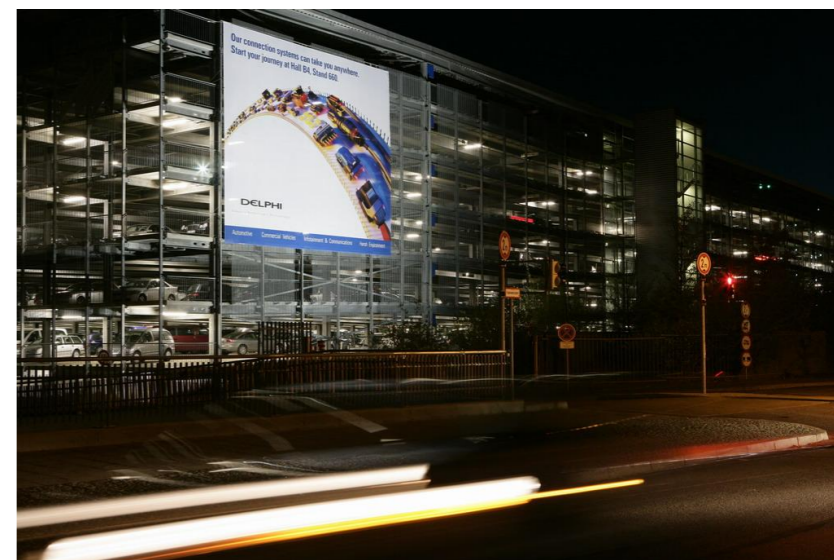
- Megaposter – the bigger the better

Guaranteed to attract attention: the megaposter is displayed on the side of the multi-storey car park in full view of the busy A94 motorway and main approach roads to the fair, to the left hand side of Zone C.

**Size:** 1,000cm x 1,200 cm

**Location:** Three locations available on front, back & side of multi-storey car park

**Cost incl. Production:** €35,000 excl. VAT





## City Light Poster – Adjacent to Zone C

- City Light Poster – make an impact

Welcome delegates as they arrive by private car: two single-sided city light posters are located on the exits of the multi-storey car park and allow you to make a powerful first impression with Delegates arriving via the car-park and walking past this area on a daily basis.

**Size:** 168cm x 112cm

**Location:** Two entrances & exits of multi-storey car park

**Cost incl. Production:** €10,000 excl. VAT for both locations





## City Light Poster – Between Main Entrance and U-Bahn

- City Light Poster – communicate your message

Tell your story to delegates on a daily basis: three double-sided city light posters are located on the path that delegates will take from the U-Bahn to the Main entrance. Catch delegates' attention as they arrive and leave the congress centre each day.

**Size:** 168cm x 112cm

**Location:** Pathway from U-Bahn to Main Entrance

**Cost incl. Production:** €25,000 excl. VAT for three double-sided advertisements.





## Clip On Poster – Expressway

- Clip On Poster – tell your story



Communicate with delegates using the expressway connecting the Industry Coach Parking area and the Main Entrance. A block unit of 8 advertisements is available for communication along this expressway or maximise this medium by using the full length of the expressway (almost 1 km) as an image campaign (6 units of 8).

**Size:** 119cm x 84cm

**Location:** Expressway between Industry Coach Parking and Main Entrance.

**Cost incl. Production:** €17,500 per unit of 8 or €80,000 for 6 units of 8 (full-length of expressway)



## Clip On Poster – Atrium

- Clip On Poster – tell your story



The atrium is a very popular area with delegates as it allows them to relax and get some fresh air during the congress. The Atrium runs between the halls from the west to east entrance and advertisement is available in units of 8 or as an exclusive campaign area (6 units of 8).

**Size:** 84cm x 119cm

**Location:** Atrium between west and east entrance

**Cost incl. Production:** €15,000 per unit of 8 or €60,000 for 6 units of 8 (total atrium area)



## Staircase – Registration Area

- Staircase – step-by-step promotion

Use this eye-catching tool every step of the way: Guide the delegate towards you by using each of the 36 steps on the staircases located in the Registration area in main entrance of the congress centre and in the Industry Coach Parking area entrance.



**Size:** 36 steps (5.4m)

1 step = 15cm x 250cm

**Location:** Staircase Main Entrance in Registration area and in Industry Coach Parking area

**Cost incl. Production:**

Staircase Registration: €15,000 excl. VAT

Staircase Industry Coach Parking: €13,000 excl. VAT

Both staircases: €25,000 excl. VAT



## Suspended Advertisements – Registration Area

- Suspended advertisements – elevate your communication



Use the only suspended advertisements available to industry to promote your message to delegates as they enter the congress centre. The advertisement is placed on three glass-front panels.

**Size:** 450cm x 285cm per panel

**Location:** Three glass front panels in registration

**Cost incl. Production:** €30,000 excl. VAT for three exclusive panels located in registration





## Textile Banner – Registration Area

- Textile banner– eye-catching statement

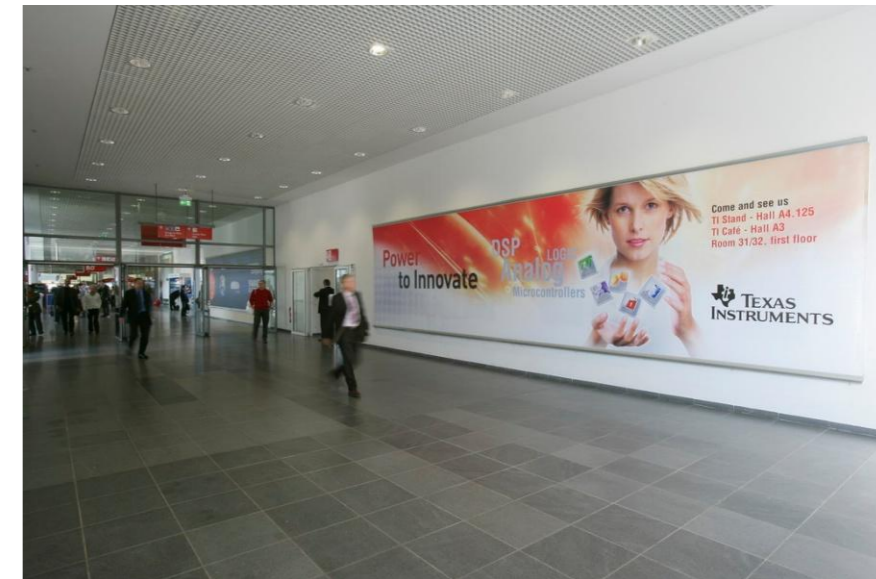
Make a large statement with the textile banner available in the main entrance hall and walkway towards Hall A.

**Size:** 250cm x 450cm

**Location:** From Registration to Hall A1

**Cost incl. Production:** €18,000 excl. VAT

**Size:** 250cm x 900cm





## Wall Panel – Registration Area

- Wall Panel – present to impress

One wall panel in the entrance hall offers plenty of scope for an impressive presentation. One panel is available:

**Size:** 450cm x 300cm

**Location:** Registration Area

**Cost incl. Production:** €15,000 excl. VAT

