



ESC Congress 2008
30 August – 3 September
Munich – Germany

STANDARD PROMOTIONAL DROP BANNER

Companies organising Satellite Symposia, Workshop Sessions and EBAC Accredited Educational Programmes, are offered specific drop banner locations, free of charge, to promote their events.

For the sake of uniformity, production of the banners will be handled by **Atelier Gebhard GmbH & Co.KG** and the production costs are to be borne by the session organizer. Please refer to the **technical specs for production**.

IMPORTANT: The production of Standard Promotional Drop Banners is not obligatory.

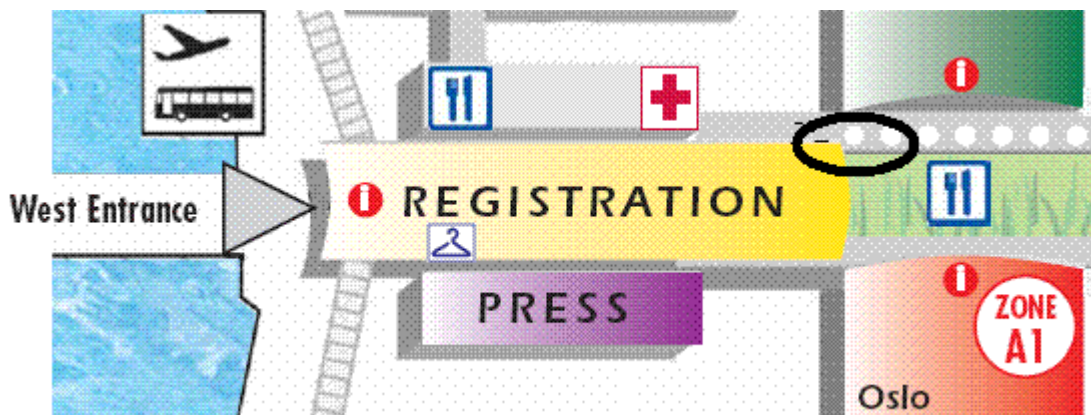
Standard Promotional Drop Banners must have the specific written approval of the ESC. ESC Congress 2008 Branding Guidelines apply.

Each session organiser is then responsible for organising in accordance with **Atelier Gebhard GmbH & Co.KG** the production of their banner (1 banner per event).

Atelier Gebhard GmbH & Co.KG will invoice the session organiser for production costs.

- **Location**

Satellite Symposia / Workshop Sessions / EBAC Accredited Educational Programmes



- **Description**

Size: 1 banner promoting 1 event: width 830 mm, height 1500 mm.
Format: Portrait

- **Production Costs**

121.42 € (+ VAT) per banner promoting 1 event.

- **Technical specs for production**

Printout Files as .pdf*, .tif, or .jpg
(*Letters embedded or ideally vectorized, Picture dissolution: 1:1/dpi 300)

Compatible files for digital tools: .ai, .eps or .pdf
(Letters and shapes must be vectorized)

It would be helpful to describe your references of colour codes.

- **Production deadlines**

Standard Promotional Drop Banners must receive ESC approval before 15 August 2008.
Atelier Gebhard GmbH & Co.KG must be contacted before 22 August 2008.

- **Display Time**

Satellite Symposia / Workshop Sessions

- For sessions scheduled on Saturday 30 August 2008:
Friday 29 August and Saturday 30 August 2008, all day.
- For sessions scheduled on Sunday 31 August 2008:
Sunday 31 August and Monday 1 September 2008, all day.
- For sessions scheduled on Monday 1 September 2008:
Sunday 31 August and Monday 1 September 2008, all day.
- For sessions scheduled on Tuesday 2 September 2008:
Tuesday 2 September 2008, all day.

EBAC Accredited Educational Programmes

From Friday 29 August to Wednesday 3 September 2008.

- **Contacts**

Standard Promotional Drop Banner approval:

satellite@escardio.org

Production and invoicing:

Atelier Gebhard GmbH & Co.KG

Contact Person: Mr. Norbert Kahlmeyer / nk@atelier-gebhard.de

MISCELLANEOUS

- Satellite Symposia and Workshop Sessions banners must respect the ESC Congress 2008 Branding Guidelines.
- EBAC Accredited Educational Programmes banners, posters and Invitations must respect the well defined template created with blocked and free areas to be used as base mode
- Display of invitations in the official display racks located near the standard promotional drop banners. Unlike the banner the organising company is responsible for storing the invitations and keeping the racks supplied at the times given below. The invitations must be A4 size (21 cm X 29.7 cm) maximum.

EBAC and ESC Congress 2008 Branding Guidelines and Event Visual available on:
<http://www.escehibition.org/Munich08/ISRS/default.aspx>

Satellite Symposia and Workshop Sessions held during the ESC Congress 2008

The use of the ESC Congress 2008 Event visual is not mandatory and **only allowed** for Industry Sponsored Sessions.

The use of the ESC Logo is not allowed.

The ESC Congress 2008 event visual is **only allowed** on:

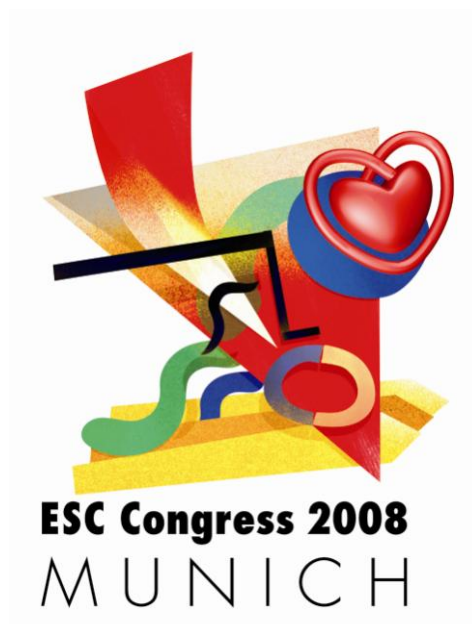
Invitation flyers, posters or display units, Pre-Congress mailing inserts, Delegate Bag inserts, Weblinks, Promotional Drop Banners, Banners and Abstract Books cover pages.

The content of the promotional material must not include any product names, brand names or specific quality or virtues of a sponsoring Industry or any of its product(s) either via text or visuals. Ongoing studies logos or visuals are allowed.

Download this logo:

Annexe 20 on <http://www.escehibition.org/Munich08/ISRS/default.aspx>

ESC Congress 2008 event visual



EBAC Accredited Educational Programmes held during the ESC Congress 2008