

ESC Congress 2011

Onsite Advertising
Paris Nord Villepinte

Why should you advertise onsite?

- Unique opportunity to communicate on a large scale to the top cardiology prescribers worldwide.
- Record-breaking event – largest medical meeting in Europe with ground-breaking science (record number of abstract submissions for 2011: 10,800).
- ESC Congress attracting a growing global community with large numbers from new and emerging markets (Asia, South America, Middle East)

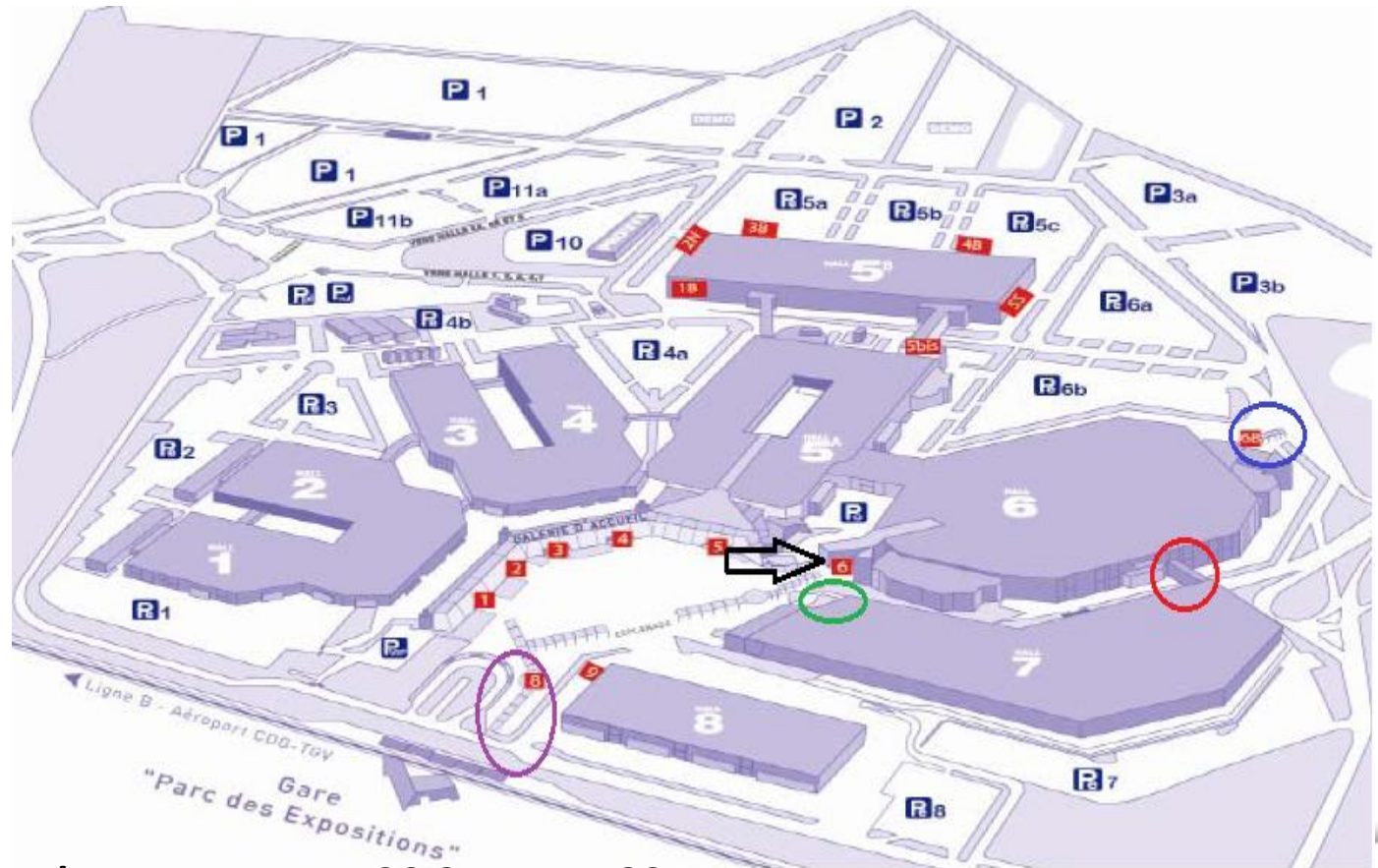
Overview of advertising locations

Esplanade

Zone 7

Between Zones 6 – 7

Coach entrance



The black arrow shows the Entrance to ESC Congress 2011

Esplanade

Location: between the train station and the congress entrance (Zone 6) – a major delegate walkway during ESC Congress 2011.

Advertising Panels - Esplanade

Welcome delegates, as they exit the train station and approach the entrance to the venue.

Scrolling, double-sided panels (6 adverts per panel)
Located along pedestrian routes near the train station exit

Details:

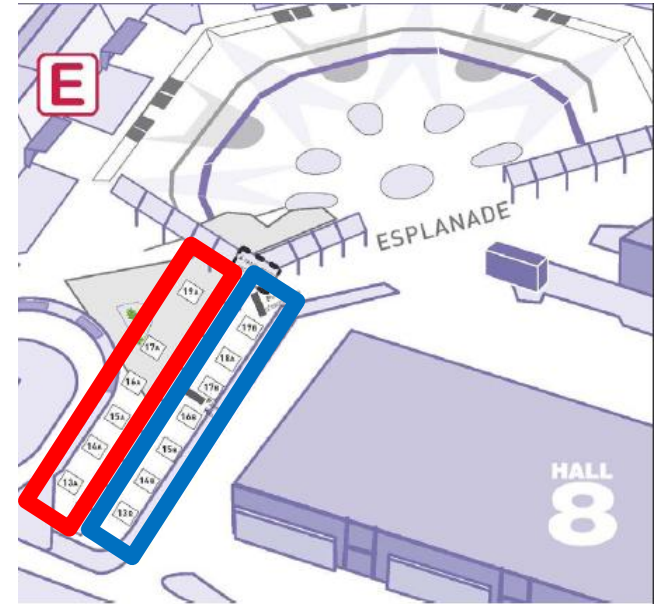
2 groups available:

Group A : 7 panels (42 adverts)

Group B : 6 panels (36 adverts)

Usable area: 1.20m x 1.74m

(visible area: 1.16m x 1.69m) 2.08 m² per side



Cost:

€30,000 for Group A

€25,000 for Group B

Production included

Mega Posters - Zone 7

Exclusive sponsorship - Excellent visual opportunity outside Zone 7 with two 35 m² banners side by side.

Thousands of delegates will pass daily in front of these Mega Posters, strategically located near the entrance to ESC Congress 2011. This is the only advertisement opportunity close to the congress entrance.



Details:

2 mega posters: size 7m x 5m each



Cost: €40,000
Production included



Indoor Opportunities

Opportunities are located between Zones 6 & 7 or in the corridor through which delegates will enter the congress venue when arriving by bus.

Drop Banners - between Zones 6 & 7

Exclusive sponsorship - The only advertising option located inside the congress venue.

Advertise to delegates with the congress centre as they move between key areas: between lecture rooms, Hands on Tutorials and FOCUS Rooms in Zone 7, and the Exhibition, Poster Area, Scene @ ESC & Registration in Zone 6.



Details:

10 banners of 1,5 x 5 m (double-sided)

Cost: €35,000 for all 10 banners
Production included

Coach Entrance Banners

Exclusive sponsorship in a strategic area. Thousands of delegates will use this dedicated entrance for industry coaches.

Welcome the delegates to the congress using both sides of this covered tunnel as they enter and leave the congress venue.

Details:

- 2 panels
- Size: 19.96m x 2,23 m each



Cost: €40,000

Production included

Important information

- No product advertising allowed.
- All prices are exclusive of VAT.
- Production included.
- Measurements are in metres and are indicated as *width x height*.
- Deadlines:
 - Submit artwork for approval **22 June 2011**.
 - Finalise all artwork **24 June 2011**.

Conditions

- Items are available on a first come, first serve basis only.
- 100% cancellation fees applicable upon receipt of the signed application form.
- For more information, please contact Sponsorship@escardio.org