ESC Congress 2011
27– 31 August
Industry Educational Sessions (IES) Info Screen Specifications

Distinguish your educational sessions from the rest by broadcasting an advertisement on the large information screen located in Registration near the Display Racks promoting the full offer of Industry Educational Sessions (IES) at the ESC Congress 2011. Include your IES advertisement on this large info screen to attract immediate delegate attention and ensure additional visibility for your sessions in the Registration Area.

- ✓ **1 84" information screen** to promote Industry Educational Sessions (Satellite Symposia, Mini-Satellite Symposia, EBAC Accredited Educational Programmes, or Hands-On Tutorial).

Important Information:

- ✓ 1 IES Info Screen promotes 1 event (Satellite Symposia, Mini-Satellite Symposia, EBAC Accredited Educational Programmes, or Hands-On Tutorial).
- ✓ 1 IES Info Screen promoting 1 Session with reference to the booth will be considered as 1 IES Info Screen.
- ✓ 1 IES Info Screen promoting 2 Sessions will be considered as 2 promotional IES Info Screen.
- ✓ 1 IES Info Screen promoting 1 Session and full Exhibition details will be considered as 2 IES Info Screen.

Procedure
This particular screen is strictly reserved for the promotion of Industry Educational Sessions, the IES organiser must complete the proper application form and submit to the ESC at sponsorship@escardio.org. The ESC will then issue an invoice. The advertisements must conform to the specs (see below) and receive ESC approval.

Cost
€ 4,500 per advertisement
Points awarded: **1**

Invoicing
Industry Educational Sessions Info Screens are invoiced upon receipt of the application form.

Cancellations
Once the invoice has been issued, cancellation fees are 100%.

IES Info Screen location
Registration Area

Technical aspects
- ✓ PowerPoint presentations Office 2007
- ✓ Resolution: 1366 X 768
- ✓ Horizontal format 16:9
- ✓ Duration: 30"
- ✓ Presentations will run for the duration of the congress
- ✓ Industry Educational Sessions information only (no EBAC sessions), no product advertising, no product names or product logos. No Exhibition details will be allowed.

ISEA Info Screen approval

ESC Approval is mandatory for all Invitation flyers, Pre-Congress Mailing Inserts, Delegate Bag Inserts Roll-ups, Posters, weblinks and IES Info Screen. In order to facilitate the approval process, we strongly advise you to use the same graphic elements for these items.

Deadline to submit for approval: **30 June 2011**
Deadline to submit your finalised artwork: **08 July 2011**