



**ESC Congress 2011  
27– 31 August**

### **Information Screen Specifications**



Broadcast your take-home messages to delegates throughout the congress centre. Information Screens are used in several strategic locations throughout the congress centre to display messages on the congress programme and events. Giant screens and information screens in front of each lecture room will be the perfect medium to carry your advertisement.

➤ **Procedure**

To have Information Screens, the industry exhibitor must complete the proper application form and submit to the ESC at [sponsorship@escardio.org](mailto:sponsorship@escardio.org). The ESC will then issue an invoice. The advertisements must conform to the specs (see below) and receive ESC approval.

### **Deadline for Application with priority status 14 November 2010**

➤ **Cost**

Information Screen                      **€ 25,000**                      Points awarded: **9 points & Bonus 3 points**

➤ **Invoicing**

Information Screens are invoiced upon receipt of the application form.

➤ **Cancellations**

Cancellations will incur fees of 100% if cancelled after receipt of your signed application form.

➤ **Info Screen location**

The Information Screen will be located in the Main Entrance of the congress venue.

➤ **Technical aspects**

- ✓ File: JPG or PNG
- ✓ Format 16/9
- ✓ Resolution : 1920 x 1080
- ✓ Duration: Add your timing per image
- ✓ No product advertising.

➤ **Info Screen approval**

ESC Approval is mandatory.

Artwork should be submitted for approval exclusively to **[Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)**

**Deadline to submit for approval: 6 July 2011**  
**Date to submit finalised artwork: 8 July 2011**