



## **ESC CONGRESS 2010**

**28 August – 1 September 2010 - Stockholm - Sweden**

### **1 – Lecture Room Roll-ups & Invitations**

Two Roll-ups of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light, and no sound) can be displayed in front of the lecture rooms 1 hour before the beginning of the sessions

**NB: please note that contrary to previous years, the ESC will not be able to provide easels as support.**

- Invitations can be distributed at the entrance of the assigned room 30 minutes before the beginning of the session.

**Invitation should not be distributed anywhere else in the building.**

### **2 – Invitation flyer display racks**

Companies organising Satellite Symposia, Mini-Satellite Symposia, EBAC Accredited Educational Programmes and Hands-on Tutorials are offered specific display racks located at the congress centre main entrance to promote their events; one allocated space on the rack per session.

These display racks will be available free of charge to Satellite Symposia, Mini-Satellite Symposia, EBAC Accredited Educational Programmes and Hands-On Tutorials organisers only.

The invitation flyers must be approved by the ESC before **30 June 2010**. Unapproved invitation flyers will be removed by the ESC.

Companies organising Satellite Symposia, Mini-Satellite Symposia, EBAC Accredited Educational Programmes and Hands-on Tutorials are responsible for storing the invitations and keeping the racks supplied at the times given below.

The display racks will be available from Friday 27 August to Wednesday 1 September 2010.

An hostess in charge of informing the delegates on the various Industry Supported Educational Sessions will be available, in front of these display racks, from Friday 27 to Tuesday 31 August 2010.

**NB: please note that contrary to previous years, the ESC will not offer "Standard Drop Banners" locations.**

### **IMPORTANT**

- The EBAC Accredited Educational Programme invitation flyers, Pre-Congress Mailing Inserts and Delegate Bag Inserts must be A5 portrait format (15cm x 21cm) only.

- The EBAC Accredited Educational Programme invitation flyers, roll-ups and posters are not permitted on the booth.

- Roll-ups, posters and invitation flyers must have the specific written approval of the ESC. The content of the invitation must not include any product names, misleading names that might be perceived as product names, brand names or specific quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals.

**- Any and all unauthorised material will be immediately removed by the ESC.**

**- Posters and hostesses handing out invitations are not permitted in the Building other than on the booth, at the "Industry Welcome desk" and in front of the assigned lecture room.**

**ESC discourages promotional material, stands or door drops in hotels.**

The use of performance artists to attract delegates is not allowed within the building and strongly discouraged outside.

### **3 - Specifications for Industry Supported Educational Session Info screens**

**This screen will be located amongst the new Invitation Flyer Display Racks (located in Registration)**

- PowerPoint presentations for ALL screens, Office 2007
- Duration of advert: 30"
- Resolution 1366 x 768 format 16/9

Strictly reserved for Industry Supported Educational Session information, no product advertising allowed.  
No Exhibition details.

**Deadline to submit for approval: 30 June 2010**

**Deadline to submit your finalised artwork is: 07 July 2010**

**All artwork must be submitted to [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)**