

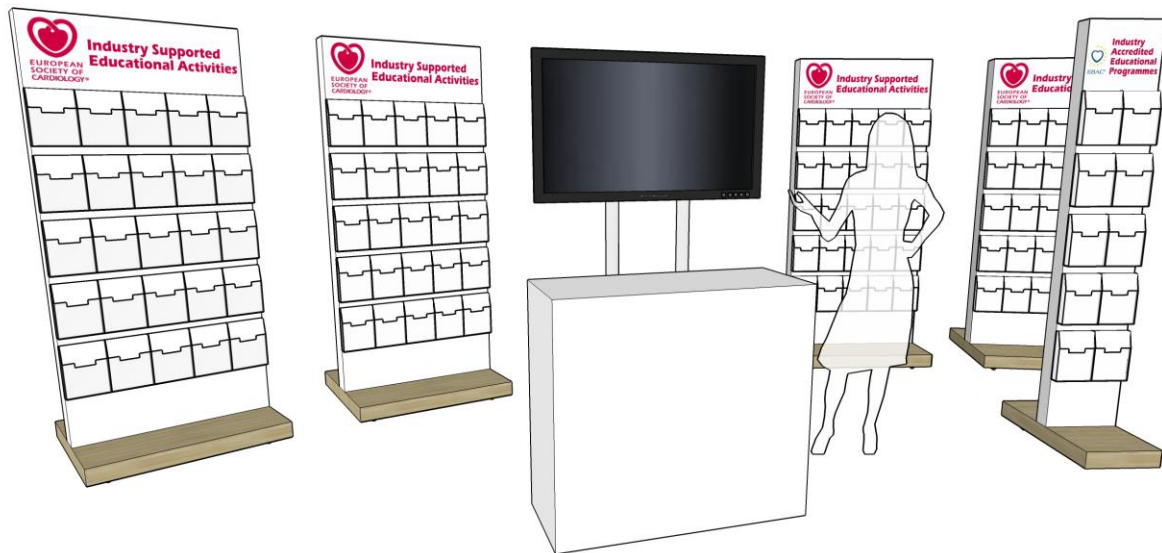


ESC CONGRESS 2010
28 August – 1 September 2010
Stockholm - Sweden

INDUSTRY SUPPORTED EDUCATIONAL ACTIVITIES

INVITATION FLYER DISPLAY RACKS

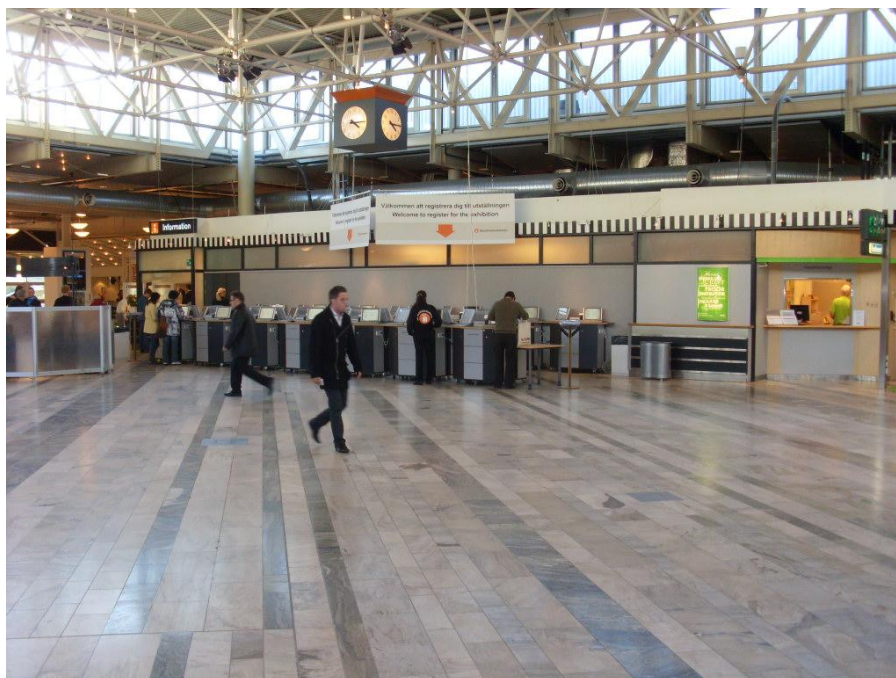
Companies organising Satellite Symposia, Mini-Satellite Symposia, EBAC Accredited Educational Programmes and Hands-On Tutorials sessions, are offered specific display racks, free of charge, to promote their events from Friday 27 August 2010.



N-B – please note that contrary to previous years, the ESC will not offer “Standard Drop Banners” locations.

1 - Location

The invitation flyer display racks will be located in the Main Entrance hall of the ESC Congress 2010.



2 - Description

4 display racks with 25 A4 size, portrait format, Plexiglas holders each will be available in the main entrance hall.

Dimensions: 1.320 mm x 2.240 mm

ESC logo and "Industry Supported Educational Sessions" back lighted

1 additional display rack with 10 A4 size, portrait format, Plexiglas holders will be dedicated to the EBAC Accredited Educational Programmes.

Dimensions: 440 mm x 2.240 mm

EBAC logo and "EBAC Accredited Educational Programmes" back lighted.

1 84" information screen to promote Industry Supported Educational Sessions.

1 hostess in charge of informing the delegates on the various Industry Supported Educational Sessions schedule.

3 – Regulations

- One allocated A4 size Plexiglas holder on the display racks per session.
- The holders will be allocated per session's day, time-slots, congress zones and lecture rooms alphabetical order.
- The display racks will be available from Friday 27 August to Wednesday 1 September 2010.
- The hostess will be available, in front of these display racks, from Friday 27 to Tuesday 31 August 2010.
- Companies are responsible for storing the invitations and keeping the racks supplied.

4 - ESC Approval

By 30 June 2010, invitation flyers referring to Industry Supported Educational Sessions must receive ESC approval.

Unapproved invitation flyers will be removed by the ESC.

The ESC Approval is mandatory for Invitation flyers, Pre-Congress Mailing Inserts, Delegate Bag Inserts (To facilitate the approval process, it is advised to use the same invitation flyers for these three items) Roll-ups, Posters and Weblinks.

5 – Information Screen

This large information screen will attract immediate delegate attention and ensure additional visibility for your session in this area dedicated to the promotion of Industry Supported Educational Sessions.

The number of advertisements allocated is limited and assigned on a first-come, first served basis.

Cost: € 4,500 per advertisement – 1 Point

Technical Specs:

- PowerPoint presentations Office 2007
- 16/9
- Duration: 30"
- Resolution: 1366 X 768 format 16:9

Deadline:

- Submission and finalised artwork approval: 30 June 2010