

9 INDUSTRY SUPPORTED EDUCATIONAL ACTIVITIES (ISEA) INFO SCREEN

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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 Supported Educational Activities (ISEA) at the ESC Congress 2010.

- **1 84" information screen** to promote Industry Supported Educational Activities.

9.1 Procedure

Include your ISEA advertisement on this large info screen to attract immediate delegate attention and ensure additional visibility for your sessions in the Main Entrance. This particular screen is strictly reserved for the promotion of Industry Supported sessions, the ISEA organiser must complete the proper application form and submit to the ESC. The ESC will then issue an invoice. The advertisements must conform to the specs (see point 9.6 below) and receive ESC approval.

9.2 Cost

€ 4,500 per advertisement
Points awarded: 1

9.3 Invoicing

Industry Supported Educational Activities Info Screens are invoiced upon receipt of the application form.

9.4 Cancellations

Once the invoice has been issued, cancellations will incur a 100% cancellation fee.

9.5 ISEA Info Screen location

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

9.6 Technical aspects

- PowerPoint presentations Office 2007
- Resolution: 1366 X 768
- Format 16:9
- Duration: 30"
- Industry Supported Educational Activities information only (no EBAC sessions), no product advertising, no product names or product logos. No Exhibition details will be allowed.

9.7 ISEA Info Screen approval

ESC Approval is mandatory for all Invitation flyers, Pre-Congress Mailing Inserts, Delegate Bag Inserts Roll-ups, Posters and Weblinks. 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 2010**

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