

Advertising
via
Information Screens Service
at
ESC Congress 2007
Vienna, Austria

What is the Information Screens Service ?

- The Information Screen Service is a delegate information network that will be used throughout the Congress Centre to display the complete and detailed Scientific Programme on plasma screens at the entrance of 26 lecture rooms* *and* on 3 large 'airport style' screens in Zones 1, 2, and 4.
- Linked with the official Scientific Programme the Information Screen Service will provide the delegates with real time programme detail by lecture room or by Zone depending on location.
- Participating advertisers can incorporate their message into the programming for each screen and thereby achieve broad and high impact communication with all 21 000 expected delegates at *all* times and in *all* places of the entire congress.

*a total of 40 plasma screens, larger rooms having 2 screens

When and where will scientific programme & adverts be programmed on Information Screens ?

When?

- Saturday 1 September 07:00 – 20:00
- Sunday 2 September 07:00 – 20:00
- Monday 3 September 07:00 – 20:00
- Tuesday 4 September 07:00 – 20:00
- Wednesday 5 September 07:00 – 13:00

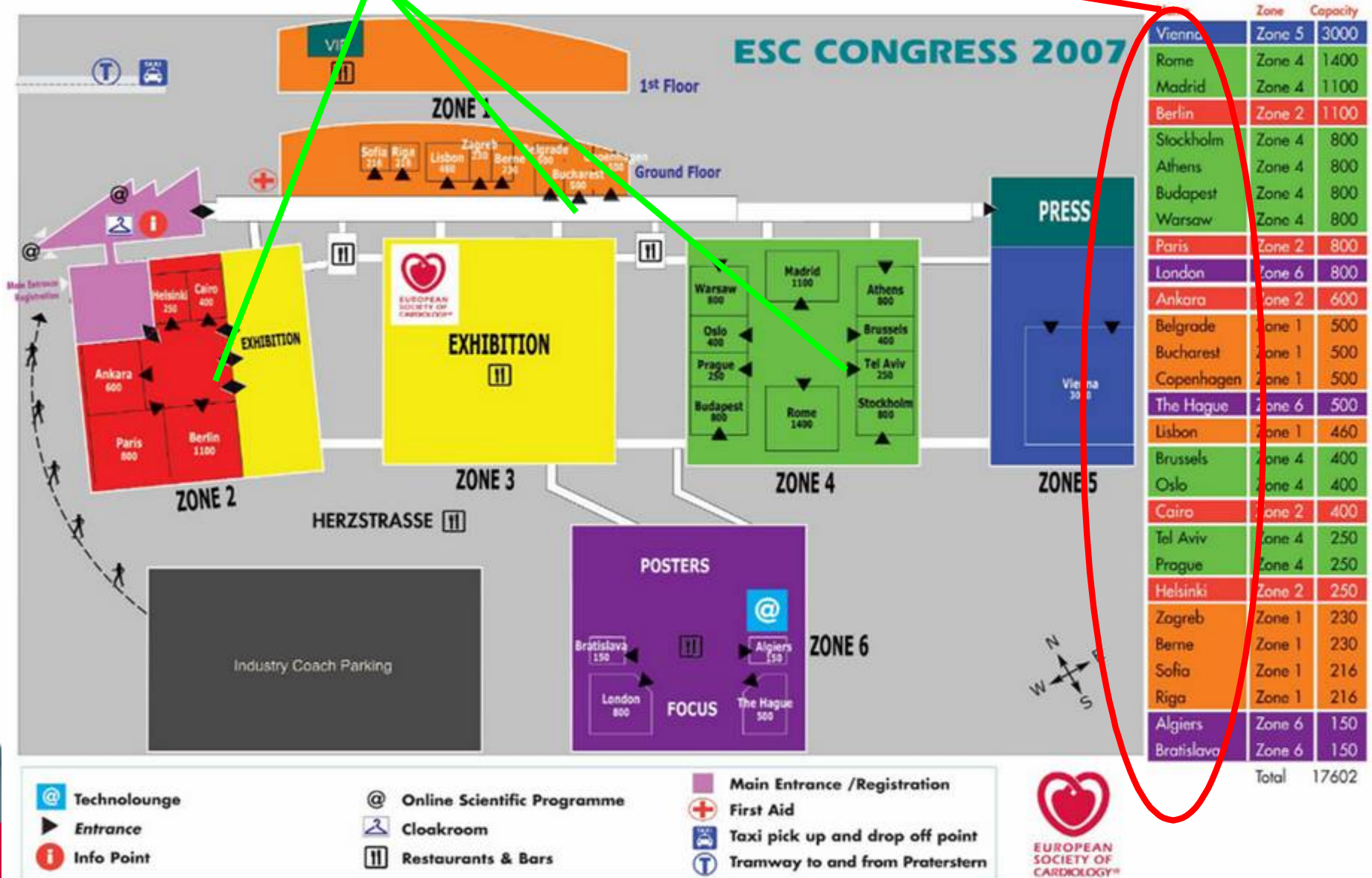
Where?

- Plasma screens outside every lecture room (except FOCUS)*
- Large 'airport style' screens in Zones 1, 2 & 4*

* for exact locations see diagram on the following page, larger rooms have 2 plasma screens

Large 'airport style' screens in Zones 1, 2 & 4

Plasma screens outside each lecture room (except London & The Hague)



What specific information will be programmed on the screens ?

Sequence for plasma screens outside Lecture Rooms

- Scientific Programme of that specific Lecture Room for that morning or afternoon
1st Corporate, Satellite or Workshop advertisement (30")
 - Scientific Programme of that specific Lecture Room for that morning or afternoon
2nd Corporate, Satellite or Workshop advertisement (30")
 - Scientific Programme of that specific Lecture Room for that morning or afternoon
3rd Corporate, Satellite or Workshop advertisement (30")
- etc

Sequence for large 'Airport Style' screens (In Zones 1, 2 & 4)

- Scientific Programme for all Lecture Rooms in Zone for that morning or afternoon
1st Corporate, Satellite or Workshop advertisement (30")
 - Scientific Programme for all Lecture Rooms in Zone for that morning or afternoon
2nd Corporate, Satellite or Workshop advertisement (30")
 - Scientific Programme for all Lecture Rooms in Zone for that morning or afternoon
3rd Corporate, Satellite or Workshop advertisement (30")
- etc

Advertisement content and display

- The same advertisements will be shown simultaneously on all Plasma Screens and all large 'Airport style' screens in the specific sequence for that room or Zone, in conjunction with Scientific Programme detail of that room or Zone
- A company may use 1 advertisement for the entire congress or 1 specific advertisement for each congress day, at no extra cost.
- An Advertisement may consist of moving images, flash animation, video, fixed text or image. Suggested models for advertisements include existing web links and or promotional flyers as approved by ESC and modified for the screen format. Other options and formats will be considered. All advertisements must gain prior approval from the ESC, no product information is permitted.
- Each advertisement will be displayed for 30 seconds

Applying for Advertisement space in Information Screen Service

Options:

- 1 advertisement slot, entire congress duration (5 days)
€50,000*
Up to 5 advertisements may be submitted, one per Congress Day
**All prices are exclusive of VAT*
- **Accrued Points** Value per Advertisement Slot: 18 points
- Advertisement slots will be allocated on a first come, first served basis

Deadline to Apply: June 30

Process:

- Application Form to sponsorship@escardio.org / Fax +33 (0)4 92 94 76 26
- Consultancy on industry participation/investment:
sponsorship@escardio.org

Technical Data and Artwork Specifications

	Airport Zone 1	Airport Zones 2 & 4	Lecture Room Screens
Resolution	640 x 480	1024 x 768	1366 x 768
Size	384 x 288	400 x 300	40 inches
Ratio	4/3	4/3	16/9
Quantities	1	2	40 – 43

Please note all the screens will be horizontal / landscape format.
Duration of advertisement: 30 seconds.
Formats accepted SWF & FLA