

Video Advertising at EACR Conferences

www.eacr.org/conferences

from €500

- Your company's promotional **video played on the main stage** during a live conference
- Price shown is **per 30 seconds** of video
- Each video will be **played 3 times** during the conference, approximately once per day
- Maximum video length of 5 minutes
- Each advertising break will take place directly before or after a scientific session and will be a **maximum of 5 minutes** long, grouping videos together as required

The EACR will collate all videos together, with no more than 5 minutes of adverts presented per session. Order of appearance will be drawn randomly using an online random generator tool.

The following should be sent:

- MP4 with H. 264 video codec and AAC audio codec
- Duration up to amount purchased. Videos do not need to be the maximum length i.e. if 90 seconds is purchased a video of length 80 seconds would be accepted
- Videos over the length paid for may be rejected or an additional charge payable for its inclusion, subject to availability
- Send via a file sharing service i.e. Dropbox or WeTransfer
- Videos taken with a smartphone would be accepted



All videos should be sent directly to james.hutchinson@eacr.org
no later than **two weeks before the conference**



Get in contact to make a booking or if you have any questions

James Hutchinson, EACR Communications and Marketing Coordinator

Email: james.hutchinson@eacr.org

A full list of exhibition and sponsorship opportunities along with the general terms & conditions can be found on the sponsors page of each conference website: eacr.org/conferences