

7 DELEGATE BAG INSERT

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The Delegate Bag Insert is a tool through which an invite created by Industry, in the form of a flyer, is placed in the official ESC Congress 2009 Delegate Bags (25,000).

- Number of Inserts in Congress Bags limited to 35
- Insert number 25 000
- Insert maximum size A4 (21 X 29.7 cm)
- Insert maximum weight 40g.
- 1 insert promotes 1 event (Satellite Symposium, Lunch Time Workshop, EBAC Accredited Educational Programme, Hands-On Tutorials or Exhibition details).
- 1 insert promoting 1 Session with reference to the booth will be considered as 1 insert.
- 1 insert promoting 2 Sessions will be considered as 2 promotional inserts.
- 1 insert promoting 1 Session and full Exhibition details will be considered as 2 promotional inserts.

7.1 Procedure

To have an insert in the ESC Congress 2009 delegate bags, the exhibiting company must send an application form dully filled in. The ESC will issue the invoice. The insert must be approved by ESC before printing and delivering. The ESC will provide the inserts delivering address to the company. The company must take care of the delivery.

Deadline for application: 30 June 2009

Contact the ESC Satellite team at satellite@escardio.org / sponsorhip@escardio.org

Annex 14: Promotional Opportunities application form.

7.2 Cost

€ 6 500 per insert

Additional fee for overweight inserts (over 40g):

- Superior weight 60g: € 725
- Deluxe weight 80g: € 1 400

Points awarded: 2

7.3 Invoicing

Insert(s) are invoiced when the application form is received.

7.4 Cancellation fee

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

7.5 Shipping address

ACK Group

Mr. Andreas Klemens Kraus
Recinto Gran Fira de Barcelona
Avenida Juan Carlos I
No. 58-64
(Puerta 4 (en c/Botánica)
08908 Hospitalet de Llobregat (Barcelona)
Spain

VAT No. ESX 5970658 L

Please make sure that your delivery is showing the ACK Group TAX number (VAT No. ESX 5970658 L) as it is very important within Spain

Mobile phone for all occurring questions +34-637812009

7.6 Delivery periods

01 July to 03 July 2009
06 July to 10 July 2009
13 July to 17 July 2009
20 July to 24 July 2009
27 July to 31 July 2009
03 August to 07 August 2009
10 August to 12 August 2009

Opening time will be 08.00 am to 5.00 pm on these dates.

IMPORTANT

- Please respect the noted delivery periods.
- ESC will not and cannot guarantee inserts receipt if the above periods are not adhered to.
- Note that if by error the 25 000 inserts are delivered to ESC offices in France instead of the listed shipping address, any storing, shipping or handling fees will be charged.
- For delicate logistic matters inserts received after **12 August 2009** cannot be included in the Envelopes (no exception will be permitted).

7.7 Insert approval

Inserts must receive ESC approval before being printed and delivered.
Please refer to the ESC Congress 2009 Branding Guidelines for precise graphics.

[Annex 9: ESC Congress 2009 Branding guidelines.](#)

[Annex 10: Printed materials instructions.](#)

[Annex 13: EBAC Branding Guidelines.](#)

[Annex 15: ESC Congress 2009 Event Visual and EBAC Logo](#)