

Please return this form to:  
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# ESC Congress 2009

29 August - 2 September

## Barcelona



## PROMOTIONAL OPPORTUNITIES APPLICATION FORM

PRE CONGRESS MAILING     DELEGATE BAG INSERT     WEBLINK     PDA ADVERT

### ORGANISING COMPANY use in all ESC Congress 2009 publications

- Applications for all congress activity must be submitted by the company under whose name each activity is to be organised.
- The correspondence for the above items should be made exclusively between this company and the ESC.
- The company is responsible for communicating any relevant documents to its staff and appointed agencies.

Company Name:		Contact Person:
Address:		
Postal code:	City:	Country:
Tel:	Fax:	Email:

### APPOINTED AGENCY if applicable — One main contact person mandatory — Correspondence from non appointed agency will not be taken into consideration

- This named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name.
- The ESC has created «Guidelines for Industry Participation» as an essential tool for how to host an Industry Sponsored Session. It is obligatory that every appointed agency read these Guidelines and all other documents posted on [www.escehition.org](http://www.escehition.org) website in order to have a proper working relationship with the ESC Congress Division.
- The ESC reserves the right to inform the Organising Company mentioned above if the appointed agencies have not examined or understood the reasoning behind the Guidelines and the companies will ensure smooth communication is re-established.

Agency Name:		Contact Person:
Address:		
Postal code:	City:	Country:
Tel:	Fax:	Email:

### INVOICING DATA — Any and all changes post invoicing (addition of Purchase Order, changes of billing address...) will not be taken into account, invoices will not be reissued

Company Name:		Contact Person:
Invoicing Address:		VAT N° MANDATORY:
		PO N°:
Postal code:	City:	Country:
Tel:	Fax:	Email:

Payment will be made by bank transfer (details will be provided on the invoice)

**We accept the contract terms & conditions and agree to abide by the regulations & conditions laid down for this event. I am authorised to sign this form on behalf of the applicant/Company.**

DATE	CONTACT NAME	SIGNATURE

**PRE-CONGRESS MAILING** — The ESC provides the opportunity to gather industry promotional invitations in an «Invitations & Information Envelope» to be mailed to the ESC Congress 2008 Active Participants and ESC Congress 2009 first deadline pre-registered participants. Maximum 25 000 addresses.

**DEADLINE: 30 JUNE 2009**

Order conditions:

- Maximum size A4 (21 X 29.7 cms).
- Maximum weight 20g / Additional fee for overweight insert - Superior weight 40g: € (To be confirmed) - Deluxe weight 60g: € (To be confirmed).
- 1 insert promotes 1 event (Satellite Symposium, Lunch Time Workshop, EBAC Programme 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.

Number of promotional insert: 11 000 € X

Point awarded: 4

*The material must not be sent to the ESC. The delivery address will follow as soon as the material is approved.*

**DELEGATE BAG INSERT** — (Limited to 35 inserts) The ESC provides the opportunity to gather industry promotional invitations in the official ESC Congress 2009 Delegates Bags. 26.000 bags produced:

**DEADLINE: 30 JUNE 2009**

Order conditions:

- Maximum size A4 (21 X 29.7 cms).
- Maximum weight 40g / Additional fee for overweight insert - Superior weight 60g: € (To be confirmed) - Deluxe weight 80g: € (To be confirmed).
- 1 insert promotes 1 event (Satellite Symposium, Lunch Time Workshop, EBAC Programme or Exhibition).
- 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.

Number of promotional insert: 6 500 € X

Point awarded: 2

*The material must not be sent to the ESC. The delivery address will follow as soon as the material is approved.*

**PROMOTIONAL WEB LINK** — The ESC offers the opportunity of a web link between a web page created by the Industry, linked to the official ESC Congress 2009 website in two key locations for a period of six months:  
— The Scientific Programme Online (SPO)  
— The [www.escardio.org](http://www.escardio.org) website

**DEADLINE: 14 AUGUST 2009**

Order conditions:

- 1 web page promotes 1 event (Satellite Symposium, Lunch Time Workshop, EBAC Programme or Exhibition).
- 1 web page promoting 1 session with reference to the booth will be considered as 1 web page.
- 1 web page promoting 2 sessions will be considered as 2 web pages.
- 1 web page promoting 1 session and full Exhibition details will be considered as 2 web pages.

Number of web page linked to the Final Programme: 3 500 € X

Point awarded: 1

**PDA ADVERT** — The PDA promotional invite, in the form of a PDA advertisement listing, highlights Congress Exhibition and/or Satellite activity. Using up to 200 words via digital advertisements or targeted Congress invitations.

**DEADLINE: 30 JUNE 2009**

Order conditions:

- 1 advert promotes 1 event (Satellite Symposium, Lunch Time Workshop, EBAC Programme or Exhibition).
- 1 advert promoting 1 session with reference to the booth will be considered as 1 advert.
- 1 advert promoting 2 sessions will be considered as 2 adverts.
- 1 advert promoting 1 session and full Exhibition details will be considered as 2 adverts..

Number of PDA advert: 1 000 € X

Point awarded: 0

**CANCELLATION POLICIES**

Cancellation must be sent in writing.

- After order form receipt the promotional tool(s) ordered will be invoiced.
- Cancellation once the invoice has been issued will incur a 100% cancellation fee.

«Disclosure of Information and Marketing. The ESC complies with EC directives, and is registered under the data protection laws in France, and takes all reasonable care to prevent any unauthorised access to your personal data. Our ESC staff and contractors have a responsibility to keep your information confidential. The ESC does not sell, trade, or rent your personal information to others. We may supply your information to trusted ESC contractors to perform specific services. Otherwise, we do not disclose personal information to any other person or organisation without your consent. If you are a delegate at an ESC organised Congress or meeting, when you visit exhibiting company stands, presenting your badge may enable them to retrieve the following personal data: first name(s), last name(s), address, telephone, fax, email, and professional activity information.»