

ESC Congress 2012
25 - 29 August, Munich, Germany



Please return this form to:
 ESC / Industry Services Department
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PROMOTIONAL OPPORTUNITIES APPLICATION FORM

PRE-CONGRESS MAILING INSERT

DELEGATE BAG INSERT

WEBLINK

ISS INFO SCREEN

WEBCAST OF YOUR SESSION

<p>ORGANISING COMPANY Name to be used in all ESC Congress 2012 acknowledgements - MANDATORY - Applications for congress activities 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 all relevant information to its agencies and its staff.</p>			
Company Name:		Contact Person:	
Address:			
Postal code:	City (& State if applicable):		Country:
Tel:	Fax:	Email:	
<p>APPOINTED AGENCY - if applicable - One main contact person is mandatory - Correspondence from non appointed agencies will not be taken into consideration. - An appointed agency does not replace the company and the company will be held entirely responsible & accountable for activities organised in its name. - The ESC Guidelines for Industry Participation are an essential tool. Every appointed agency should read the Guidelines as well as all other documents posted on www.escehition.org. - The ESC reserves the right to inform the Organising Company if their agency has not examined or understood the the Guidelines. The company will ensure effective communication is re-established.</p>			
Agency Name:		Contact Person:	
Address:			
Postal code:	City(& State if applicable):		Country:
Tel:	Fax:	Email:	
<p>INVOICING DATA Please verify this is the valid invoicing address: We invoice €70 per modification requested once the invoice has been generated - MANDATORY</p>			
Company Name:		Contact Person:	
Invoicing Address:		VAT N° MANDATORY:	
		PO N° MANDATORY:	
Postal code:	City (& state, if applicable):		Country:
Tel:	Fax:	Email:	
Payment will be made by bank transfer (all details are indicated at the bottom of the invoice)			

I hereby agree to be bound by the ESC Congress 2012 Guidelines for Industry Participation and all conditions expressed therein. I am authorised to sign this form on behalf of the applicant/company.

Date:	Contact Name:	Signature:
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DEADLINE FOR APPLICATION AND ARTWORK APPROVAL: 30 JUNE 2012

PRE-CONGRESS MAILING INSERT

A special envelope will be mailed to 25,000 addressees (ESC Congress 2011 active delegates + ESC Congress 2012 pre-registered delegates).

- Maximum size A4 (21 X 29.7 cms).
- Maximum weight 20g. Additional fee for overweight insert: up to 40g is € 3 700; up to 60g is € 7 400.

Session Number _____ Number of promotional inserts: _____ **X € 11 000** **Points awarded: 4**

Do not ship to the ESC. The delivery address will follow once your artwork is approved.

DELEGATE BAG INSERT (Limited to 35 Inserts)

Promotional invitations placed in the official ESC Congress 2012 Congress Bags. 25,000 bags produced

- Maximum size A4 (21 X 29.7 cms).
- Maximum weight 40g. Additional fee if overweight: up to 60g: € 725 up to 80g: € 1,400.

Session Number _____ Number of promotional inserts: _____ **X € 6 500** **Points awarded: 2**

Do not ship to the ESC. The delivery address will follow once your artwork is approved.

PROMOTIONAL WEBLINK

A weblink (web page created by Industry), linked to the official ESC Congress 2012 Scientific Programme Online (SPO).

Weblink format: PDF, html or flash invitation:

PDF PAGE	HTML OR FLASH PAGE
Size: the lighter the better, screen quality, 600Kb max Security: ideally locked Open size: ideally 100% Number of pages: 3 pages max Images: may be included	Provide organiser with the invitation URL, not the company web site URL. Must be optimized for web 1280 x 1024 pixels Size: the lighter the better

Session Number _____ Number of weblinks: _____ **X € 3 500** **Points awarded: 1**

INDUSTRY SUPPORTED SESSION (ISS) INFO SCREEN

Advertise your sessions on an 84" info screen located amongst the display racks.

- PowerPoint presentations, Office 2007
 - Duration: 30"
 - Format: 16/9
- Satellite, Mini-Satellite, Hands-On Tutorial or EBAC information only, no product. No Exhibition details

Session Number _____ Number of ISS info screens: _____ **X € 4 500** **Points awarded: 1**

WEBCAST OF YOUR SESSION

Transform you session into a webcast to be hosted on the ESC website post-ESC Congress 2012

Industry webcasts will be promoted by the ESC via:

- ESC Congress 2012 Final Programme
- ESC web site
- The Information Screens at ESC Congress 2012

Session Number _____ Number of webcasts: _____ **X € 8 500** **Points awarded: 3**

All prices listed above are exclusive of VAT

Please note the following conditions for the above items:

- 1 insert/weblink/info screen promotes 1 event (Satellite, Mini-Satellite, EBAC, Hands-On Tutorial or Exhibition).
- 1 insert/weblink/info screen promoting 1 Session with reference to the booth will be considered as 1 insert.
- 1 insert/weblink/info screen promoting 2 Sessions will be considered as 2 inserts and invoiced accordingly
- 1 insert/weblink/info screen promoting 1 Session and full Exhibition details will be considered as 2 inserts and invoiced accordingly

In order to facilitate the approval of your Pre-Congress Mailing Insert, Delegate Bag Insert, Weblink, and ISS info screens we recommend using the same artwork for these items (ex: a PDF version of the Delegate Bag Insert as a Weblink).

INVOICING & CANCELLATION POLICIES

Payment will be made, by bank transfer, before the date indicated on the invoice or before the first day of the congress, whichever comes first. Once an invoice has been issued, any modification requested will be invoiced €70.

Cancellations will incur fees of 100% if cancelled after receipt of your signed application form.

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.