



**ESC Congress 2012  
25– 29 August  
Pre Congress Mailing Insert Specifications**

A special high standard A4 size envelope has been created exclusively to be mailed to approximately 25,000 addresses (ESC Congress 2011 active delegates + ESC Congress 2012 pre-registered delegates).

- ✓ Quantity to be printed: 25 000
- ✓ Insert maximum size A4 (21 X 29.7 cm)
- ✓ Insert maximum weight 20g



**Important Information:**

- ✓ 1 insert promotes 1 event (Satellite Symposia, Mini-Satellite Symposia, EBAC Accredited Educational Programmes, or Hands-On Tutorial).
- ✓ 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.

**In order to facilitate the Pre-Congress Mailing Insert approval process, we recommend using the same invitation flyer from your stand to insert in the ESC Congress 2012 Pre-Congress Mailing envelope.**

➤ **Procedure**

To place an insert in the ESC Congress 2012 pre-congress mailing envelope, you must return the application form dully filled in and signed. The ESC will then issue the invoice. The insert must be approved by the ESC before being printed. The ESC will provide the delivery address to the company. The company is responsible for the delivery to the address listed below and by the dates listed.

**Deadline for application and insert approval: 29 June 2012**

- **Cost € 11 000** per insert    Points awarded: **4**

➤ **Invoicing**

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

➤ **Cancellation fee**

Once the signed application form has been received, cancellation fees are 100%.

➤ **Content approval**

Inserts must receive ESC approval before being printed and delivered.

Please refer to the ESC Congress 2012 Branding Guidelines for precise graphic information.

Contact the ESC team at [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

➤ **Shipping address**

ACK Group - Individual Solutions  
ESC 2012 – Company Name /PCMI/ session N°  
Andreas Kraus  
Dachauer Strasse 382  
80993 München

Mobile +34 637 812 009

VAT DE259738228 to be included on the shipment box

➤ **Delivery periods**

PCMI Delivery dates: **Monday 2 - 13 July**

Delivery times: Monday to Friday 08:30 - 17:00

**IMPORTANT**

- Please respect the delivery period listed above.

- The ESC will not and cannot guarantee the receipt of inserts if the above delivery periods are not adhered to.

- Please note that if the 25 000 inserts are delivered to ESC offices in France instead of the listed shipping address, any and all storage, shipping or handling fees will be charged to the sponsoring company.
- For logistical reasons inserts received after the deadline cannot be included in the envelope (no exceptions will be permitted).

**NO PRODUCT LOGOS OR NAMES WILL BE ALLOWED**