



Bookmark in the Final Programme Information *Product Advertisement Opportunity*

The exclusive Bookmark is included in the Final Programme as a practical tool for this reference document. This simple but popular delegate item provides fresh visibility for the promoting company.

➤ **Procedure**

The exhibiting company must send us a duly completed application form. The ESC will then issue the invoice. The visual must be approved by the ESC.

Deadline for Application with priority status: 16 November 2012

➤ **Cost**

Bookmark € 35 000 Points awarded: 14 & Bonus 4 Points

➤ **Invoicing**

The Bookmark in the Final Programme will be invoiced upon receipt of the application form.

➤ **Cancellation fee**

Cancellation Fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2012
- 50% from 01 December 2012 to 28 February 2013
- 100% from 01 March 2013

➤ **Specifications**

Size: 6,5 x 21 cm (subject to modifications) - high-resolution PDF-file & JPEG with bleed and crop marks

Double sided: 1 side for ESC Advert, 1 side for industry Advert

Please submit your artwork at Sponsorship@escardio.org

Deadline to submit for approval: 6 May 2012

Deadline to submit finalised artwork: 13 May 2012

➤ **Important**

Product advertising allowed