



## 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 2012 active delegates + ESC Congress 2013 pre-registered delegates).

Quantity to be printed: 25 000

Insert maximum size A4 (21 X 29.7 cm)

Insert maximum weight 20g

No product logos or names will be allowed on the Pre-Congress Mailing Insert

In order to facilitate approval of your artwork, we recommend using the same artwork for the Pre-Congress Mailing Insert, Advert in Industry Programme, Weblink and information Screen.

### ➤ Procedure

The exhibitor must send us a duly completed order form. 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.

**Deadline for application and artwork approval: 28 June 2013**

### ➤ Cost

€ 11 000 per insert          Points awarded: 4

### ➤ Invoicing

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

### ➤ 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

### ➤ Content approval

Inserts must receive ESC approval before being printed and delivered.

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

### ➤ Artwork approval

**Deadline for artwork approval: 28 June 2013**

### ➤ Important:

- 1 insert promotes 1 event (Satellite Symposium, EBAC Accredited Educational Programmes, or 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.
- No product logos or names will be allowed

### Please respect the delivery periods

The ESC 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).

### ➤ Shipping address

**ACK Group - Individual Solutions  
ESC 2013 –  
Company Name / PCMI / session N°  
(please add your Satellite Symposium  
Session Number)**

My Place  
Dachauer Strasse 382  
80993 München  
Germany

VAT DE259738228 to be included on the shipment box  
**Mobile +34 637 812 009**

Delivery dates:

**Monday 1 - 12 July 2013**

Delivery times:

**Monday to Friday 08:00 - 17:30**