2 - DELEGATE BAG INSERTS

Available to promote Satellite Symposia, Meet the Experts Session and exhibiting stands.
Inserts (flyers) inserted directly in the official HF 2008 congress bags (4000).
The format is A4 and the artwork must be ESC approved. HFA and ESC logos are optional.

• Insert number **4 000***
• Insert maximum size A4 (21 X 29.2 cm)
• 1 insert promoting 1 Session with reference to the booth will be considered as 1 insert.

*** To be confirmed on due date.*

2.1 Procedure
To have an insert in the Heart Failure 2008 delegate bags, the exhibiting company must send an application form dully filled in. The ESC will issue the invoice. The insert must be approved by ESC before printing and delivering.

Deadline for application: 3 March 2008

Contact the ESC at sponsorship@escardio.org for an application form

2.2 Cost
€ 5 000 per insert

2.3 Invoicing

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

2.4 Cancellation fee
Once the invoice has been issued, cancellation will incur a 100% cancellation fee.

2.5 Shipping address

The European Heart House
"Flyers for HF 2008"
C/O – Mr. François Durand
2035 Route des Colles – Les Templiers BP 179
06903 Sophia Antipolis, France

2.6 Delivery periods
The inserts once approved must be sent to the ESC **before** 15 May 2008.

IMPORTANT
- Please respect the noted delivery periods.
- ESC will not and cannot guarantee inserts receipt if the above periods are not adhered to.
- For delicate logistic matters inserts received after **15 May 2008** cannot be included in the HF Delegate Bags

2.2 Insert approval
Inserts must receive ESC approval before being printed and delivered before **16 April 2008**.
Please refer to the Heart Failure 2008 Branding Guidelines for precise graphic and text references.

Annex 9 & 10: Heart Failure 2008 Branding Guidelines - Satellite Symposia and Meet the Experts Sessions
Annex 11: Printed materials instructions.
Annex 13: HFA and ESC logos