

**ESC Congress 2008**  
**30 August - 3 September, Munich, Germany**

**Please return this form to:** ESC / Industry Services Department  
 The European Heart House, 2035 Route des Colles, Les Templiers, BP 179  
 06903 Sophia Antipolis FRANCE  
 Email: [satellite@escardio.org](mailto:satellite@escardio.org) - Fax: +33(0)4 92 94 76 26

**PROMOTIONAL OPPORTUNITIES APPLICATION FORM**

**PRE CONGRESS MAILING**       **DELEGATE BAG INSERT**       **WEBLINK**       **PDA ADVERT**

<b>ORGANISING COMPANY</b>					
Company Name <b>MANDATORY:</b>				Contact Person:	
Address:					
Postal code:		City:		Country:	
Tel:		Fax:		Email:	
<b>APPOINTED AGENCY (if applicable)</b>					
Agency Name:				Contact Person:	
Address:					
Postal code:		City:		Country:	
Tel:		Fax:		Email:	
<b>INVOICING DATA (Please verify this is the correct invoicing address) if different from above address – MANDATORY</b>					
Company Name:				Contact Person:	
Invoicing Address:				<b>VAT N° MANDATORY:</b>	
				<b>PO N° MANDATORY:</b>	
Postal code:		City (& state, if applicable):		Country:	
Tel:		Fax:		Email:	
Payment will be made by bank transfer (details will be provided on the invoice)					

**Organising Company**

Applications for all congress activity must be submitted by the company under whose name each activity is to be organised. We would like to draw your attention to the fact that the correspondence for the above items should be made exclusively between this company and the ESC. The company is responsible for communicating any relevant documents to its staff and appointed agencies.

**Appointed Agency**

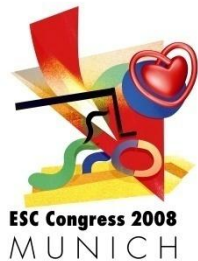
Companies should inform the ESC, in writing, what agency is appointed for which congress activity. Otherwise no requests from agencies will be taken into consideration. This appointed agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name. It is not the role of any given agency to make initial enquiries or reservations with the ESC independently of the company.

**We accept the contract terms & conditions and agree to abide by the regulations & conditions laid down for this event. I am authorised to sign this form on behalf of the applicant/Company.**

Date:	Contact Name:
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Signature <b>MANDATORY</b> here
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"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. If you are a delegate at an ESC organised Congress or meeting, when you visit exhibiting company stands, presenting your badge may enable them to retrieve the following personal data: first name(s), last name(s), address, telephone, fax, email, and professional activity information."



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**PRE-CONGRESS MAILING**

The ESC provides the opportunity to gather industry promotional invitations in an "Invitations & Information Envelope" to be mailed to the ESC Congress 2007 Active Participants and ESC Congress 2008 first deadline pre-registered participants. Maximum 25 000 addresses.

**DEADLINE: 30 JUNE 2008**

Order conditions:

- Maximum size A4 (21 X 29.7 cms).
- Maximum weight 20g / Additional fee for overweight insert – Superior weight 40g: 3 700 € - Deluxe weight 60g: 7 400 €.
- 1 insert promotes 1 event (Satellite Symposium, Workshop Session, EBAC Programme 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.

Number of promotional insert: **10 800 € X**

**Point awarded: 4**

**The material must not be sent to the ESC.** The delivery address will follow as soon as the material is approved.

**DELEGATE BAG INSERT**

The ESC provides the opportunity to gather industry promotional invitations in the official ESC Congress 2008 Delegates Bags. 25.000 bags produced:

**DEADLINE: 30 JUNE 2008**

Order conditions:

- Maximum size A4 (21 X 29.7 cms).
- Maximum weight 40g / Additional fee for overweight insert – Superior weight 60g: 725 € - Deluxe weight 80g: 1 400 €.
- 1 insert promotes 1 event (Satellite Symposium, Workshop Session, EBAC Programme 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.

Number of promotional insert: **5 400 € X**

**Point awarded: 2**

**The material must not be sent to the ESC.** The delivery address will follow as soon as the material is approved.

**PROMOTIONAL WEB LINK**

The ESC offers the opportunity of a web link between a web page created by the Industry, linked to the official ESC Congress 2008 website in two key locations for a period of six months:

- The Scientific Programme Online (SPO)
- The [www.escardio.org](http://www.escardio.org) website

**DEADLINE: 15 AUGUST 2008**

Order conditions:

- 1 web page promotes 1 event (Satellite Symposium, Workshop Session or Exhibition details).
- 1 web page promoting 1 Satellite Symposium with reference to the booth will be considered as 1 web page.
- 1 web page promoting 2 Satellite Symposia will be considered as 2 web pages.
- 1 web page promoting 1 Satellite Symposia and full Exhibition details will be considered as 2 web pages.

Number of web page linked to the Final Programme: **3 500 € X**

**Point awarded: 1**

**PDA ADVERT**

The PDA promotional invite, in the form of a PDA advertisement listing, highlights Congress Exhibition and/or Satellite activity. Using up to 200 words via digital advertisements or targeted Congress invitations.

**DEADLINE: 30 JUNE 2008**

Order conditions:

- 1 advert promotes 1 event (Satellite Symposium, Workshop Session or Exhibition details).
- 1 advert promoting 1 Satellite Symposium with reference to the booth will be considered as 1 advert.
- 1 advert promoting 2 Satellite Symposia will be considered as 2 adverts.
- 1 advert promoting 1 Satellite Symposia and full Exhibition details will be considered as 2 adverts.

Number of PDA advert: **800 € X**

**Point awarded: 0**