

## **7 DELEGATE BAG INSERT**

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The Delegate Bag Insert is a tool through which an invite created by Industry, in the form of a flyer, is placed in the official ESC Congress 2008 Delegate Bags (25,000).

- Insert number 25 000
- Insert maximum size A4 (21 X 29.7 cm)
- Insert maximum weight 40g.
- 1 insert promotes 1 event (Satellite Symposium, Workshop Session, EBAC Accredited Educational Programme, Nonprofit Organisation Symposia 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.

### **7.1 Procedure**

To have an insert in the ESC Congress 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. The ESC will provide the inserts delivering address to the company. The company must take care of the delivery.

**Deadline for application: 30 June 2008**

Contact the ESC Satellite team at [satellite@escardio.org](mailto:satellite@escardio.org) / [sponsorhip@escardio.org](mailto:sponsorhip@escardio.org)

**Annex 19: Promotional Opportunities application form.**

### **7.2 Cost**

€ 5 400 per insert  
Points awarded: 2

### **7.3 Invoicing**

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

### **7.4 Cancellation fee**

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

### **7.5 Shipping address**

To be announced

### **7.6 Delivery periods**

28 July to 01 August 2008  
04 August to 08 August 2008  
11 August to 13 August 2008

### **IMPORTANT**

- Please respect the noted delivery periods.
- ESC will not and cannot guarantee inserts receipt if the above periods are not adhered to.
- Note that if by error the 25 000 inserts are delivered to ESC offices in France or the congress centre instead of the listed shipping address, any storing, shipping or handling fees will be charged.

- For delicate logistic matters inserts received after **13 August 2008** cannot be included in the Envelopes (no exception will be permitted).

### **7.7 Insert approval**

Inserts must received ESC approval before being printed and deliver.  
Please refer to the ESC Congress 2008 Branding Guidelines for precise graphic.

[Annex 11: ESC Congress 2008 Branding guidelines.](#)

[Annex 12: Printed materials instructions.](#)

[Annex 15: EBAC Branding Guidelines.](#)

[Annex 16: EBAC Template.](#)

[Annex 20: ESC Congress 2008 Event Visual](#)