

## **6 PRE-CONGRESS MAILING**

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A special high standard A4 size envelope has been created exclusively to be mailed to approximately 25,000 addresses (ESC Congress 2007 active delegates + ESC Congress 2008 pre-registered delegates).

- Insert number 25 000
- Insert maximum size A4 (21 X 29.7 cm)
- Insert maximum weight 20g.
- 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.

### **6.1 Procedure**

To have an insert placed in the ESC Congress 2008 pre-congress mailing envelope, 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 or Sponsorship team at [satellite@escardio.org](mailto:satellite@escardio.org) / [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)

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

### **6.2 Cost**

€ 10 800 per insert  
Points awarded: 4

Additional fee for overweight inserts (over 20g):

- Superior weight 40g: € 3 700
- Deluxe weight 60g: € 7 400

### **6.3 Invoicing**

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

### **6.4 Cancellation fee**

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

### **6.5 Shipping address**

To be announced

### **6.6 Delivery periods**

01 July to 04 July 2008  
07 July to 11 July 2008  
14 July and 15 July 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 **15 July 2008** cannot be included in the Envelope (no exception will be permitted).

### **6.7 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](#)