



**ESC Congress 2011
27– 31 August
Delegate Bag Insert Specifications**

The Delegate Bag Insert is a tool through which an invite, created by Industry, in the form of a printed document, is placed in the official ESC Congress 2011 Congress Bags (28,000).

- ✓ The number of Delegate Bag Inserts in the Congress Bags is limited to 35
- ✓ Quantity to be printed 28 000
- ✓ Maximum size A4 (21 X 29.7 cm)
- ✓ Maximum weight 40g.

Important information:

- 1 insert promotes 1 event (Satellite Symposium, Mini-Satellite Symposium, EBAC Accredited Educational Programme, 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, and invoiced as such.
- 1 insert promoting 1 Session and full Exhibition details will be considered as 2 promotional inserts, and will be invoiced as such.

In order to facilitate approval of your artwork, we recommend using the same artwork for your Delegate Bag Insert, Pre-Congress Mailing Insert, Weblink and your IES info screen.

➤ **Procedure**

To take a Delegate Bag Insert in the ESC Congress 2011 Congress bags, the exhibiting company must send us a duly completed application form. The ESC will then issue the invoice. The insert must be approved by the ESC before printing and shipping. The ESC will provide the delivery address to the company. The company is responsible for printing and shipping its Delegate Bag Inserts.

Deadline for application and ESC approval: 30 June 2011

Contact the ESC team at sponsorship@escardio.org

➤ **Cost**

€ 6 500 per insert
Points awarded: **2**

Additional fee for overweight inserts (over 40g):

- Superior weight 60g: € 725
- Deluxe weight 80g: € 1 400

➤ **Invoicing**

Insert(s) are invoiced upon receipt of the application form.

➤ **Cancellation fee**

Once the invoice has been issued, cancellation fees are 100%.

➤ **Shipping address**

ACK Group - Individual Solutions VAT: ES-X5970658L

Satellite organiser's name/ DBI

ESC CONGRESS STORAGE STRUCTURE
PARC DES EXPOSITIONS DE PARIS NORD VILLEPINTE
Parking PE6B
Accès Exposants/ Livraisons
95970 Roissy CDG
FRANCE

Contact:

Andreas Kraus
Mobile phone: 0034-637812009

Delivery periods

01 August – 12 August 2011

IMPORTANT

- Please respect the delivery periods listed above.
- ESC will not and cannot guarantee inserts are received if the delivery periods listed above are not respected.
- Please note if the 28 000 inserts are delivered to the ESC offices in France instead of the indicated shipping address, any storage, shipping or handling fees will be charged to your company.
- For logistics reasons, any inserts received after 19 August 2011 will not be included in the ESC Congress 2011 Bags (no exceptions will be allowed).

➤ ***Insert approval***

Inserts must receive ESC approval before being printed and shipped.
Please refer to the ESC Congress 2011 Branding Guidelines for precise graphic information.