



ESC Congress 2011
27 - 31 August, Paris, France

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: **Sponsorship@escardio.org** - Fax: +33(0)4 92 94 76 26

PROMOTIONAL OPPORTUNITIES APPLICATION FORM

PRE CONGRESS MAILING **DELEGATE BAG INSERT** **WEBLINK** **IES INFO SCREEN**

ORGANISING COMPANY Name to be used in all ESC Congress 2011 acknowledgements - MANDATORY
 - Applications for congress activities must be submitted by the company under whose name each activity is to be organised.
 - The correspondence for the above items should be made exclusively between this company and the ESC.
 - The company is responsible for communicating all relevant information to its agencies and its staff.

Company Name:		Contact Person:
Address:		
Postal code:	City (& State if applicable):	Country:
Tel:	Fax:	Email:

APPOINTED AGENCY - if applicable – One main contact person is mandatory – Correspondence from non appointed agencies will not be taken into consideration.
 - An appointed agency does not replace the company and the company will be held entirely responsible & accountable for activities organised in its name.
 - The ESC Guidelines for Industry Participation are an essential tool. Every appointed agency should read the Guidelines as well as all other documents posted on www.escehition.org.
 - The ESC reserves the right to inform the Organising Company if their agency has not examined or understood the the Guidelines. The company will ensure effective communication is re-established.

Agency Name:		Contact Person:
Address:		
Postal code:	City(& State if applicable):	Country:
Tel:	Fax:	Email:

INVOICING DATA Please verify this is the valid invoicing address: We will invoice €70 per modification requested once the invoice has been issued - MANDATORY

Company Name:		Contact Person:
Invoicing Address:	VAT N° MANDATORY:	
	PO N°:	
Postal code:	City (& state, if applicable):	Country:
Tel:	Fax	Email:

Payment will be made by bank transfer (all details are indicated at the bottom of the invoice)

I hereby agree to be bound by the ESC Congress 2011 Guidelines for Industry Participation and all conditions expressed therein. I am authorised to sign this form on behalf of the applicant/company.

Date:	Contact Name:	Signature:
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PRE-CONGRESS MAILING INSERT

A special A4 envelope will be mailed to approximately 25,000 addressees (ESC Congress 2010 active delegates + ESC Congress 2011 pre-registered delegates).

DEADLINE FOR APPLICATION AND ARTWORK APPROVAL: 30 JUNE 2011

Specifications:

- Maximum size A4 (21 X 29.7 cms).
- Maximum weight 20g. Additional fee for overweight insert: up to 40g is € 3 700; up to 60g is € 7 400.

Number of promotional inserts: _____ **X € 11 000**

Points awarded: 4

Do not ship to the ESC. The delivery address will follow as soon as artwork is approved.

DELEGATE BAG INSERT (Limited to 35 Inserts)

Promotional invitations placed in the official ESC Congress 2011 Congress Bags. 28,000 bags produced

DEADLINE FOR APPLICATION AND ARTWORK APPROVAL: 30 JUNE 2011

Specifications:

- Maximum size A4 (21 X 29.7 cms).
- Maximum weight 40g. Additional fee if overweight: up to 60g: € 725 up to 80g: € 1,400.

Number of promotional inserts: _____ **X € 6 500**

Points awarded: 2

Do not ship to the ESC. The delivery address will follow once artwork is approved.

PROMOTIONAL WEBLINK

A we link (web page created by Industry), linked to the official ESC Congress 2011 Scientific Programme Online (SPO).

DEADLINE FOR APPLICATION AND WEBLINK APPROVAL: 30 JUNE 2011

Specifications:

• **PDF PAGE**

Size: the lighter the better, screen quality, 600Kb max

Security: ideally locked

Open size: ideally 100%

Number of pages: 3 pages max

Images: may be included

• **HTML OR FLASH PAGE**

Provide organiser with the invitation URL, not the company web site URL.

Must be optimized for web **1280 x 1024 pixels**

Size: the lighter the better

Number of weblinks: _____ **X € 3 500**

Points awarded: 1

INDUSTRY EDUCATIONAL SESSION INFO SCREEN

Advertise your Educational Sessions on an 84" information screen located amongst the Display Racks.

DEADLINE FOR APPLICATION & SUBMIT FOR APPROVAL: 30 JUNE 2011

Specifications:

- PowerPoint presentations, Office 2007

- Duration: 30"

- Format: 16/9

Satellite, Mini-Satellite, Hands-On Tutorial or EBAC information only, no product. No Exhibition details

Number of IEA info screens: _____ **X € 4 500**

Points awarded: 1

Please note, the following conditions apply for all the above items:

- 1 item may promote 1 event (Satellite, Mini-Satellite, EBAC Programme, Hands-On Tutorial or Exhibition).
- 1 item promoting 1 Session with reference to the booth will be considered as 1 item.
- 1 item promoting 2 Sessions will be considered as 2 promotional items and invoiced accordingly.
- 1 item promoting 1 Session and full Exhibition details will be considered as 2 items and invoiced accordingly.

In order to facilitate the approval of your Pre-Congress Mailing Insert, Delegate Bag Insert, Weblink, and IES info screen we recommended using the same artwork for all items (a PDF version of the Delegate Bag Insert for a Weblink).

INVOICING & CANCELLATION POLICY: We invoice upon receipt of your application form, please ensure you VAT number and PO number are included. Cancellation fees of 100% apply once a signed application form has been received.

"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."