



**ESC Congress 2010  
28 August - 1 September, Barcelona, Spain**

**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

<p><b>ORGANISING COMPANY Name to be used in all ESC Congress 2010 publications</b></p> <ul style="list-style-type: none"> <li>- Applications for all congress activities must be submitted by the company under whose name each activity is to be organised.</li> <li>- The correspondence for the above items should be made exclusively between this company and the ESC.</li> <li>- The company is responsible for communicating any relevant documents to its staff and appointed agencies.</li> </ul>					
Company Name:			Contact Person:		
Address:					
Postal code:		City (& State if applicable):		Country:	
Tel:		Fax:		Email:	
<p><b>APPOINTED AGENCY if applicable – One main contact person mandatory – Correspondence from non appointed agency will not be taken into consideration</b></p> <ul style="list-style-type: none"> <li>- This named 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.</li> <li>- The ESC has created "Guidelines for Industry Participation" as an essential tool for how to host an Industry Sponsored Session. It is obligatory that every appointed agency read these Guidelines and all other documents posted on "www.escehition.org" website in order to have a proper working relationship with the ESC Congress Division.</li> <li>- The ESC reserves the right to inform the Organising Company mentioned above if the appointed agencies have not examined or understood the reasoning behind the Guidelines and the companies will ensure effective communication is re-established.</li> </ul>					
Agency Name:			Contact Person:		
Address:					
Postal code:		City(& State if applicable):		Country:	
Tel:		Fax:		Email:	
<p><b>INVOICING DATA Please verify this is the valid invoicing address: We will invoice €70 per modification requested once the invoice has been generated -MANDATORY</b></p>					
Company Name:			Contact Person:		
Invoicing Address:			VAT N° <b>MANDATORY:</b>		
			PO N°:		
Postal code:		City (& state, if applicable):		Country:	
Tel:		Fax:		Email:	
Payment will be made by bank transfer (details are included on the invoice)					

**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:	Signature:
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### PRE-CONGRESS MAILING

A special high standard A4 size envelope has been created exclusively to be mailed to approximately 25 000 addressees (ESC Congress 2009 active delegates + ESC Congress 2010 pre-registered delegates).

#### DEADLINE FOR APPLICATION AND ARTWORK APPROVAL: 30 JUNE 2010

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, Mini-Satellite Symposium, EBAC Programme, Hands-On Tutorial or Exhibition).
- 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: **11 000 € 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 (Limited to 35 Inserts)

The ESC provides the opportunity to gather industry promotional invitations in the official ESC Congress 2010 Delegates Bags. 25.000 bags produced:

#### DEADLINE FOR APPLICATION AND ARTWORK APPROVAL: 30 JUNE 2010

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, Mini-Satellite Symposium, EBAC Programme, Hands-On Tutorial or Exhibition).
- 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: **6 500 € 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 2010 Scientific Programme Online (SPO).

#### DEADLINE FOR APPLICATION AND WEBLINK APPROVAL: 30 JUNE 2010

Order conditions:

- 1 weblink promotes 1 event (Satellite Symposium, Mini-Satellite Symposium, EBAC Programme, Hands-On Tutorial or Exhibition).
- 1 weblink promoting 1 session with reference to the booth will be considered as 1 web page.
- 1 weblink promoting 2 sessions will be considered as 2 web pages.
- 1 weblink promoting 1 session and full Exhibition details will be considered as 2 web pages.

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

**Point awarded: 1**

**In order to facilitate the ESC Approval of the Invitation Flyer, Pre-Congress Mailing Insert, Delegate Bag Insert and Weblink, we recommended you to use the same document for each item (PDF version of the invitation flyer for weblink).**

### CANCELLATION POLICIES

Cancellation must be sent in writing.

- After order form receipt the promotional tool(s) ordered will be invoiced.
- Cancellation once the invoice has been issued will incur a 100% cancellation fee.

"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."