



**ESC Congress 2010
28 August - 1 September, Stockholm, Sweden**

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 ISES INFO SCREENS

| | | | | | |
|--|--|--------------------------------|--------------------------|----------|--|
| ORGANISING COMPANY Name to be used in all ESC Congress 2010 publications | | | | | |
| - Applications for all 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 any relevant documents to its staff and appointed agencies. | | | | | |
| Company Name: | | | Contact Person: | | |
| Address: | | | | | |
| Postal code: | | City (& State if applicable): | | Country: | |
| Tel: | | Fax: | | Email: | |
| APPOINTED AGENCY if applicable – One main contact person mandatory – Correspondence from non appointed agency will not be taken into consideration | | | | | |
| - 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. | | | | | |
| - 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. | | | | | |
| - 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. | | | | | |
| 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 generated -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 (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: |
|-------|---------------|------------|

PRE-CONGRESS MAILING INSERT

A special A4 envelope will be mailed to approximately 25,000 addresses (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: up to 40g is € 3 700; up to 60g is € 7 400.
- 1 insert promotes 1 event (Satellite, Mini-Satellite, 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 inserts.

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

Points awarded: 4

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

DELEGATE BAG INSERT (Limited to 35 Inserts)

Industry promotional invitations placed in the official ESC Congress 2010 Delegates Bags. 24.000 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 if overweight: up to 60g: € 725 up to 80g: € 1,400.
- 1 insert promotes 1 event (Satellite, Mini-Satellite, 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 inserts.

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

Points awarded: 2

Do not ship 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

Conditions:

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

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

Points awarded: 1

INDUSTRY SUPPORTED EDUCATIONAL ACTIVITIES INFO SCREENS

NEW! Advertise your Industry Sponsored Educational activities in Registration on information screens among the Display Racks for Industry.

DEADLINE FOR APPLICATION AND SUBMIT FOR APPROVAL: 30 JUNE 2010

- PowerPoint presentations, Office 2007

- Duration: 30"

- Resolution: 1366 x 768

- Format: 16/9

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

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

Points awarded: 1

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

CANCELLATION POLICY

Cancellations must be sent in writing. Upon receipt of your order form the promotional tool(s) will be invoiced. Cancellations 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."