

7 DELEGATE BAG INSERT

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The Delegate Bag Insert is a tool through which an invite created by Industry, in the form of a flyer, is placed in the official ESC Congress 2010 Delegate Bags (24,000).

- Number of Inserts in Congress Bags limited to 35
- Insert number 24 000
- Insert maximum size A4 (21 X 29.7 cm)
- Insert maximum weight 40g.
- 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.
- 1 insert promoting 1 Session and full Exhibition details will be considered as 2 promotional inserts.

In order to facilitate the Delegate Bag Insert ESC Approval, it is recommended to use the same invitation flyer to promote the session, and/or insert into the Pre-Congress Mailing Envelop.

7.1 Procedure

To have an insert in the ESC Congress 2010 delegate bags, 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 and insert approval: 30 June 2010

Contact the ESC Satellite team at sponsorship@escardio.org

Annex 13: Promotional Opportunities application form.

7.2 Cost

€ 6 500 per insert
Points awarded: 2

Additional fee for overweight inserts (over 40g):

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

7.3 Invoicing

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

7.4 Cancellation fee

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

6.5 Shipping address

ACK Group – Individual Solutions

Andreas Kraus
Co HILDEMAR TRANSPORT AB
ESC 2010 / Bag Insert
Speditionsvagen 36
12450 Skogas
Sweden

VAT No. DE 259738228

Please make sure that your delivery is showing the ACK Group TAX number (VAT No. DE 259738228) as it is very important within Sweden

Mobile phone for all occurring questions: 0034-637 812 009

6.6 Delivery periods

2 August – 6 August 2010

9 August – 13 August 2010

Place open from Mondays to Fridays from 08:00 to 16:00

All deliveries can be done without any prior announcement

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 24 000 inserts are delivered to ESC offices in France instead of the listed shipping address, any storing, shipping or handling fees will be charged.
- For delicate logistic matters inserts received after **13 August 2010** cannot be included in the Envelopes (no exception will be permitted).

7.7 Insert approval

Inserts must received ESC approval before being printed and deliver.

Please refer to the ESC Congress 2010 Branding Guidelines for precise graphic.

[Annex 8: ESC Congress 2010 Branding guidelines.](#)

[Annex 9: Printed materials instructions.](#)

[Annex 12: EBAC Branding Guidelines and template.](#)

[Annex 14: ESC Congress 2010 Event Visual and EBAC Logo](#)