

## 6 PRE-CONGRESS MAILING

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

- Insert number 25 000
- Insert maximum size A4 (21 X 29.7 cm)
- Insert maximum weight 20g.
- 1 insert promotes 1 event (Satellite Symposia, Mini-Satellite Symposia, EBAC Accredited Educational Programmes, 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 Pre-Congress Mailing Insert ESC Approval, it is recommended to use the same invitation flyer to promote the session, and/or insert into the ESC Congress 2010 Delegate Bags.**

### 6.1 Procedure

To have an insert placed in the ESC Congress 2010 pre-congress mailing envelope, 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**

**Mailing of envelopes: 31 July 2010**

Contact the ESC Satellite or Sponsorship team at [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

**Annex 13: Promotional Opportunities application form.**

### 6.2 Cost

€ 11 000 per insert

Points awarded: 4

Additional fee for overweight inserts (over 20g):

- Superior weight 40g: € 3 700

- Deluxe weight 60g: € 7 400

### 6.3 Invoicing

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

### 6.4 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 MY PLACE (Selfstorage Dein Lagerraum GmbH)

Dachauerstrasse 382

80993 München

Germany

**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**

July 01 – July 02, 2010

July 05 – July 09, 2010

July 12 – July 15, 2010

The place is 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 25 000 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 **15 July 2010** cannot be included in the Envelope (no exception will be permitted).

### **6.7 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](#)