

New opportunity for industry partners.... advertise on escardio.org



For the first time, ESC is inviting industry partners to consider highlighting their activity at ESC Congress 2007 by supporting its popular web resource, escardio.org.

More and more, ESC Congress participants are looking to escardio.org to effectively prepare their congress experience. Growing year on year, visitors to the 'annual congress' sections of the website reached 607,193 individual page views recorded by 309,407 visitors (excluding the scientific programme online). This reflects ESC's commitment to developing escardio.org content as *the* principle means of communicating with potential congress delegates & faculty.

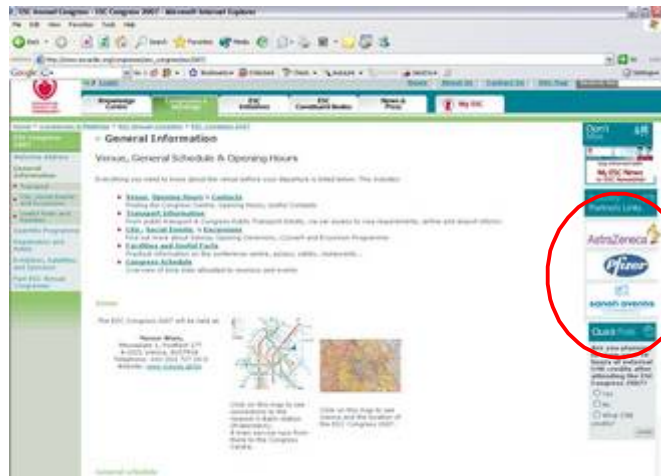
Your company is now in a position to capitalise on this popular communication channel by placing your corporate logo with an active link to an online advertisement in a key position on all congress related pages (excluding the scientific programme), found at this core address: www.escardio.org/congresses/esc-congress/.

There are a maximum of three positions available, always visible on first page view at the right hand side, ensuring your corporate identity is clearly flagged throughout the congress planning cycle – from abstract submission to registration, from hotel reservation to timetabling meetings and symposia.

Three adverts – one price!

The logo object (including up to 20 characters of text) is clickable and each sponsor has the option of placing a separate advertising page online at no additional cost. Further, this page may be updated twice during the year to guarantee your message matches both your communication strategy for the event and the planning cycle.

This effectively offers three time-specific advertisements to coincide with visit peaks (abstract submission date, early registration fee deadline and the week prior to the congress).



The price of participation (in euros excluding VAT) varies with the vertical order of banners and gives the sponsor priority points for the following year's congress. Based on 2006 stats, this means the cost of presenting your brand starts at just 8 euro cents per visitor!

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|----------------------------|--------|-----------|
| • 1 st position | 30,000 | 11 points |
| • 2 nd position | 27,500 | 10 points |
| • 3 rd position | 25,000 | 9 points |

Website visit statistics and a technical requirements statement are attached to this offer. To add your corporate identity to escardio.org, complete the attached order form or call +33 4 92 94 86 68 for more information.

ESC Industry Services

Terms of offer & technical requirements

The following specific guidelines apply to Congress Section Online Sponsorship for 2007. These terms only apply to the ESC Congress 2007 as a pilot project.

Three advertising banners at page level

This offer comprises three banner spaces at the middle of the right-hand navigation of the congress section. These banners will be visible once a visitor is in the relevant page(s). By clicking on these banners a separate page online advertisement as described below will be opened.

Banner

- A total of three advertisements will be allowed for the ESC Congress 2007, each of them with one banner, positioned with vertical priority
- Advertisement banners will be positioned from May until 31 October 2007
- Standard size of not more than 130 x 35 pixels
- No colour restriction but white or soft grey background is mandatory
- The banners will contain a company name or company logo
- The banners may contain one line of text below company name (max. 20 characters)
- Send banner file to sponsorship@escardio.org

Advertisement page

- By clicking on a banner, a separate window will open to display an advertisement
- This advertisement may not be part of another website
- This advertisement may be in HTML, PDF or Flash format:

PDF page

Weight: the lighter the better
Security: ideally locked
Open size: ideally 100%
Number of pages: 1 – 2
Images: may be included

HTML page

Provide URL, not your company website URL

- The advertisement will have no active link to the advertising company's corporate web site
- No product advertising permitted
- Opens in a new window
- The advertisement may be refreshed twice (that is, three versions may be published to coincide with planned periods of higher traffic)
- Content of advertisement is subject to verification by ESC

ESC verification refers to these documents, available to sponsors from Vienna 2007 page of ESCexhibition.org:

- *ESC Congress 2007 Branding guidelines.*
- *Printed materials instructions.*
- *EBAC Branding Guidelines.*
- *EBAC Template.*
- *ESC Logo Template*

- Send advertisement file(s) to sponsorship@escardio.org with minimum three weeks notice prior to change date

Location of banner

- Congress 2007 section of the ESC website (www.escardio.org/congresses/esc-congress/) in all pages except the scientific programme pages in the right navigation underneath the "don't miss" area
- The area will be clearly marked as congress online adverts, called "Industry Partner Links", to distinguish from ESC content and navigation.

Invoicing

- A banner is invoiced when the order form is received. One banner may be ordered per points-holding company.

Cancellation fee

- Once an invoice has been issued, cancellation will incur a 100% cancellation fee

escardio.org ESC Congress section traffic 2005 – 2006

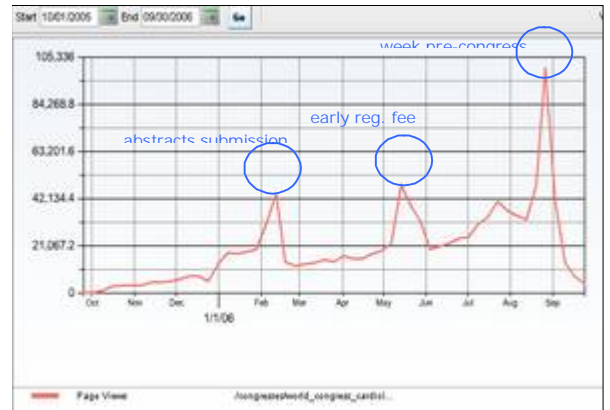
2005

Content	Page Views	Visits	Monthly Uniques
Registration & Hotels	66 363	24 578	18 451
General Information	45 849	4	17 830
Exhibition, Satellite and Sponsors	25 298	7 565	6 535
Welcome Address	7 923	6 079	5 690
Invitation Letter	6 144	4 990	4 443
EBAC Accredited Programmes	2 052	1 695	1 633
Satellites Sessions	1 832	1 253	1 139
Information for Sponsors	1 102	821	778
Social Events	702	528	501
Excursions	582	483	458
Total	157 847	886	



2006

Content	Page Views	Visits	Monthly Uniques
Main Page WCC 06	153 656	107 267	83 947
General information	148 407	57 614	47 337
Registration & Hotels	161 096	55 454	41 549
Abstracts	67 080	44 323	30 435
Welcome Address	24 541	19 135	17 781
Exhibition, Satellites and Sponsors	41 669	18 802	16 289
For Your Hearts Sake 2006 - Public event	6 913	3 733	3 512
EBAC Accredited Programmes	3 831	3 079	2 861
Total	607 193	309 407	





**EUROPEAN
SOCIETY OF
CARDIOLOGY®**

ESC Congress 2007 1 - 5 September, Vienna - Austria

Please return this form to: ESC / Industry Services dept.
The European Heart House, 2035 Route des Colles, Les Templiers, BP 179,06903 Sophia Antipolis
Fax: +33-(0)4 92 94 76 26, Tel: +33-(0)4 92 94 86 68, e-mail: sponsorship@escardio.org

ESC CONGRESS 2007 – ONLINE ADVERTISEMENT ON ESCARDIO.ORG

ORGANISING COMPANY			
Company Name:		Contact Person:	
Address:			
Postal code:	City:	Country:	
Tel:	Fax:	E-mail:	
APPOINTED AGENCY (if any)			
Agency Name:		Contact Person:	
Address:			
Postal code:	City:	Country:	
Tel:	Fax:	E-mail:	
ACCOUNTING DATA			
Company or Agency to be invoiced:		Contact Person:	
Tel:	Fax:	E-mail:	
Invoicing Address:		VAT N°:	
		PO N°:	
ADVERTISING ITEM			
ESC CONGRESS 2007 Advertising banner on escardio.org (ESC Congress 2007 pages excluding scientific programme). Includes a weblink with possibility to change content three times.		Price: €25 000 (excl. VAT)	Points Allocated: 9

Organising Company

Applications for all congress activity must be submitted by the company under whose name each activity is to be organised. We would like to draw your attention to the fact that 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.

Appointed Agency

Companies should inform the ESC, in writing, which agency is appointed for which congress activity. Otherwise no requests from agencies will be taken into consideration. This appointed 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. It is not the role of any given agency to make initial enquiries or reservations with the ESC independently of the company.

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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"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."