

6 PRE-CONGRESS MAILING

- 6.1 Procedure
- 6.2 Cost
- 6.3 Invoicing
- 6.4 Cancellation fee
- 6.5 Shipping address
- 6.6 Delivery periods
- 6.7 Insert approval

In order to promote Satellite Symposia, Workshop Sessions, EBAC Accredited Educational Programmes, and exhibiting stands.

Inserts (flyers) inserted in a high standard A4 size envelope to be mailed to 25 000 delegates (WCC 2006 active participants).

- Insert number 25 000
- Insert maximum size A4 (21 X 29.7 cm)
- Insert maximum weight 20g.
- 1 insert promotes 1 event (Satellite Symposium, Workshop Session, EBAC Accredited Educational Programme, Nonprofit Organisation Symposia 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.

6.1 Procedure

To have an insert placed in the ESC Congress 2007 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: 28 May 2007

Contact the ESC Satellite or Sponsorship team at satellite@escardio.org / Sponsorship@escardio.org

Annex 19: Pre-congress mailing, Delegate bag insert and Weblink order form.

6.2 Cost

€ 10 800 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

To be announced

6.6 Delivery periods

28 May to 01 June, 2007

04 June to 08 June, 2007

11 June to 14 June, 2007

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 or the congress centre instead of the listed shipping address, any storing, shipping or handling fees will be charged.
- For any queries please contact the Hot-Line phone number.
- For delicate logistic matters inserts received after 14 June 2007 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 2007 Branding Guidelines for precise graphic and text references.

[Annex 11: ESC Congress 2007 Branding guidelines.](#)

[Annex 12: Printed materials instructions.](#)

[Annex 15: EBAC Branding Guidelines.](#)

[Annex 16: EBAC Template.](#)

[Annex 20: ESC Logo Template](#)