



**WORLD HEART  
FEDERATION®**

المؤتمر العالمي لأمراض القلب، والأوعية الدموية  
**World Congress of Cardiology  
& Cardiovascular Health**

5-8 December 2018 | Dubai, United Arab Emirates



## Educational, marketing & promotional activity application form (page 1)

Please return this completed and signed form to [helene.barr@mci-group.com](mailto:helene.barr@mci-group.com)

### Organising company

Company name

Contact person

Address

Postal code

City

Country

Phone

Fax

E-mail

### Appointed agency (if any)

Agency name

Contact person

Address

Postal code

City

Country

Phone

Fax

E-mail

### Organizing company

Applications for all congress activities must be submitted by the company under whose name each activity is to be organized. 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 World Heart Federation. The company is responsible for communicating any relevant documents to its staff and appointed agencies.

### Appointed agency

Companies should inform the World Heart Federation in writing which agency is appointed for each 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 organized in its name.

**Educational items and grants - all prices listed in United Arab Emirates Dirham (AED) are exclusive of UAE 5% VAT. VAT will be reflected on invoice.**

Mark your preferences as appropriate in the boxes below.

Abstract ONLINE (exclusive sponsorship)	AED* 400,000	<input type="checkbox"/>
Branding of WCC OnDemand portal (exclusive sponsorship)	AED* 180,000	<input type="checkbox"/>
Industry satellite session published on WCC OnDemand or for own use	AED* 20,000 <i>per session</i>	<input type="checkbox"/>
Educational grant**	Please contact us	<input type="checkbox"/>
<b>New to 2018</b> : Branding of WCC 2018 Online Programme (exclusive sponsorship)	AED* 60,000,000	<input type="checkbox"/>

\*\* Please be aware that 10% of the total amount of the unrestricted educational grant will be used toward admin costs

\* Excluding 5% VAT

### Delegate items

Mark your preferences as appropriate in the boxes below.

Branding of WCC 2018 App (exclusive sponsorship)	80,000 AED*	<input type="checkbox"/>
Branding of WCC 2018 delegate bag (exclusive sponsorship)	240,000 AED*	<input type="checkbox"/>
Delegate bag package – inclusive of notepad and pens (full package)	320,000 AED*	<input type="checkbox"/>
Delegate bag insert (printed flyer)	22,000 AED*	<input type="checkbox"/>
Delegate bag insert (give away, subject to approval)	24,000 AED*	<input type="checkbox"/>

## Educational, marketing & promotional activity application form (page 2)

### Delegate services

Mark your preferences as appropriate in the boxes below.

<b>New to 2018:</b> WCC 2018 Digital Remarketing	60,000 AED*	
<b>New to 2018:</b> E-Blast / E-Driver	24,000 <i>each</i> AED*	
Information kiosks & walking signage branding (exclusive sponsorship)	200,000 AED*	
Industry welcome desk	20,000 AED*	
Congress wifi access (exclusive sponsorship)	200,000 AED*	
Branding of Speakers' preview centre and speakers' lounge (exclusive sponsorship)	100,000 AED*	
Industry invitation link on WCC 2018 website	14,000 AED*	
On-site event (sponsorship)	Please contact us	

\* Excluding 5% VAT

### Print materials

Mark your preferences as appropriate in the boxes below.

Congress Programme advertisement** (outside back cover)	100,000 AED*	
Congress Programme advertisement** (inside front cover)	80,000 AED*	
Congress Programme advertisement** (inside back cover)	60,000 AED*	
Congress Programme advertisement** (inside page)	40,000 AED*	
Programme at-a-glance** (exclusive sponsorship)	120,000 AED*	
Lanyards (exclusive sponsorship)	160,000 AED*	

\* Excluding 5% VAT

\*\* Print file deadline: 15 October 2018

The advertiser shall be liable for the content of its advertising matter published in the WCC Scientific Sessions 2018 Final Programme. The advertiser shall indemnify and hold harmless the World Congress of Cardiology Scientific Sessions against and from any claims, damages, liabilities, costs and expenses arising from the content of its advertising matter. Without prejudice to the foregoing, the World Congress of Cardiology & Cardiovascular Health shall have the right to refuse the publication in the WCC 2018 Scientific Sessions Final Programme of any advertising matter, the content of which is clearly contrary to the law or fair practices.

### On-site opportunities

Mark your preferences as appropriate in the boxes below.

WCC 2018 Meeting Stools (exclusive sponsorship)	80,000 AED*	
<b>New to 2018:</b> WCC abstract poster area (exclusive sponsorship)	200,000 AED*	
WCC poster area (shared; max. three sponsors)	60,000 <i>each</i> AED*	
Exhibition aisle signage (exclusive sponsorship)	140,000 AED*	
On-site venue promotional advertising opportunities	More information to follow spring 2018	
WCC sports fitness gym	On request	

\* Excluding 5% VAT

## Educational, marketing & promotional activity application form (page 3)

### Invoice details

Name of company or agency to be invoiced *(if different from the above)*

Contact person

Address

VAT N°

Purchase order n° *(if applicable)*

Postal code

City

Country

Phone

Fax

E-mail

### Payment and cancellation fees

#### **Payment:**

50% on reservation on booking for orders received prior to **1 March 2018**.

100% on reservation after **1 March 2018**.

Only payments by bank transfer will be accepted. Payment details will be on the invoice.

#### **Cancellation fees:**

50% reimbursed up to **1 March 2018**.

25% reimbursed for cancellations received **from 2 March to 1 June 2018**.

No reimbursement after **1 June 2018**.

We understand and agree that we, the exhibiting company, are entirely responsible for payment of charges according to the above mentioned payment schedule. In the case that an appointed agency does not discharge payment of the invoices, charges will revert to the exhibiting company and may include a penalty fee of 5% of the total cost.

Our agreement is composed of this duly signed Application Form, World Heart Federation's General Terms and Conditions of Sponsorship Agreements, and the WCC 2018 *Education and Marketing Opportunities for Industry, Satellite activities, exhibition and sponsorship* brochure; by signing and returning this Application Form you acknowledge and represent having received, read and accepted the terms of these documents. **This agreement is subject to Swiss law exclusively. Disputes shall be resolved exclusively by expedited arbitration in accordance with the World Intellectual Property Organization Arbitration and Mediation Center's Rules for expedited arbitration. The place of any arbitration shall be Geneva, Switzerland.**

It is the participating company's responsibility to comply with any national legislation with regard to exhibition, publicity, the handing out of any samples, and the sale or promotion of any products and marketing material. The World Heart Federation and WCC partners cannot be held liable for any non-compliance.

**All rates above are exclusive of any applicable taxes.**

Date

Contact Name

Signature