



Advertising Opportunities

An opportunity to advertise in the *Official Publications* of the Canadian Cardiovascular Congress (CCC 2008)

Benefits

The Canadian Cardiovascular Congress (CCC 2008), including the 61st Annual Scientific Meeting of the Canadian Cardiovascular Society, will be held in Toronto, Ontario, October 25 – 29, 2008. With over 3,900 professional attendees, it is the **largest cardiovascular congress in Canada** and, incorporates a four-day educational program.

Over the course of the past four years, the CCC has experienced steady, significant and exciting improvements in overall quality and value realized by delegates, stakeholders and industry partners. As a result, the CCC has become the **premiere annual cardiovascular learning event** and the **'must attend'** meeting.

EXTEND YOUR REACH - Advertise in the following CCC 2008 Official Publications and extend your reach efficiently and economically to the **largest gathering of cardiovascular specialists and allied health professionals in Canada.**

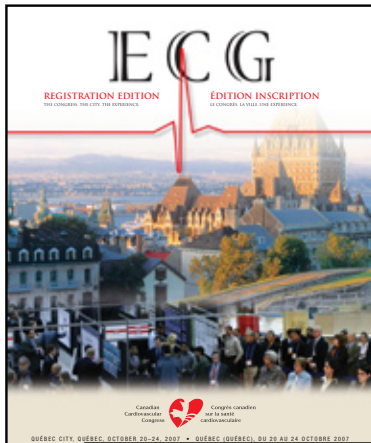
- ECG – Registration Edition
- ECG – Congress Edition
- Final Program
- Program-at-a-Glance

October 25-29, 2008 • Toronto, Ontario



Extend Your Reach – Maximize Your Marketing Effectiveness

Each of these publications offers unique opportunities for your company or institution to enhance your existing marketing program and capture the attention of attendees.



ECG – Registration Edition

Delivered to over 15,000 Canadian cardiovascular-focused care physicians, cardiovascular specialists, CCC 2007 attendees and other cardiovascular-related healthcare providers in early June. The Registration Edition includes the registration information and form, a Calendar of Activities, directs potential attendees to the Congress Web site for the CCC Preliminary Program, preliminary exhibitor list, Satellite Symposia listing, city map, travel and accommodation information.

Your message:

- Generates awareness of your company or institution before the Congress;
- Demonstrates your support of CCC.



ECG – Congress Edition

Reach more than 3,900 of your hottest prospects as they register. The ECG – Congress Edition provides attendees with the only reference to valuable on-site information, including highlights of new products and services, exhibitor and products / services listings, comprehensive facility and city plans, venue information, exhibit hall plan, 'what to see – where to go' in Toronto.

Your message:

- Reaches delegates as they plan their daily schedules;
- Will be seen again and again as delegates use the ECG on-site and back home when sharing it with their colleagues;
- Delivers repeat exposure as delegates use the ECG to plan their personal evening itineraries;
- Drives traffic to your booth with facility maps and directions to the Community Forum.



Final Program

An exclusive opportunity for not-for-profit health organizations to put their name and information in the hands of the largest gathering of cardiovascular specialists and allied health professionals in Canada. The Final Program includes a comprehensive Program-at-a-Glance, the CCS and Affiliates' final programs, Satellite Symposia schedules and programs by Learning Track.

Your message:

- Reaches delegates daily as they plan what sessions they will attend.

Program-at-a-Glance

An exclusive opportunity available for a banner advertisement. Call for details.

Increase Your Visibility with Premium Positions



Premium Positions

ECG Cover Wraps

Be the first thing readers see! Your message wraps around the ECG (two opportunities available). Includes a full-page, 4-colour ad within the ECG.

Price includes a full-page, 4 colour ad and printing. ECG Registration Edition \$15,000
ECG Congress Edition \$12,500

Exclusive Floor Plan advertising:

Make your booth location stand out. Your location and name will be highlighted on the floor plan. Includes a banner ad on the floor plan page, your booth and product listing highlighted and a full-page 4-colour ad in the exhibitor listings section.

\$14,000 per edition

City Map

Includes a banner ad on the City Map.

\$6,500 per edition

Tabbed dividers

Be seen again and again as delegates reference tabbed sections within the **Final Program**. Your presence is highlighted with your 2-colour ad on heavier stock. Advertiser chooses a specific tab: General Information; Learning Tracks; Scientific Program; Satellite Symposia or Participants Index. Exclusive opportunity for not-for-profit health organizations only.

\$6,500 each

\$8,000 each for 4-colour ads

Logo Placement

Include your logo with your exhibitor listing in the ECG - Congress Edition. Includes logo beside your printed listing and a hyper link on your listing on the Congress Web site. Advertiser provides logo.

Product Flag

Alert delegates that you are introducing a new product or service at the Congress. Includes a new product flag with your product listing in the ECG - Congress Edition and is promoted at the beginning of the exhibitor listings.

Advertising Rates

ECG – Registration Edition

Ads	4-colour
Full Page	\$ 5,200
Inside Back Cover	\$ 8,000
Inside Front Cover	\$ 8,800
Outside Back Cover	\$ 12,000
Centre Spread – full page	\$ 9,000/page

Premium Positions

Cover Wrap (includes full-page 4C ad)	\$ 15,000
Exclusive Floor Plan Advertising (Floor Plan Banner + Full Page Ad)	\$ 14,000
City Map Banner	\$ 6,500

ECG – Congress Edition

Ads	4-colour
Full Page	\$ 5,500
Inside Back Cover	\$ 8,500
Inside Front Cover	\$ 12,000
Outside Back Cover	\$ 13,500
Centre Spread – full page	\$ 9,000/page

Premium Positions

Cover Wrap (includes full-page 4C ad)	\$ 12,500
Exclusive Floor Plan Advertising (Floor Plan Banner + Full Page Ad)	\$ 14,000
City Map Banner	\$ 6,500

Other advertising Opportunities

Product Flag	\$ 300 ea <i>(included with Grand Patron support)</i>
Logo Placement	\$ 500 ea <i>(included with Grand Patron support)</i>

Final Program

Ads	2-colour (black + red)	4-colour
Full page	\$ 5,500	\$ 7,500
Inside Back Cover	n/a	\$ 6,500
Inside Front Cover	n/a	\$ 8,750

Premium Positions

Tabbed Divider.....	\$ 6,500 ea.	\$ 8,000 ea.
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All rates are subject to 5% GST.

Mechanical Specifications

ECG – Registration Edition

Ads

Full page (bleed)..... 9" wide x 11.5" high

Full page (no bleed)..... 8" wide x 10.5" high

Trim Size 8.5" wide x 11" high

Gutter: ¼"

Binding: saddle stitch

Ink: four colour process

Cover Wrap:

Trim size 20" w x 5" h (plus 1/4" bleed)

Live area 16" w x 5" h (plus 1/4" bleed)

Please bleed the colour to the full 20" width so that when the band wraps/glues onto itself the ink is still visible

**Materials & Payment Deadline:
Friday, April 11, 2008**

ECG – Congress Edition

Ads

Full page (bleed)..... 9" wide x 11.5" high

Full page (no bleed)..... 8" wide x 10.5" high

Trim Size 8.5" wide x 11" high

Gutter: ¼"

Binding: saddle stitch

Ink: four colour process

Floor Plan Banner 8" wide x 2.6" high

City Map Banner 8" wide x 2.6" high

Cover Wrap

Trim size 20" w x 5" h (plus 1/4" bleed)

Live area 16" w x 5" h (plus 1/4" bleed)

Please bleed the colour to the full 20" width so that when the band wraps/glues onto itself the ink is still visible

**Materials & Payment Deadline:
Friday, August 15, 2008**

Instructions For All Ads and Corporate Messages

- PDFx-la files only will be accepted. Other electronic file formats, camera-ready artwork or film will not be accepted.
- All Files are to be uploaded to the FTP site
FTP site: ftp://mail.intertask.net
User Name: ccc
Password: cccpass
- Please send confirmation of your FTP upload and the name and contact information for the designer of the materials to: artwork@intertaskconferences.com.
- Photos in ads or corporate messages should be CMYK or black and white, 300 dpi and placed at 100%. All advertising materials must indicate registration, centre and trim marks.
- The first PI page is included at no charge. Each additional page required is \$2,500.
- **Ads and/or Corporate Messages may be submitted in English or French or Bilingual.**
- The CCC Secretariat reserves the right to reject any artwork not submitted in the above formats and will not guarantee the finished product of artwork that does not conform to these specifications.
- All efforts are made to preserve advertising materials in their original condition. The CCC Secretariat is not responsible for lost or damaged advertising materials.
- CCC 2008 will not be held financially responsible for incorrect information as supplied by advertisers or for changed booth numbers after space closing.

For additional information, please contact the CCC Secretariat, 1-866-317-8461:

- Leeanne Akehurst
Production Manager
artwork@intertaskconferences.com
- Blair Tryon
Director, Congress Operations
ccc-exhibits@intertaskconferences.com

Final Program

Ads

Full page (bleed)..... 9" wide x 11.5" high

Full page (no bleed)..... 8" wide x 10.5" high

Trim Size 8.5" wide x 11" high

Gutter: ¼"

Binding: Spiral bound

Ink: Two colour (black plus PMS 185)

**Materials & Payment Deadline:
Friday, August 15, 2008**

Deadlines and Payment

Don't wait!

Place your
advertising now
for best positioning.

Space Confirmation

ECG — Registration Edition.....	April 4, 2008
ECG — Congress Edition.....	August 8, 2008
Final Program.....	August 8, 2008

Mailing Address

Please send payment and correspondence to:

CCC Secretariat
275 Bay Street
Ottawa, ON K1R 5Z5

Materials and Payment Due

ECG — Registration Edition.....	April 11, 2008
ECG — Congress Edition.....	August 15, 2008
Final Program.....	August 15, 2008

All signed agreements are firm. No cancellations are accepted.
Your cheque, money order, or bank draft should be made payable to "CCC 2008".

Questions?

Blair Tryon, Director, Congress Operations or Sarah Landry, Exhibit Coordinator
ext. 227 ext. 233

Tel.: (613) 238-2304
Toll-free: 1-866-317-8461
Fax: (613) 236-2727
E-mail: ccc-exhibits@intertaskconferences.com

Advertising Policy

All advertising subject to the approval by the CCC Secretariat. All sizing and mechanical or production services are subject to additional charges.

All efforts are made to preserve advertising materials in their original condition. However, the CCC Secretariat is not responsible for lost or damaged advertising materials after publication.

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