



Advertising Opportunities

An opportunity to advertise in the *Official Publications* of the Canadian Cardiovascular Congress (CCC 2007)

Benefits

The Canadian Cardiovascular Congress (CCC 2007), including the 60th Annual Scientific Meeting of the Canadian Cardiovascular Society, will be held in Québec City, Québec, October 20 – 24, 2007. With over 3,750 professional attendees, it is the **largest cardiovascular Congress in Canada** and, incorporates a four-day educational program.

Over the course of the past three 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** in Canada and the **'must attend'** meeting for cardiovascular specialists and allied health professionals from across Canada.

EXTEND YOUR REACH - Advertise in the following CCC 2007 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 – On-site Edition
- Healthcare Recruitment Supplement (inserted in the ECG — On-site Edition)
- Final Program

October 20-24, 2007 • Québec City, Québec



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 2006 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 Preliminary Program of CCC and all Affiliates, preliminary exhibitor list, Satellite Symposia listing, city map, travel and accommodation information.

Your message in the ECG — Registration Edition:

- Generates awareness of your company or institution before the Congress, and your support of CCC



ECG – On-site Edition

Reach more than 3,750 of your hottest prospects at registration in the ECG – On-site Edition, which provides attendees with valuable on-site information, including highlights of new products and services, exhibitor and products / services on display listings, comprehensive facility and city plans, venue information, exhibit hall plan, 'what to see – where to go' in Québec City,

Your message:

- Reaches delegates as they plan their daily schedules with the only reference for facilities, exhibitor and product listings, speaker-ready room and general information for the Congress;
- Will be seen again and a again as the delegates use the ECG on-site and back home as they share it with their colleagues;
- Delivers repeat exposure as delegates use the ECG to plan their evening itineraries;
- Drives traffic to your booth as delegates use the ECG to plan their visit to the Exhibit area.

Healthcare Recruitment Supplement

An exclusive opportunity in this feature Supplement for healthcare career advertng inserted into the ECG – On-site Edition. Your black and white ad will appear in this pullout supplement and be posted to the Congress Web site.

New



Final Program

An exclusive opportunity for Institutions to put their name and information in the hands of the largest gathering of cardiovascular specialists and allied health professionals in Canada at registration. The Final Program includes a comprehensive Program-at-a-Glance, the CCS and Affiliates final programs, Satellite Symposia schedules and programs by Learning Tracks.

Your message:

- Reaches delegates as they plan what sessions they will attend each day.

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 printing. ECG Registration Edition \$15,000
ECG On-site Edition \$12,500

Exclusive Floor Plan advertising: ECG – On-site Edition

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

\$13,500

City Map

Includes a banner ad on the City Map.

\$6,500

Tabbed dividers – Final Program

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; Industry-Sponsored Satellite Symposia or Participants Index. Exclusive opportunity for institutions only.

\$6,500 each

Logo Placement

Include your logo with your exhibitor listing in the ECG. 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 and promoted at the beginning of the exhibitor listings.

Advertising Rates

Receive a 15% discount

If you are a supporter or exhibitor and advertise in two or more CCC 2007 Official Publications you will receive a 15% discount on all CCC 2008 advertising confirmed by October 31, 2007.

ECG – Registration Edition

Ads	4-colour
Full Page	\$ 5,000
Inside Back Cover	\$ 8,000
Inside Front Cover	\$ 8,500
Outside Back Cover	\$ 11,500
Centre Spread – full page	\$ 8,500/page

Premium Positions

Cover Wrap New (includes full-page 4C ad)	\$ 15,000
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New

Healthcare Recruitment Supplement

(Inserted into ECG — On-site Edition)

Ads	B&W only
Full-page.....	\$ 2,500
1/2 Page.....	\$ 1,750
1/3 Page vertical	\$ 1,250
1/4 Page.....	\$ 1,000

ECG – On-site Edition

Ads	4-colour
Full Page	\$ 5,000
Inside Back Cover	\$ 8,500
Inside Front Cover	\$ 11,500
Outside Back Cover	\$ 13,000
Centre Spread – full page	\$ 8,500/page

Premium Positions

Cover Wrap New (includes full-page 4C ad)	\$ 12,500
Exclusive Floor Plan Advertising (Floor Plan Banner + Full Page Ad)	\$ 13,500
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	\$ 5,000	n/a
Inside Back Cover	n/a	\$ 6,500
Inside Front Cover	n/a	\$ 8,500

Premium Positions

Tabbed Divider	\$ 6,500 ea.....	n/a
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All rates are subject to 6% GST and 7.5% QST.

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 13, 2007**

ECG – On-site 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 17, 2007**

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 each.
- **Ads and/or Corporate Messages may only 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 2007 will not be held financially responsible for incorrect information as supplied by advertisers or for changed booth numbers after space closing.

Healthcare Recruitment Supplement (Inserted into ECG — On-site Edition)

Ads

Trim Size 7.5" wide x 10.5" high
Full page (bleed)..... 7.75" wide x 10.75" high
Full page (no bleed)..... 6.5" wide x 9.5" high
1/2 page ad horizontal (no bleed) 6.5" wide x 4.75" high
1/3 page vertical ad (no bleed) 2.1" wide x 9.5" high
1/4 page ad (no bleed)..... 3.25" wide x 4.75" high
Gutter: ¼" Binding: saddle stitch Ink: Two colour (black plus PMS 185)

Materials & Payment Deadline: Friday, August 17, 2007

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 17, 2007**

**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

Deadlines and Payment

Don't wait!

Place your
advertising now
for best positioning.

Space Confirmation

ECG — Registration Edition	April 9, 2007
ECG — On-site Edition	August 10, 2007
Final Program	August 10, 2007
Healthcare Recruitment Supplement	August 10, 2007

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 13, 2007
ECG — On-site Edition	August 17, 2007
Final Program	August 17, 2007
Healthcare Recruitment Supplement	August 17, 2007

All signed agreements are firm. No cancellations are accepted.
Your cheque, money order, or bank draft should be made payable to "CCC 2007".

Questions?

Blair Tryon, Director, Congress Operations

Tel.: (613) 238-2304, ext. 227
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.

CCC 2007 will not be held financially responsible for incorrect information as supplied by advertisers, or for changed booth numbers after space closing.

YES! Reserve space in the following CCC 2007 publications

ECG – Registration Edition	
Full page	<input type="checkbox"/>
Inside Back Cover	<input type="checkbox"/>
Inside Front Cover	<input type="checkbox"/>
Outside Back Cover	<input type="checkbox"/>
Centre Spread – full page	<input type="checkbox"/>
– both pages	<input type="checkbox"/>
Cover Wrap	<input type="checkbox"/>

ECG – On-site Edition	
Full page	<input type="checkbox"/>
Inside Back Cover	<input type="checkbox"/>
Inside Front Cover	<input type="checkbox"/>
Outside Back Cover	<input type="checkbox"/>
Centre Spread – full page	<input type="checkbox"/>
– both pages	<input type="checkbox"/>
City Map Banner	<input type="checkbox"/>
Cover Wrap	<input type="checkbox"/>
Exclusive Floor Plan Package	<input type="checkbox"/>
Logo Placement	<input type="checkbox"/>
Product Flag	<input type="checkbox"/>

Final Program	
Full page	<input type="checkbox"/>
Inside Front Cover	<input type="checkbox"/>
Inside Back Cover	<input type="checkbox"/>
Tabbed Dividers	<input type="checkbox"/>

Employment Supplement	
Full page	<input type="checkbox"/>
1/2 page ad horizontal	<input type="checkbox"/>
1/4 page ad	<input type="checkbox"/>
1/3 page vertical ad	<input type="checkbox"/>

Don't wait!

Place your advertising now for best positioning.

Please complete and fax this page to CCC 2007 at (613) 236-2727

Name _____

Title _____

Organization _____

Address _____

City _____ Province/State _____

Postal/Zip Code _____ Country _____

Telephone (_____) _____

Facsimile (_____) _____

E-mail _____

Signature _____ Date _____

New Please include the contact information for your ad agency/designer.

Name _____

Title _____

Organization _____

Address _____

City _____ Province/State _____

Postal/Zip Code _____ Country _____

Telephone (_____) _____

Facsimile (_____) _____

E-mail _____