



SPONSORSHIP & ADVERTISEMENT TECHNICAL SPECIFICATIONS & DEADLINES

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Adverts Broadcast

Deadline: 2 weeks before the event

Product advertising permitted

- The video spot passage in the channel programme is limited to 1 topic of choice
- Orders are limited to 2 packages per sponsor and per day
- Maximum 2 industry advert broadcasts per interlude
- No mono-sponsorship with same sponsor in the same interlude
- Possibility to provide different video spots in each package
- The key message of your video should be simple and easy to remember
- The video itself should be eye-catching and can contain some light music to help it stand out between scientific presentations
- The ESC will be managing the distribution and programming of each Advert Broadcast at specific times in both the Channels and the Live Programmes. There will be no test version available, and the exact schedule will not be shared in advance, therefore the unveiling of your advert will be made at the launch of the event. Each Advert Broadcast will be aired before a Satellite Symposium and depending on the Channel in question, adverts from other sponsors may be broadcast before your session. You can trust the ESC will do its utmost to ensure your adverts are broadcast at the best possible times and are efficiently delivered throughout the day.

Advert Broadcast sponsors must provide:

- High definition mp4 format videos, between 15 and 20 seconds each
- Indicate the topic of choice in the channel programme

Video format:

- Format: .mp4
- Resolution: Full HD (1920 x 1080 pixels, format 16/9)
- Codec: H264
- Frame Rate: 25P

Data which will be provided after the event:

- Number of people on the platform during the intersession video (no listing of viewers available). Number of unique viewers for each instance that each industry interlude was broadcast, including the date, time and topic channel
- Distinct demographics (graphics related to age, gender, country, stage in career, professional activity, place of work, primary specialty) relating to each instance that each industry interlude was broadcast.

eBlast

Deadline: 2 weeks before the sending date

No product advertising permitted

Customised mailings exclusively created will be emailed to My ESC Account owners audience with specific interest in the event and pre-registered delegates who have agreed to receive communications from the ESC.

eBlast sponsors must provide:

- 1 advert jpg visual for email content - size: 600 x 300 pixels - weight: 50 kB max (recommendation: include your logo)
- Note that according to the number of sponsors, the size of the visual can be different however the ratio will always be the same
- 1 Pdf format advert - weight: 1MB max

Up to 12 visuals will be aligned in the email content and will each include:

- Sponsor advert visual
- Session title, date and slot

To offer a prime position to each advert, different versions of the eBlast mailing will be produced and a randomised version of each sent to the mailing list of MyESC Account owners and pre-registered delegates (Pre-event eBlasts) and to all registered delegates (Event eBlasts and Post-event eBlasts) who have agreed to receive communications from the ESC. Thus, each row of adverts will appear in first position (ie the top row) in one of the versions.

The number of versions of eBlast sent will depend on the number of visuals contained in the eBlast, to ensure each additional row of adverts is displayed on top once.

Delegates will be able to open an enlarged pdf version of each of the sponsor's adverts by clicking on the advert visual or the session title. As an alternative to the enlarged pdf version of an advert, a direct link to the Sponsors Exhibitor Profile or Online Programme page can also be allowed on demand. This option is only suitable for Event and Post-Event eBlasts.

Hyperlinks to the Online Programme are possible for Pre-Event, Event and Post-Event eBlasts.

Hyperlinks to the Exhibitor Page are possible for Event and Post-Event eBlasts.

Hyperlinks to an external website or virtual booth are not permitted, however unclickable links to non-commercial website can be allowed on demand.

E-mailing schedule:

- **Pre-event eBlast** – emailed to all owners of a My ESC Account with specific interest in the event and pre-registered delegates
- **Event eBlast** – emailed to all registered delegates
- **Post-event eBlast** – emailed to all registered delegates

Example of eBlast from a previous Congress: [CLICK HERE](#)



← Event visual and eBlast title integrated by ESC

Be part of #ESCCongress
 Get the best available industry knowledge and the latest clinical advances!

From Saturday 29 August to Tuesday 01 September, tune in for a series of live presentations from experts in cardiology. No matter where you are, connect to the digital platform.

Book the following sessions from our industry partners in your calendar today or find out more about other activities:

<p>Therapeutic advances in HFREF patients who have had a previous worsening HF event</p> <p>Watch on the Heart Failure channel Saturday 29 August 12:45 – 13:45</p>	<p>Anticoagulation management in non-valvular AF: Optimising patient outcomes</p> <p>Watch on the Diseases of The Aorta channel Sunday 30 August 12:45 – 13:45</p>	<p>Evolving anticoagulation management in venous thromboembolism</p> <p>Watch on the Diseases of The Aorta channel Monday 31 August 12:45 – 13:45</p>
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← Email content image: **produced and supplied by Industry**

← Session title integrated by ESC supplier

<p>Anticoagulation management in non-valvular AF: Delivering integrated patient-centred care</p> <p>Watch on the Diseases of The Aorta channel Tuesday 01 September 12:45 – 13:45</p>	<p>FACES AND CASES: Improving the Management of Patients with Transthyretin Amyloid Cardiomyopathy (ATTR-CM)</p> <p>Watch on the LIVE channel Monday 31 August 15:00 – 15:30</p>	<p>Click here to find out more about Novartis' presence at ESC Congress 2020 - The Digital Experience</p>
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← Date integrated by ESC Staff

<p>Learn how to better protect your HF patients</p> <p>Learn from the experts how to better manage your Heart Failure patients by visiting Novartis' Virtual booth</p>	<p>Preparing for a second wave: Managing COVID in patients with cardiovascular disease</p> <p>Saturday 29 August An AZ session at the AZ virtual Hub 17:30-18:15</p>	<p>Managing patients with dyslipidaemia</p> <p>Watch on the CAD channel Sunday 30 August 12:45 - 13:45</p>
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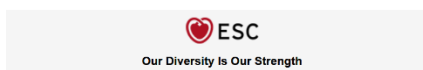
← When image of email is clicked a larger advert will be visible. **PDF advert produced & supplied by Industry**

<p>Tailored Therapies for Hypertension Care: Making the right choice from the start</p> <p>Watch on the Hypertension channel Saturday 29 August 12:45 – 13:45</p>	<p>Looking PHorward to improving long-term outcomes in PAH</p> <p>Watch on Valvular, Myocardial, Pericardial, Pulmonary, Congenital Heart Disease channel Saturday 29 August 18:30 - 19:30</p>	<p>Expanding Understanding For Patients With Diabetes and CV Disease - Results From the VERTIS CV Trial</p> <p>Watch on the LIVE channel Saturday 29 August 15:00 – 15:30</p>
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Note that all times indicated above are according to the CEST timezone.

Industry presentations will also be made available to registered delegates as video on demand on the platform until 30 September and on ESC 365 from 01 October.

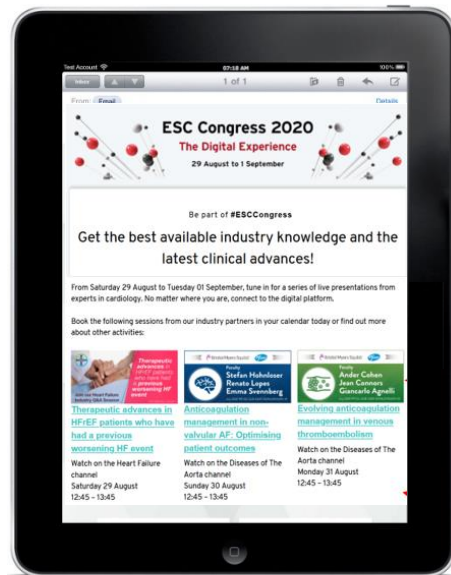
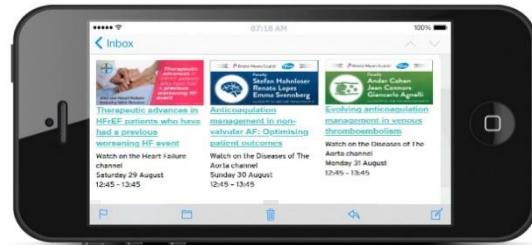
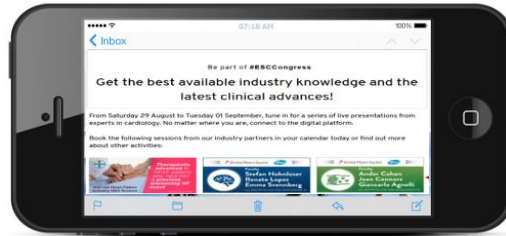
This is a sponsored message and does not necessarily reflect the opinion of the ESC.



You are receiving this email from the European Society of Cardiology because you are an ESC Member or Fellow, have attended one of our events or subscribed to one of our emails. You are subscribed as [awebrow@escardio.org](#)

[Modify my email](#) | [Manage my preferences](#) | [Contact us](#) | [Unsubscribe from all ESC emails](#)

- Smartphone and tablet visuals



Data which will be provided after the event:

- Global stats on email: sends, implicit deliveries, implicit delivery rate, overall bounces, overall bounce rate, unique opens, cumulative opens, open rate, unique clicks, cumulative clicks, click rate.
- Global stats summary: sum of unique clicks, sum of % unique clicks
- Demographics for global audience vs engaged audience: female and male proportions, professions, top 20 recipient countries

eDaily Bulletin Banner

Deadline: 2 weeks before the event

No product advertising permitted

eDaily Bulletin Static Banner sponsors must provide:

- 1 banner visual: JPG / PNG, 600px * 150px, 72 dpi
- Confirmation of the choice of hyperlink for the eDaily bulletin mailed to registered audience (ie: Exhibitor profile or Sponsored Satellite Symposium page)

Data which will be provided after the event:

Number of people the eDaily Bulletin was sent to, opening rate and number of clicks on the sponsor's banner, for both Registered and Non-Registered (whenever separate emailings are sent out).

Educational Grant

Deadline: 3 weeks before the event

No product advertising permitted

Companies can support the scientific programme of the congress as an illustration of the company's investment in the topic and field. Companies can support a pre-defined session in the programme with an independent educational grant. The content of the programme is managed completely by the scientific programme committee. The name of the sponsor as well as its corporate logo will be announced on a slide broadcast 10 seconds before and after the selected session. This slide will also appear in the On Demand section and ESC 365. The name of the sponsor will also appear in the online programme.

Educational Grant sponsors must provide:

- Sponsor corporate logo, HD, vectorial format.

N.B. Not available for ESC Congress 2021 – The Digital Experience.

Platform Banners Advertising

Deadline: 2 weeks before the event

Platform Banners sponsors must provide:

- 1 banner visual for desktop: JPG / PNG / GIF, 970px * 90px, 72 dpi, colours RGB
- 1 banner visual for mobile: JPG / PNG / GIF, 600px * 100px, 72 dpi, colours RGB
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

Rules for Dynamic banners

- Possibility to change banner every day
- Visible 7' every 28'
- 2 banners maximum per sponsor
- Non-random carousel

Data which will be provided after the event:

Banners (platform pages): Homepage Dynamic, Exhibition Section Dynamic, Satellite Symposium Page Static

Number of viewers who clicked on the banners and listing of viewers with title, first name, family name, age, gender, country, state/province, city, email address, stage in career, professional activity, place of work, primary specialty.

Banners (public pages): eCongress News Dynamic (for ESC Congress only), Online Programme Dynamic (for all Congresses)

Global stats summary: sum of unique clicks, sum of % unique clicks.

Homepage Dynamic Banner

No product advertising permitted

ESC CONGRESS 2021
THE DIGITAL EXPERIENCE
27 - 30 August

[Programme](#)
[Abstract](#)
[Exhibition](#)
[About the ESC](#)
[Congress News](#)
[Online Support](#)

Welcome Professor Juan Bautista Soumelou with a very long name

27 August

13:15 Echocardiography CHANNEL

13:15 Nuclear Cardiology/Computer Tomography (NC/CT) CHANNEL

13:15 Cardiovascular Magnetic Resonance (CMR) CHANNEL

14:00 How can we make a big step forward in the cath and echo labs DISCUSSION ROOM

14:00 Interventional echocardiography DISCUSSION ROOM

15:00 Imaging in atherosclerotic plaque with Computed Tomography DISCUSSION ROOM

GREAT LIVING. ESC Advert 970x90

Happening now
Coming Next
Replay

Recent Advances in Cardiology: Selected Pearls

▶ WATCH

Sex, body size and right atrial volume are the main determinants of tricuspid annulus geometry in healthy volunteers. A 3D echo study using a novel, commercially-available dedicated software package

▶ WATCH

Controversies in Hypertension: Is Precision Medicine Ready for Prime Time?

▶ WATCH

Decreased layer specific longitudinal strain in myocardial segments supplied by stenosed LAD coronary artery: analysis for baseline, peak and recovery phase of stress echocardiography

▶ WATCH

Advances in Computed Tomography - How new developments will affect Computed Tomography imaging in the future - Discussion.

▶ WATCH

Quantification in Cardiovascular Magnetic Resonance (CMR): the virtual biopsy

▶ WATCH

Defining echocardiographic reference values of LV volume indices and biventricular strain in obese patients with normal ejection fraction in different cardiac remodeling patterns-A Single center study

▶ WATCH

Guidelines in Practice - Messages from the 2019 ESC Dyslipidemia Guidelines

▶ WATCH

Advances in Computed Tomography - How new developments will affect Computed Tomography imaging in the future

▶ WATCH

Vorticity and circulation: new advances in 4D-flow MRI

▶ WATCH

Load more

GREAT LIVING. Industry Advert 970x90

ESC
European Society of Cardiology

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[Terms & Conditions](#)
[Contact us](#)

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Exhibition Section Dynamic Banner

Product advertising permitted

The screenshot displays the ESC website's exhibition section. At the top left is the ESC logo (European Society of Cardiology). The navigation menu includes Broadcast, Abstracts, Exhibition (highlighted with a red dot), About, and Online Support. A search bar is located on the right with the placeholder text "Search for a title, speaker...". A user greeting on the right says "Welcome Professor Juan Baulista Soumoulu with a very long name".

Below the navigation are two red buttons: "Discover Tutorials" and "Discover Satellite Symposia". A yellow-bordered banner contains the text: "The ESC appreciates the many contributions of its industry partners to this online congress." followed by the ESC logo.

Below the banner is a search section with "SEARCH AN INDUSTRY" and "OR FILTER" options. The "SEARCH AN INDUSTRY" field contains "Enter an industry name" and a search icon. The "OR FILTER" section has "By categories" and "By products" dropdown menus.

A horizontal menu lists letters from A to Z, with "ALL" selected. Below this is a grid of 12 industry partner cards, each featuring a logo, a placeholder text "Overpass light centered - adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Maecenas", and a "GET MORE INFORMATION" link with a right-pointing arrow.

The industry partners shown are: Boston Scientific, Abbott, Medtronic, MicroPort CRM, Biosense Webster, BIOTRONIK, PHILIPS, ZOLL, Daiichi Sankyo, and Bristol-Myers Squibb / Janssen.

The footer contains the ESC logo, "Sitemap", "Terms & Conditions", "Contact us", and "Follow us on" with social media icons for Facebook, LinkedIn, Twitter, YouTube, and Instagram.

Online Programme Dynamic Banner

No product advertising permitted

ESC
European Society
of Cardiology

Broadcast Abstracts Exhibition About Online Support

Search for a title, speaker...

Welcome Professor Juan Bautista Soumoulou with a very long name

Schedule overview Search in the programme My Programme

13 March

13:05 Echocardiography CHANNEL

13:05 Nuclear Cardiology/Computer Tomography (NC/CT) CHANNEL

13:05 Cardiovascular Magnetic Resonance (CMR) CHANNEL

14:00 How can we make a big step forward in the cath and echo labs DISCUSSION ROOM

14:00 Interventional echocardiography DISCUSSION ROOM

15:00 Imaging in atherosclerotic plaque with Computed Tomography DISCUSSION ROOM

970x90

GREATER LIVING.

Meckmesic

Search

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam mauris nibh, viverra eget nisi nec, fringilla cursus ligula. Maecenas nec libero mattis, scelerisque dui vel.

Author, Speaker, Title, Keyword...

Search

Sessions (234) Speakers (222)

Day(s) 3 Topic(s) 2 Types and tracks

13 March 2021

Late-Breaking Science in Lipids

SEE DETAILS →

13 March 2021

Decreased layer specific longitudinal strain in myocardial segments supplied by stenosed LAD coronary artery: analysis for baseline, peak and recovery phase of stress echocardiography

SEE DETAILS →

13 March 2021

Recent Advances in Cardiology: Selected Pearls

SEE DETAILS →

13 March 2021

Advances in Computed Tomography - How new developments will affect Computed Tomography imaging in the future - Discussion.

SEE DETAILS →

14 March 2021

Sex, body size and right atrial volume are the main determinants of tricuspid annulus geometry in healthy volunteers. A 3D echo study using a novel, commercially-available dedicated software package

SEE DETAILS →

14 March 2021

Defining echocardiographic reference values of LV volume indices and biventricular strain in obese patients with normal ejection fraction in different cardiac remodeling patterns-A Single center study

SEE DETAILS →

14 March 2021

Controversies in Hypertension: Is Precision Medicine Ready for Prime Time?

SEE DETAILS →

14 March 2021

Guidelines in Practice - Messages from the 2019 ESC Dyslipidemias Guidelines

SEE DETAILS →

Recommended for you

Advances in the management of aortic stenosis

Advances in Computed Tomography - How new developments will affect Computed Tomography imaging in the future

When right atrial thrombus is the piece that reconfigures the puzzle unmasking a systemic disease.

Suggested content

Trending Now Most Popular

Which came first: watchful waiting strategy.

Multimodality imaging diagnosis of multiple ventricular thrombosis.

Post Covid19 infection Takotsubo Syndrome complicated by apical thrombosis with peripheral embolization.



Congress News

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam mauris nibh, viverra eget nisi nec, fringilla cursus ligula. Maecenas nec libero mattis, scelerisque dui vel.

GUIDELINES



27 August 2021

CABG is associated with lower mortality than PCI in ischaemic heart failure

Recommendations on evaluation of left-ventricular diastolic function and clinical outcomes in patients with diabetes and hypertension without prior adverse cardiac events

[READ MORE →](#)



27 August 2021

Controversies in Hypertension: Is Precision Medicine Ready for Prime Time?



27 August 2021

Controversies in Hypertension.



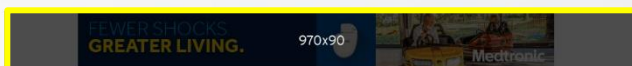
27 August 2021

Controversies in Hypertension: Is Precision Medicine Ready for Prime Time?



27 August 2021

Controversies in Hypertension: Is Precision Medicine Ready for Prime Time?



27 August 2021

CABG is associated with lower mortality than PCI in ischaemic heart failure

Valvular, Myocardial, Pericardial, Pulmonary, Congenital Heart Disease

27 August 2021

CABG is associated with lower mortality than PCI in ischaemic heart failure

Valvular, Myocardial, Pericardial, Pulmonary, Congenital Heart Disease

27 August 2021

CABG is associated with lower mortality than PCI in ischaemic heart failure

Valvular, Myocardial, Pericardial, Pulmonary, Congenital Heart Disease

27 August 2021

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Valvular, Myocardial, Pericardial, Pulmonary, Congenital Heart Disease

27 August 2021

CABG is associated with lower mortality than PCI in ischaemic heart failure

Valvular, Myocardial, Pericardial, Pulmonary, Congenital Heart Disease

27 August 2021

CABG is associated with lower mortality than PCI in ischaemic heart failure

Valvular, Myocardial, Pericardial, Pulmonary, Congenital Heart Disease

27 August 2021

CABG is associated with lower mortality than PCI in ischaemic heart failure

Valvular, Myocardial, Pericardial, Pulmonary, Congenital Heart Disease

27 August 2021

CABG is associated with lower mortality than PCI in ischaemic heart failure

Valvular, Myocardial, Pericardial, Pulmonary, Congenital Heart Disease

Publication Date

Friday 27 Saturday 28
Sunday 29 Monday 30

Associated Topics

- Arrhythmias and Device Therapy
- Basic Science
- Cardiovascular Nursing
- Coronary Artery Disease, Acute Coronary Syndromes, Acute Cardiac Care
- Diseases of the Aorta, Peripheral Vascular Disease, Stroke
- Heart Failure
- Imaging
- Other
- Risk Factors, Prevention, Rehabilitation, Sports Cardiology
- Valvular, Myocardial, Pericardial, Pulmonary, Congenital Heart Disease

[Submit](#)

Rules for Static banner

- Same banner and hyperlink used if replicate on several presentation pages

Session Video Page Static Banner

No product advertising permitted

970x90 Medtronic

Please be aware that your profile information and details will be shared with the sponsor of the Industry Session you choose to view. When accessing an Industry Session, the following data will be shared with the corresponding industry: title, first name, family name, age, gender, country, state/province, email address and profile information

Nam quis nulla. Integer malesuada. In in enim a arcu imperdiet malesuada. Sed vel lectus. Donec odio urna, tempus molestie, porttitor ut, iaculis quis, sem. Phasellus rhoncus. Aenean id metus id velit ullamcorper pulvinar. Vestibulum ferment

Phenomapping of patients with heart failure with preserved ejection fraction using machine learning-based unsupervised cluster analysis

Matthew W. Segar¹, Kershaw V. Patel¹, Colby Ayers¹, Mujeeb Basit¹, W.H. Wilson Tang², Duwayne Willett¹, Jarett Berry¹, Justin L. Grodin¹, and Ambarish Pandey^{1*}

Eur J Heart Fail 2020;22:148

Three mutually exclusive phenogroups of HFpEF pts were detected based on analysis of 61 phenotypic variables.

ESC CONGRESS 2021
THE DIGITAL EXPERIENCE

6:33 / 19:25

ESC
Poll Activity

Enter your question here.

All questions (22) ↓ Top voted ↓

What tools, digital or otherwise, does your organisation use for internal communications?
18 votes Answered by [user] | Add a comment >

Daphne Lee
What is the reporting structure like in your organisation? How do you manage communications so that everyone stays aligned?
11 votes Add a comment >

How would you describe the culture of your organisation?

Pigeonhole Live

Advances in Computed Tomography - How new developments will affect Computed Tomography imaging in the future

Share on f in t

More details on this session

Chairperson
Jagat Narula (New York, United States of America)

Learning objectives
1. To learn the impact of FFR quantitation by CT in diagnosis and prognosis. 2. To learn the use of radiomics for increasing the power of CT data in clinical practice finally 3. To learn the use of AI for amplifying the CT evaluation in clinical practice

Presentations
How to implement Computed Tomography perfusion and CT FFR with Computed Tomography coronary angiography.

How to implement Computed Tomography perfusion and CT FFR with Computed Tomography coronary angiography.
Speaker: Jane Armitage (Oxford, United Kingdom of Great Britain & Northern Ireland)
Time: 14:30

Artificial intelligence in Computed Tomography.
Speaker: Jane Armitage (Oxford, United Kingdom of Great Britain & Northern Ireland)
Time: 15:00

Advances in Computed Tomography - How new developments will affect Computed Tomography imaging in the future - Discussion.
Discussant: Jane Armitage (Oxford, United Kingdom of Great Britain & Northern Ireland)
Time: 15:30

The power of large data - radiomics.
Discussant: Marton Kolosvary (Baltimore, United States of America)
Time: 16:30

ANNEXE: DEADLINES PER CONGRESS

CONGRESS	PRODUCTS	DEADLINES
Heart Failure 2021	eBlasts	Pre-event eBlast 17 June: 3 June Pre-event eBlast 24 June: 10 June Event eBlasts 29, 30 June & 1 st July: 15 June Post-event eBlast 8 July: 24 June Post-event eBlast 15 July: 1 July
	Platform Banners	15 June
	eDaily Bulletin Banner	15 June
	Advert Broadcast	15 June
ESC Congress 2021 – The Digital Experience 2021	eBlasts	Pre-event eBlast 2 August: 19 July Pre-event eBlast 9 August: 26 July Pre-event eBlast 16 August: 2 August Pre-event eBlast 23 August: 9 August Event eBlasts 27,28,29,30 August: 10 August Post-event eBlast 3 Sept: 20 August Post-event eBlast 10 Sept: 27 August Post-event eBlast 17 Sept: 3 September Post-event eBlast 24 Sept: 10 September
	Platform Banners	13 August
	eDaily Bulletin Banner	13 August
	Advert Broadcast	13 August
ESC Digital Summit 2021	eBlasts	Pre-event eBlast 19 October: 5 October Event eBlasts 22, 23, 24 October: 8 October Post-event eBlast 26 October: 12 October
	Platform Banners	8 October
	eDaily Bulletin Banner	8 October
	Product Broadcast	8 October