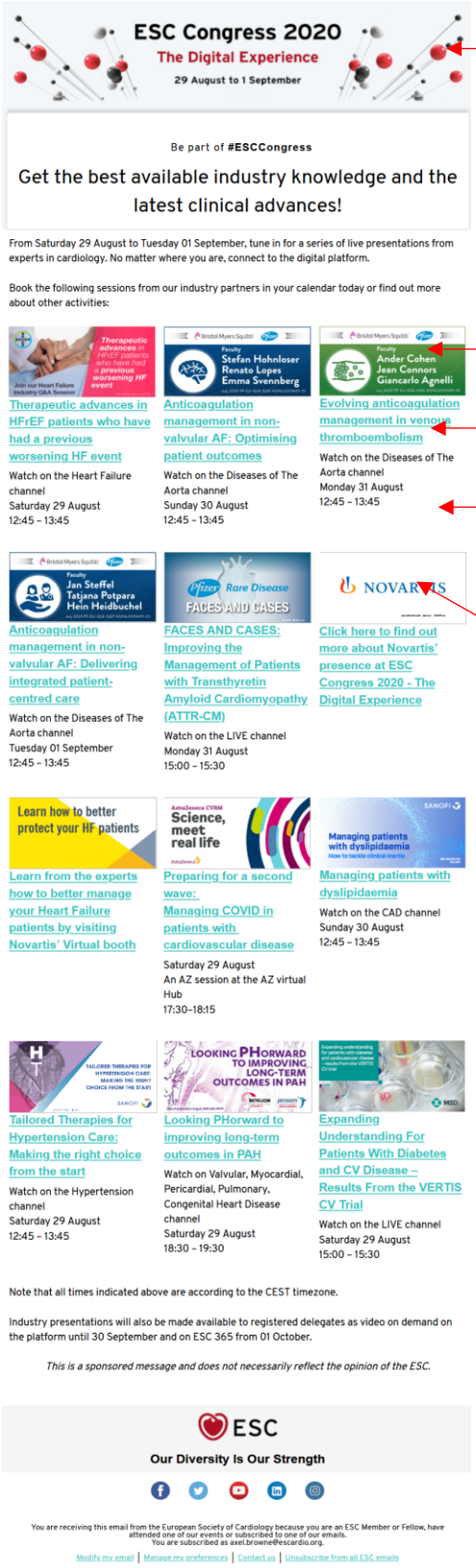
EACVI
Best of Imaging 2020
11-12 December

Pre and Post-event eBlast

Customised mailings exclusively created for EACVI Best of Imaging 2020 will be emailed to **MyESC Account owners who have agreed to receive communications from the ESC.**

eBlast mailings will be composed of a maximum of 10 Industry adverts with an activity at EACVI Best of Imaging 2020.

(illustrations not to scale / not actual size)



Event visual and eBlast title integrated by ESC

Email content image: ***produced and supplied by Industry***

Session title integrated by ESC supplier

Date integrated by ESC Staff

When image of email is clicked a larger advert will be visible. ***PDF advert produced & supplied by Industry***

Up to **10 visuals** will be aligned in the email content and will each include:

- Sponsor advert visual
- Session title

In order to offer a prime position to each advert, 10 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 (Post-event eBlasts) who have agreed to receive communications from the ESC.

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.

➢ E-mailing schedule:

- **27 November 2020**– emailed to MyESC Account owners: pre-registered delegates, past & present EACVI members and attendees as well as profiles interested in imagery
- **11 December 2020** – emailed to MyESC Account owners: pre-registered delegates, past & present EACVI members and attendees as well as profiles interested in imagery
- **12 December 2020** – emailed to MyESC Account owners: pre-registered delegates, past & present EACVI members and attendees as well as profiles interested in imagery
- **17 December 2020** – emailed to MyESC Account owners that registered to EACVI Best of Imaging 2020

➢ Eblast sponsors must provide two files:

- **1 advert jpg visual for email content** - size: 600 x 300 pixels - weight: 50 kB max, 96dpi– 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

NOTE: Industry Sessions should be referred to as Satellite Symposium

The event name should always be EACVI - Best of Imaging 2020

The files must be approved and sent to eacvicongressservices@escardio.org

1 Advert promotes 1 event (ie: Satellite Symposium).
1 Advert promoting 2 Industry Sessions will be considered as 2 Adverts.

A hyperlink to corporate website can be included in your pdf. Links outside ESC platform and not leading to your company site must be validated case by case.

Example of eBlast from a previous Congress: CLICK HERE

For the post-event eBlast:

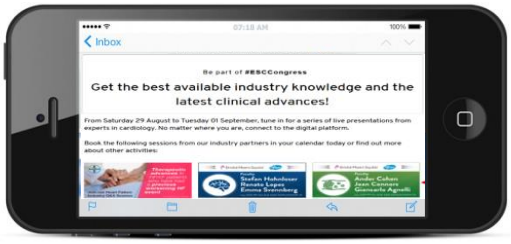
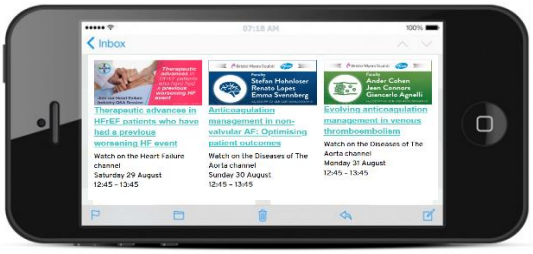
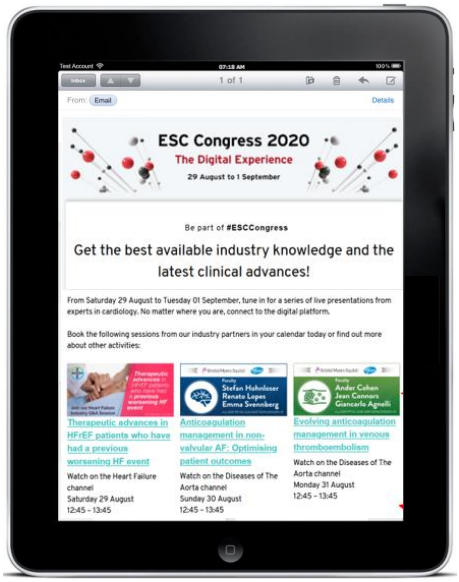
- You could mention that your Satellite Symposium will be available on the platform for 1 month and on

➢ Deadlines:

- 23 November 2020: Deadline for Pre-event eBlast programmed on 27 November 2020
- 30 November 2020: Deadline for event eBlast programmed on 11 December 2020
- 30 November 2020: Deadline for event eBlast programmed on 12 December 2020
- 4 December 2020: Deadline for post event eBlast programmed on 17 December 2020

No modifications will be possible beyond these dates.

- **Data which will be provided after the event:**

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

- **Smartphone and tablet visuals**