



## 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

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><b>Therapeutic advances in HF/EF patients who have had a previous worsening HF event</b></p> <p>Watch on the Heart Failure channel Saturday 29 August 12:45 - 13:45</p>	<p><b>Anticoagulation management in non-valvular AF: Optimising patient outcomes</b></p> <p>Watch on the Diseases of The Aorta channel Sunday 30 August 12:45 - 13:45</p>	<p><b>Evolving anticoagulation management in venous thromboembolism</b></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

Date integrated by ESC Staff

<p>Watch on the Diseases of The Aorta channel Tuesday 01 September 12:45 - 13:45</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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When image of email is clicked a larger advert will be visible. **PDF advert produced & supplied by Industry**

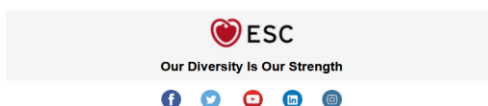
<p>Learn from the experts how to better manage your Heart Failure patients by visiting Novartis' Virtual booth</p> <p>Saturday 29 August An AZ session at the AZ virtual Hub 17:30-18:15</p>	<p>Watch on the CAD channel Sunday 30 August 12:45 - 13:45</p>	<p>Watch on the CAD channel Sunday 30 August 12:45 - 13:45</p>
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<p>Watch on the Hypertension channel Saturday 29 August 12:45 - 13:45</p>	<p>Watch on Valvular, Myocardial, Pericardial, Pulmonary, Congenital Heart Disease channel Saturday 29 August 18:30 - 19:30</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 a subscriber as [ast.brown@escard.org](mailto:ast.brown@escard.org)

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



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](mailto: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**

