



EuroEcho Imaging 2016

Leipzig - Germany - 7-10 December

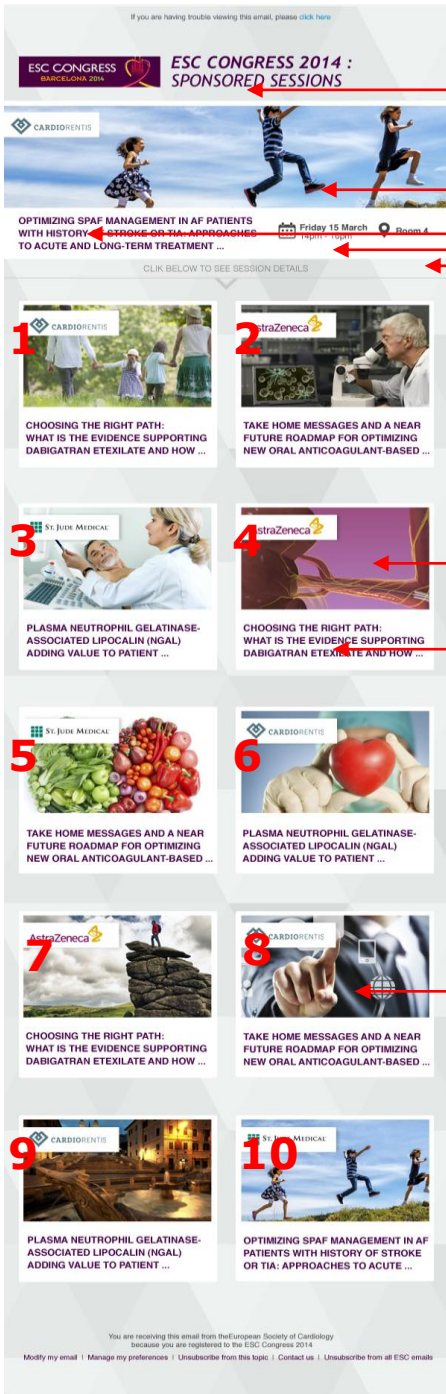


## E-BLAST

A customised mailing created exclusively will be emailed to **EuroEcho 2016 pre-registered delegates**

E-Blast mailings will be composed of a maximum of 10 Industry Sponsored Session adverts.

*(illustrations not to scale / not actual size)*



Congress visual and eBlast title integrated by ESC supplier

*Carrousel: produced and supplied by industry*

Session Title integrated by ESC staff

Date & Room integrated by ESC Staff

*Email content image: produced and supplied by industry*

Session title integrated by ESC supplier

When image of email is clicked a larger pdf 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 pre-registered delegates.

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.

A carousel of all adverts will run at the top of the email. This carousel changes to show all the adverts in the email body the title time and room information also change according to the advert. For the sake of fairness, the carousel will start by the sponsor advert in 10<sup>th</sup> position and will be followed by the 9<sup>th</sup> position, 8<sup>th</sup> position, 7<sup>th</sup> position, etc. The sponsor adverts shown in the carousel do not open the pdf version of the advert.

- **E-mailing schedule:**
  - 30 November 2016 – emailed to pre-registered delegates
  - 05 December 2016 – emailed to pre-registered delegates
  - 19 December 2016 – post congress eBlast emailed to **all EACVI members and delegates to the EuroEcho 2016 congress**

- **Elements to produce for eBlast:**

E-Blast sponsors must provide:

  - 1 advert jpg visual for carousel - size: 600 x 150 pixels - **weight: 50 ko max** (recommendation: include your logo)
  - 1 advert jpg visual for email content - size: 250 x 145 pixels - **weight: 50 ko max** (recommendation: include your logo)
  - The Pdf format advert (1 page) - **weight maximum 1MB**

**For Post congress eBlast:** the PDF format advert is not necessary, you can choose to replace it by a direct link to your webcasted session if this is hosted on a dedicated webpage (containing no product advertising)

**NOTE ON CONTENT:** industry sponsored session should be referred to as Satellite Symposia (capital "S" for both words) at all times or Satellite Symposium – Experts on the spot.

If referred to; the congress name should be EuroEcho-Imaging 2016 (not EE 2016 or EuroEcho congress, EACVI congress etc.)

No trademarks, no product name or logo will be allowed for Satellite Session Adverts  
The files must be approved and send to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

1 Advert promotes 1 event (ie: Satellite Symposium, Satellite Symposium-Experts on the Spot, EBAC Accredited Educational Programme, Imaging Campus or Exhibition advert).  
1 Advert promoting 1 Session with reference to the booth is considered as 1 Advert.  
1 Advert promoting 2 Sessions will be considered as 2 Adverts.  
1 Advert promoting 1 Session and Exhibition activity will be considered as 2 Adverts

Hyperlinks in titles or adverts are not permitted

Example of EBlast from previous ESC Congress: [CLICK HERE](#)  
Example of Stand adverts in eBlast: [CLICK HERE](#)

Deadline for eBlast programmed on: 30 November 2016:  
**Send visuals (drafts accepted): 28 October 2016**  
Deadline for Artwork approval: 15 November 2016

Deadline for eBlast programmed on: 05 December 2016:  
**Send visuals (drafts accepted): 28 October 2016**  
Deadline for Artwork approval: 15 November 2016

Deadline for eBlast programmed on: 19 December 2016:  
**Send visuals (drafts accepted): 5 December 2016**  
Deadline for Artwork approval: 9 December 2016

➤ Smartphone and tablet visuals

