



EHRA 2017
CARDIOSTIM
 18-21 June Vienna, Austria



E-BLAST

The customised mailings created exclusively will be emailed to **EHRA EUROPACE CARDIOSTIM 2017 pre-registered delegates**

eBlast mailings will be composed 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

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← *Email content image: produced and supplied by industry*

← Session title integrated by ESC supplier

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← When image of email is clicked a larger advert will be visible *pdf advert produced & supplied by industry*

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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 mailings 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 10th position and will be followed by the 9th position, 8th position, 7th position, etc. The sponsor adverts shown in the carousel do not open the pdf version of the advert.

➤ **E-mailing schedule:**

- 06 Jun 2017 – emailed to pre-registered delegates
- 16 Jun 2017 – emailed to pre-registered delegates

➤ **Elements to produce**

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)
- 1 Pdf format advert - weight: 1MB max

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.

The congress name should be EHRA EUROPACE CARDIOSTIM 2017 (in capital letters, and not EHRA 2017 or the European Society of Cardiology Europace congress or any other congress name..)

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

1 Advert promotes 1 event (ie: Satellite Symposium, Satellite Symposium-Experts on the Spot, PACE 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 year: [CLICK HERE](#)

Example of Stand adverts in eBlast: [CLICK HERE](#)

Deadline for eBlast:

10 May 2017 - Deadline to send visual for eBlast 6 June

15 May 2017 - Deadline to send visual for eBlast 15 June

➤ Smartphone and tablet visuals

