ESC Congress 2012
25– 29 August
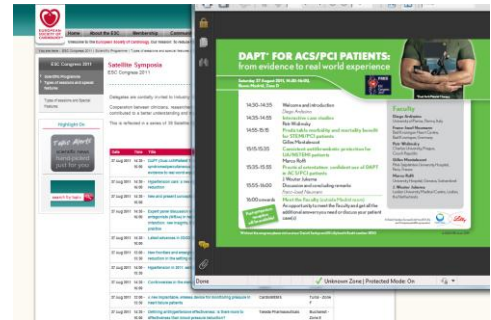**Weblink Specifications**

The weblink is a tool through which an invite created by Industry, in the form of a page (PDF, html, Flash), is linked to the official ESC Congress 2012 Scientific Programme Online (SPO) and to www.escardio.org

- ✓ 1 weblink promotes 1 event (Satellite Symposium, Mini-Satellite Symposium, EBAC Accredited Educational Programme, or Hands-On Tutorials).
- ✓ 1 weblink promoting 1 session with reference to the booth will be considered as 1 weblink.
- ✓ 1 weblink promoting 2 sessions will be considered as 2 weblinks.
- ✓ 1 weblink promoting 1 session and full Exhibition details will be considered as 2 weblinks.

In order to facilitate ESC Approval, it is recommended to use a PDF of your Delegate Bag Insert.

➢ **Procedure**
The exhibiting company must send a duly-signed and completed application form. The ESC will issue an invoice upon reception. The company must send the URL address or the PDF of the weblink in order to be approved by ESC before linking to the ESC Congress 2012 website.
Deadline for application and weblink approval: 29 June 2012

➢ **Cost**
€ 3 500 per weblink   Points awarded: **1**

➢ **Invoicing**
Weblink(s) are invoiced when the application form is received.

➢ **Cancellation fee**
Cancellations will incur fees of 100% if cancelled after receipt of your signed application form.

➢ **Website location**
The weblink will be linked to the session name, whether it leads to a PDF, an html or flash page.
The site visitor clicks on the link which then opens the page in a new window on his screen.

➢ **Technical aspects**
The weblink can be a PDF, a html or a flash invitation.

PDF page (recommended)
Size: the lighter the better, screen quality, 600Kb max
Security: ideally locked
Open size: ideally 100%
Number of pages: 3 pages max
Images: may be included

Html or flash page
Provide ESC with the invitation URL, not the company website URL.
Must be optimized for web 1280 x 1024 pixel
Size: the lighter the better

➢ **Weblink approval**
Weblinks must receive ESC approval before being linked to the ESC Congress 2012 Scientific Programme Online (SPO).
Please refer to the ESC Congress 2012 Branding Guidelines for precise graphic detail and information.
NO PRODUCT LOGOS OR NAMES WILL BE ALLOWED

Contact the ESC team at sponsorship@escardio.org