

E-BLAST

Three customised mailings created exclusively will be emailed to **ESC Congress 2015 pre-registered delegates**

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

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 three 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 a pdf enlarged 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. 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.

See images on next page for further illustration.

➤ **E-mailing schedule emailed to pre-registered delegates:**

- 7 August 2015
- 21 August 2015
- 29 August 2015

➤ **Procedure**

E-Blast sponsors must provide:

- 1 advert visual for carousel - size: 600 x 150 pixels - weight: 50 Kb max
- 1 advert visual for email content - size: 250 x 145 pixels - weight: 50 Kb max (recommendation: include your logo)
- 1 Pdf format advert: weight: 1 Mb max

Deadline: (For eBlasts on the 7 August 2015 - 21 August 2015):

Draft versions of artwork files: 16 July 2015

Deadline for Artwork approval: 27 July 2015

Deadline: (For eBlast on the 29 August 2015):

Draft versions of artwork files: 10 August 2015

Deadline for Artwork approval: 18 August 2015

➤ **Important:**

- 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

NOTE:

- 1 Advert promotes 1 event (Satellite Symposium, Satellite Symposium-Experts on the Spot, EBAC Accredited Educational Programmes, Hands-On Tutorials or Exhibition details).
- 1 Advert promoting 1 Session with reference to the booth will be considered as 1 Advert.
- 1 Advert promoting 2 Sessions will be considered as 2 Adverts.
- 1 Advert promoting 1 Session and Exhibition details or activities will be considered as 2 Adverts

Hyperlinks in titles or adverts are not permitted

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ESC CONGRESS
BARCELONA 2014

ESC CONGRESS 2014 : SPONSORED SESSIONS

(illustrations not to scale / not actual size)

As shown numbers **1, 2, 3, 4** etc. correspond to each industry advert, the last advert number **10** will be the first to be shown on the top carrousel



Carrousel

OPTIMIZING SPAF MANAGEMENT IN AF PATIENTS
WITH HISTORY OF STROKE OR TIA: APPROACHES
TO ACUTE AND LONG-TERM TREATMENT ...

Friday, 15 March
14pm - 16pm

Room 4

Session Title

Date

Room

CLIK BELOW TO SEE SESSION DETAILS

1



CHOOSING THE RIGHT PATH:
WHAT IS THE EVIDENCE SUPPORTING
DABIGATRAN ETEXILATE AND HOW ...

2



TAKE HOME MESSAGES AND A NEAR
FUTURE ROADMAP FOR OPTIMIZING
NEW ORAL ANTICOAGULANT-BASED ...

3



PLASMA NEUTROPHIL GELATINASE-
ASSOCIATED LIPOCALIN (NGAL)
ADDING VALUE TO PATIENT ...

4



CHOOSING THE RIGHT PATH:
WHAT IS THE EVIDENCE SUPPORTING
DABIGATRAN ETEXILATE AND HOW ...

Image

Session title

5



TAKE HOME MESSAGES AND A NEAR
FUTURE ROADMAP FOR OPTIMIZING
NEW ORAL ANTICOAGULANT-BASED ...

6



PLASMA NEUTROPHIL GELATINASE-
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9



PLASMA NEUTROPHIL GELATINASE-
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ADDING VALUE TO PATIENT ...

10



OPTIMIZING SPAF MANAGEMENT IN AF
PATIENTS WITH HISTORY OF STROKE
OR TIA: APPROACHES TO ACUTE ...

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➤ Smartphone and tablet visuals

