

ESC CONGRESS

Session Title Integrated by ESC staff

BARCELONA 2017



26 – 30 August

www.escardio.org/ESC2017

Where the world of
cardiology comes together

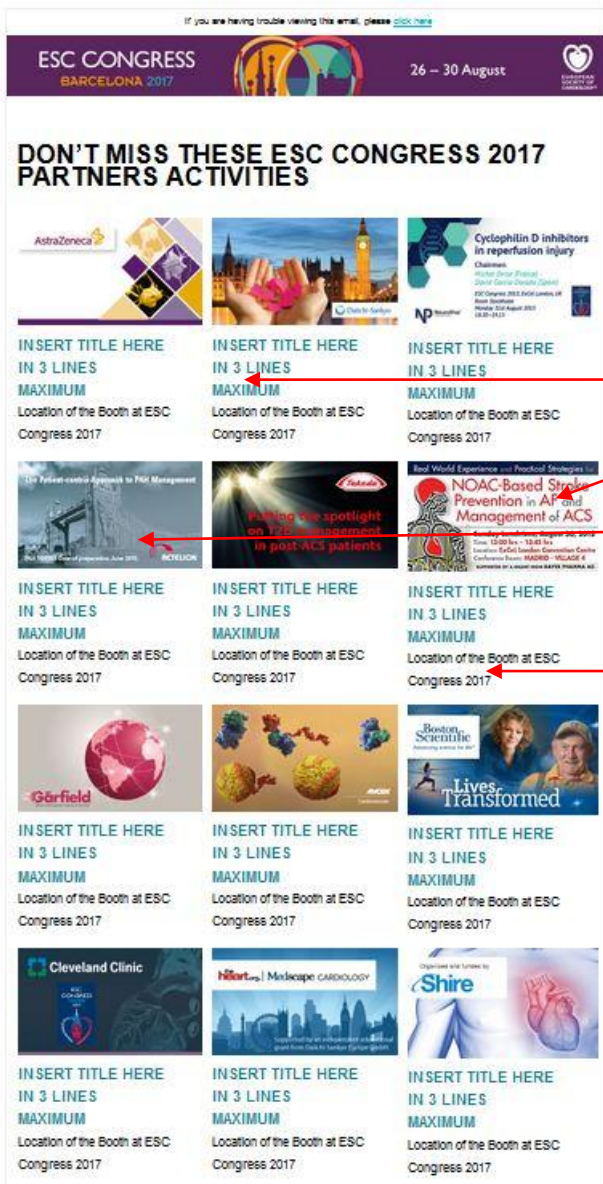
E-BLAST

Three customised mailings created exclusively will be emailed to **ESC Congress 2017 pre-registered delegates**

NEW THIS YEAR

eBlast mailings will be composed of 12 Industry Sponsored Session adverts.

(illustrations not to scale / not actual size)



Congress visual and eBlast title integrated by ESC supplier

Session title integrated by ESC supplier

image: produced and supplied by industry

When image or title is clicked a pdf advert will be visible: pdf advert produced & supplied by industry

Date & Room integrated by ESC Staff

Up to **12 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, 12 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 an enlarged pdf version of each of the sponsor's adverts by clicking on the advert visual or the session title.

➤ **E-mailing schedule:**

- 06 August 2017 – emailed to pre-registered delegates
- 16 August 2017 – emailed to pre-registered delegates
- 25 August 2017 – emailed to pre-registered delegates
- **POST CONGRESS** 20 September 2017 – post congress eBlast emailed to **all ESC database (over 80 000) and can contain your webcast or reference of other activities**

➤ **Elements to produce**

E-Blast sponsors must provide:

- 1 advert jpg visual for email content - **size: 186 x 93 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 ESC Congress 2017 (not ESC, ESC 2017 or the European Society of Cardiology congress)

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, EBAC Accredited Educational Programme, Hands-On Tutorial or Exhibition advert).

1 Advert promoting 1 Session with reference to the booth is considered as 1 Advert.

1 Advert promoting 1 Satellite Symposium with reference to the relevant Satellite- Symposium - Experts on the Spot session 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

If your Satellite Symposia is webcasted, you could mention that it will be available on congress365 after the ESC Congress

If your Satellite Symposia is Live-broadcasted you could mention this information

Example of eBlast from previous year: [CLICK HERE](#)

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

Deadline for eBlast:

- **11 JULY for eBlast mailed 9 and 16 August**
- **28 JULY for eBlast mailed on 25 August**
- **5 SEPTEMBER for eBlast mailed on 20 September**