SPLASH ADVERT & PUSH NOTIFICATION

Description of splash advert and Push notification

- A virtual and innovative way for session organisers to reach out to delegates by offering electronic and catchy versions of their Adverts (Splash Screen) in the Mobile App.

- These Splash adverts/Push notifications are to promote to delegates your session; as a "Not to be missed" reminder scheduled during the day

- The Push notification is always linked **to the related splash advert**

- Each congress day the splash advert will occur after the Mobile app is launched and has been updated. (NOTE: if the delegate does not update the App, the splash advert <u>still</u> takes place)

- The splash adverts have been scheduled according to the Satellite Symposia schedule

What is the "splash advert"?

- A splash advert is an image which will « splash » on the mobile app screen; For ESC Congress 2017 Mobile App the splash screen will appear once the app is launched during a specific time period

Launch App → Splash advert is launched → update → If update is accepted Splash advert will launch again → After 4 seconds or if click close button
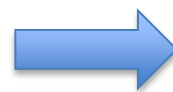
What is the "push notification"?

- If the Mobile app is closed or if the device is on standby (screen locked) the push notification will come up to remind the delegate of the session "splash advert"
- Push notification is only text, no image
- The push will remain in chronological order in the news feed
- The push will include the hyperlink to the satellite Symposia Session in the mobile app

Push on standby screen
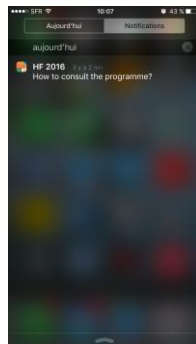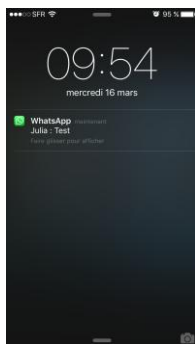
Push on open Mobile App screen

News feed

Quantity of Splash advert and push notifications

During congress days there will be a total of 7 Adverts

- **Saturday 26 August 2017**   1 Advert/Splash Screen + 1 Push notification
- **Sunday 27 August 2017***   2 Advert/Splash Screens + 2 Push notifications
- **Monday 28 August 2017***   2 Advert/Splash Screens + 2 Push notifications
- **Tuesday 29 August 2017***   2 Advert/Splash Screens + 2 Push notifications

*   *Morning to promote lunch time Satellite Symposia.*
    Afternoon to promote evening Satellite Symposia

SPLASH SCREEN SCHEDULE

Date	Session info	Splash Screens	Push notifications 1/2 hour before
Saturday 26 August	Session title time company	Splash visible once for 4 sec Between 6:00 to 14:30	At 15:00
Sunday 27 August	Session title time company	Splash visible for 4 sec Between 6:00 – 12:00	At 12:15
	Session title time company	Splash visible for 4 sec Between 14:00 – 17:30	At 18:00
Monday 28 August	Session title time company	Splash visible for 4 sec Between 6:00 – 12:00	At 12:15
	Session title time company	Splash visible for 4 sec Between 14:00 – 17:30	At 18:00
Tuesday 29 August	Session title time company	Splash visible for 4 sec Between 6:00 – 12:00	At 12:15
	Session title time company	Splash visible for 4 sec Between 12:15 – 16:15	At 15:15

Product Specificities and constraints

- Duration of the Splash advert 4 seconds

- Image (no hyperlink) in the splash advert

- Text & hyperlink to session in Mobile App (no image) in the push notification

- No product advertising

- Data Available after the congress (number of splash screens viewed…)

Technical specifications

- You will need to send 10 versions of your advert in sizes mentioned in this table to accommodate all platforms of the app (such as: portrait and landscape formats for iPhones, iPads, Android devices...)

- **Production Deadline: send visuals before 30 MAY 2017**

FILE NAME	WIDTH (px)	HEIGHT (px)
welcome_normal_port.png	1280	1920
welcome_normal_land.png	1920	1280
welcome_iphone5_port.png	640	1136
welcome_iphone5_land.png	1136	640
welcome_iphone6_port.png	750	1334
welcome_iphone6_land.png	1334	750
welcome_iphone6plus_port.png	1242	2208
welcome_iphone6plus_land.png	2208	1242
welcome_ipad_port.png	1536	2048
welcome_ipad_land.png	2048	1536