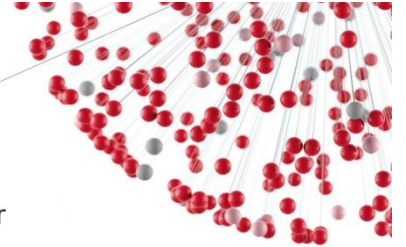


ESC Congress Munich 2018 25-29 August

Where the world of
cardiology comes together



eBLAST

Customised mailings exclusively created for ESC Congress 2018 will be emailed to **pre-registered delegates**.


eBlast mailings will be composed of a maximum of 12 Industry adverts with an activity at ESC Congress 2018.

(illustrations not to scale / not actual size)



Congress visual and eBlast title integrated
by ESC supplier

Don't miss these ESC Congress 2017 partner activities

 <p>PCSK9 inhibitors: the evidence-based story Tuesday 29 August 2017 Room BARCELONA 12:45-13:45 Main Auditorium</p>	 <p>2017 update on pulmonary hypertension Sunday 27 August 2017 Room BEIRUT 12:45 - 13:45 Village 5</p>	 <p>Visit the ACTELION BOOTH N500 to learn more about PAH And download the Satellite Symposia key slides</p>
--	---	--

Email content image: **produced and supplied by Industry**

 <p>Further insights for patients with T2 diabetes & CV disease Monday 28 August 2017 Room RIGA 12:45 - 13:45 Village 3</p>	 <p>Dual antiplatelet therapy after an ACS: guidelines vs clinical practice Sunday 26 August 2017 Room BUCHAREST 12:45 - 13:45 Village 8</p>	 <p>NOACs and new frontiers in anticoagulation management Monday 28 August 2017 Room: BISHKEK 12:45 - 13:45 Village 6</p>
---	--	---

Session title integrated by ESC supplier

 <p>Improved stroke prevention with NOACs: focus on AF patients Tuesday 29 August 2017 Room OSLO 12:45 - 13:45 Village 7</p>	 <p>Engaging with non-vitamin K antagonist oral anticoagulants Tuesday 29 August 2017 Room MIRO 10:15 - 10:45 The HUB</p>	 <p>Challenging the Current Treatment Paradigm: SGLT2 Inhibition in HF Monday 28 August 2017 Room WARSAW 12:45 - 13:45 Village 9</p>
--	---	--

Date & Room integrated by ESC Staff

 <p>State-of-the-art lipid treatment in coronary patients in 2017 Tuesday 29 August 2017 Room BEIRUT 12:45 - 13:45 Village 3</p>	 <p>Atrial fibrillation - A bystander or cause of morbidity and mortality Saturday 26 August 2017 Room BEIRUT 15:30 - 17:00 Village 3</p>	 <p>PCSK9 inhibitors: the next chapter in CVD prevention Sunday 27 August 2017 Room BARCELONA 12:45-13:45 Main Auditorium</p>
--	---	---

When image of email is clicked a larger advert will be visible. **PDF advert produced & supplied by Industry**



You are receiving this email from the European Society of Cardiology because you are an ESC member or Fellow, have attended one of our events or subscribed to receive news, promotions or informative messages from us. You are subscribed as [sibichan@esc.org](#)

[Modify my email](#) | [Manage my preferences](#) | [Contact us](#) | [Unsubscribe from all ESC emails](#)

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 eBlast mailing 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:**

- 9 August 2018 – emailed to pre-registered delegates and sponsors
- 16 August 2018 – emailed to pre-registered delegates and sponsors
- 23 August 2018 – emailed to pre-registered delegates and sponsors
- 20 September 2018 - emailed to registered delegates, sponsors, and people in our database interest in ESC Congress
- 27 September 2018 – emailed to registered delegates, sponsors, and people in our database interest in ESC Congress

➤ **Elements to produce**

eBlast sponsors must provide two files:

- 1 advert jpg visual for email content - size: 284 x 142 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.

The congress name should always be ESC Congress 2018.

No trademarks, no product name or logo will be allowed for Satellite Session Adverts

The files must be approved and sent to sponsorship@escardio.org

1 Advert promotes 1 event (ie: Satellite Symposium, Satellite Symposium-Experts on the Spot, Practical Tutorial 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 are only permitted to a standalone webpage about the activity.

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

For the post-congress eBlast:

- If your Satellite Symposium is screencast, you could mention that it will be available on the Scientific Programme Planner after the Congress
- If your Satellite Symposium webcast is on a webpage, this webpage must be entirely independent from your corporate website. Only a standalone page with no product advertising is permitted

Deadline for eBlast programmed on 9 August 2018: **23 July**

Deadline for eBlast programmed on 16 August 2018: **30 July**

Deadline for eBlast programmed on 23 August 2018: **8 August**

Deadline for eBlast programmed on 20 September 2018: **3 September**

Deadline for eBlast programmed on 27 September 2018: **10 September**

No modifications will be possible beyond these dates.

Data which will be provided after the congress:

- Total email delivered - (corresponds to emails reaching mailboxes)
- Total emails opened figures - (corresponds to emails opened/viewed)
- Total emails opened rate - (percentage of emails delivered)

- Total Unique emails opened; figures for Individual users - (corresponds to individual views)
- Total Unique emails opened rate - (percentage of emails delivered)
- Total Advert pdf unique opened figures (individual users)
- Total Advert pdf unique opened rate - (percentage total unique emails opened)

➤ **Smartphone and tablet visuals**

