

Pre-event Event and Post-event eBlasts

Customised mailings exclusively created for ESC Asia with APSC & AFC will be emailed to **My ESC Account owners audience with specific interest in the in ESC Asia with APSC & AFC and pre-registered delegates who have agreed to receive communications from the ESC.**

eBlast mailings will be composed of a maximum of 10 Industry adverts with an activity at ESC Asia with APSC & AFC.

(illustrations not to scale / not actual size)



Event visual and eBlast title integrated by ESC

From Saturday 29 August to Tuesday 01 September, tune in for a series of live presentations from experts in cardiology. No matter where you are, connect to the digital platform.

Book the following sessions from our industry partners in your calendar today or find out more about other activities:

Therapeutic advances in HFrEF patients who have had a previous worsening HF event

Watch on the Heart Failure channel
Saturday 29 August
12:45 - 13:45

Anticoagulation management in non-valvular AF: Optimising patient outcomes

Watch on the Diseases of The Aorta channel
Sunday 30 August
12:45 - 13:45

Evolving anticoagulation management in venous thromboembolism

Watch on the Diseases of The Aorta channel
Monday 31 August
12:45 - 13:45

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

Session title integrated by ESC supplier

Anticoagulation management in non-valvular AF: Delivering integrated patient-centred care

Watch on the Diseases of The Aorta channel
Tuesday 01 September
12:45 - 13:45

FACES AND CASES: Improving the Management of Patients with Transthyretin Amyloid Cardiomyopathy (ATTR-CM)

Watch on the LIVE channel
Monday 31 August
15:00 - 15:30

Click here to find out more about Novartis' presence at ESC Congress 2020 - The Digital Experience

Date integrated by ESC Staff

Learn how to better protect your HF patients

Learn from the experts how to better manage your Heart Failure patients by visiting Novartis' Virtual booth

Preparing for a second wave: Managing COVID in patients with cardiovascular disease

An AZ session at the AZ virtual Hub
Saturday 29 August
17:30-18:15

Managing patients with dyslipidaemia

Watch on the CAD channel
Sunday 30 August
12:45 - 13:45

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

Tailored Therapies for Hypertension Care: Making the right choice from the start

Watch on the Hypertension channel
Saturday 29 August
12:45 - 13:45

Looking PHorward to Improving Long-term Outcomes in PAH

Watch on Valvular, Myocardial, Pericardial, Pulmonary, Congenital Heart Disease channel
Saturday 29 August
18:30 - 19:30

Expanding Understanding For Patients With Diabetes and CV Disease - Results From the VERTIS CV Trial

Watch on the LIVE channel
Saturday 29 August
15:00 - 15:30

Note that all times indicated above are according to the CEST timezone.

Industry presentations will also be made available to registered delegates as video on demand on the platform until 30 September and on ESC 365 from 01 October.

This is a sponsored message and does not necessarily reflect the opinion of the ESC.



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 one of our emails.

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

Up to **10 visuals** will be aligned in the email content and will each include:

- Sponsor advert visual
- Session title, date and slot

In order to offer a prime position to each advert, different versions of the eBlast mailing will be produced and a randomised version of each sent to the mailing list of MyESC Account owners and pre-registered delegates (Pre-event and Event eBlasts) and to all registered delegates (Post-event eBlasts) who have agreed to receive communications from the ESC. Thus, each visual will appear first in one of the versions.
The number of versions of eBlast sent will depend on the number of visuals contained in the eBlast.

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:**
 - **2 December 2020** – emailed to My ESC Account owners audience with specific interest in the in ESC Asia with APSC & AFC and pre-registered delegates
 - **4 December 2020** – emailed to My ESC Account owners audience with specific interest in the in ESC Asia with APSC & AFC and pre-registered delegates
 - **10 December 2020** – emailed to pre-registered delegates
- **Elements to produce**
eBlast sponsors must provide two files:
 - 1 advert jpg visual for email content - size: 284 x 142 pixels or 600 x 300 pixels - weight: 50 kB max (recommendation: include your logo) – Note that according to the number of sponsors, the size of the visual can be different however the ratio will always be the same
 - 1 Pdf format advert - weight: 1MB max

NOTE: Industry Sessions should be referred to as "**Satellite Symposium**" sessions at all times.

The event name should always be **ESC Asia with APSC & AFC**.

The files must be approved and sent to Mailbox ESC Asia Industry Services <escasiaservices@escardio.org>

1 Advert promotes 1 event (ie: 1 Satellite Symposium).

1 Advert promoting 2 Industry Sessions will be considered as 2 Adverts.

A hyperlink to corporate website can be included in your pdf.

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

IMPORTANT: For the post-event eBlast:

- You could mention that your Industry Session will be available after the event on the ESC Asia with APSC & AFC platform (until 5 January 2021) and then on ESC 365 (until 4 December 2021).
- If the activity you wish to promote is on an external webpage, this webpage can be your corporate website.
- The advert can be directly linked to your session in the VOD part and not to a pdf.

Deadline for Pre-event eBlast programmed on 2 December:
Deadline for Event eBlast programmed on 4 December:
Deadline for Post-event eBlast programmed on 10 December:

25 November 2020
27 November 2020
3 December 2020

No modifications will be possible beyond these dates.

Data which will be provided after the event:

- **Global statistics on email:**
sends, implicit deliveries, implicit delivery rate, overall bounces, overall bounce rate, unique opens, cumulative opens, open rate, unique clicks, cumulative clicks, click rate.
- **Global statistics summary:**
sum of unique clicks, sum of % unique clicks
- **Demographics for global audience vs engaged audience:**
female and male proportions, professions, top 20 recipient countries

➤ Smartphone and tablet visuals

