



E-BLAST

Three customised mailings created exclusively will be emailed to **ESC Congress 2016 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 E-Blast 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:**

- 10 August 2016 – emailed to approximately 22 000 pre-registered delegates
- 17 August 2016 – emailed to approximately 22 000 pre-registered delegates
- 26 August 2016 – emailed to approximately 23 000 pre-registered delegates

➤ **Procedure**

E-Blast sponsors must provide:

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

Deadline: 10 August 2016 - 17 August 2016:

Application and draft versions: 1 July 2016

Deadline for Artwork approval: 11 July 2016

Deadline: 26 August 2016

Application and draft versions: 25 July 2016

Deadline for Artwork approval: 01 August 2016

➤ **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

- 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

If you are having trouble viewing this email, please [click here](#)

(illustrations not to scale / not actual size)



ESC CONGRESS 2014 : SPONSORED SESSIONS



Carrousel

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

Fri, 15 March
14pm - 16pm

Room 4

Session Title

Date

Room

CLICK 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 ...

Image

Session title

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 ...

5



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

6



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

7



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9



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10



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

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➤ Smartphone and tablet visuals

