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

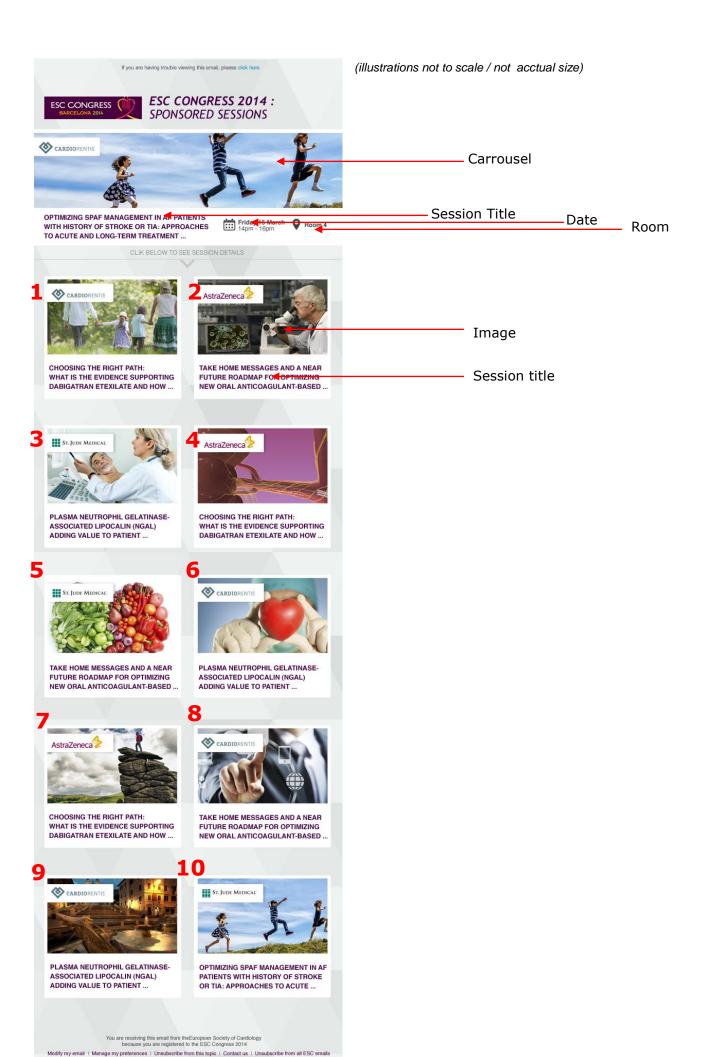
Deadline: 26 August 2016

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



> Smartphone and tablet visuals









