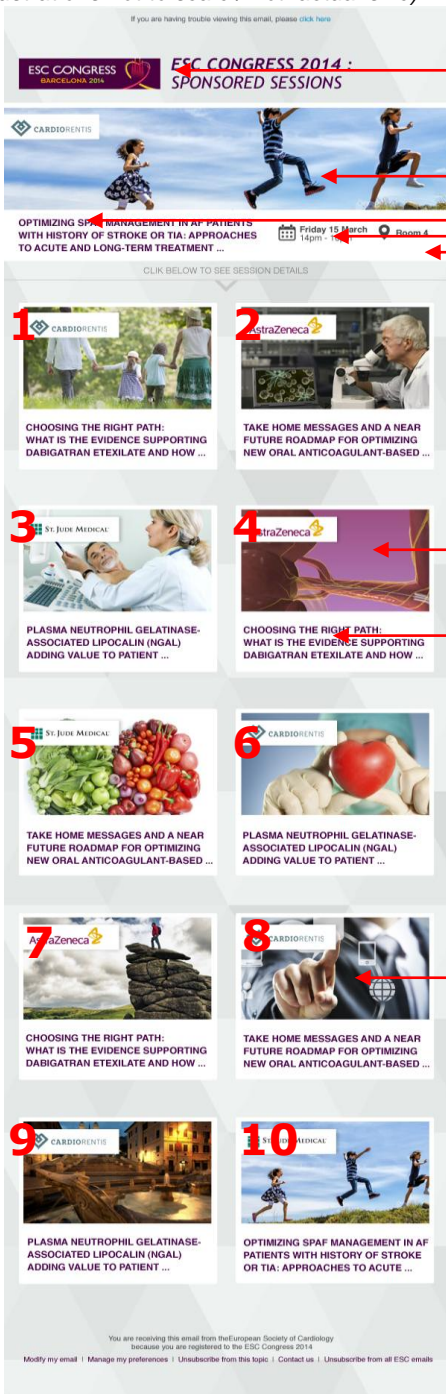# E-BLAST

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.

(illustrations not to scale / not actual size)

Congress visual and eBlast title integrated by ESC supplier

Carrousel: produced and supplied by industry

Session Title integrated by ESC staff

Date & Room integrated by ESC Staff

Email content image: produced and supplied by industry

Session title integrated by ESC supplier

When image of email is clicked a larger advert will be visible *pdf advert produced & supplied by industry*

Up to **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 an enlarged pdf 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. This carrousel changes to show all the adverts in the email body the title time and room information also change according to the advert. 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.

- ➢ **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
  - **NEW THIS YEAR** 27 September 2016 – post congress eBlast emailed to **all ESC database (over 80 000) and can contain your webcast or reference of other activities**

- ➢ **Elements to produce**
  E-Blast sponsors must provide:
  - 1 advert jpg visual for carousel - size: 600 x 150 pixels - weight: 50 ko max (recommendation: include your logo)
  - 1 advert jpg visual for email content - size: 250 x 145 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 or Satellite Symposium – Experts on the spot.
>
> The congress name should be ESC Congress 2016 (not ESC 2016 or the European Society of Cardiology congress)
>
> 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 (ie: Satellite Symposium, Satellite Symposium-Experts on the Spot, EBAC Accredited Educational Programme, Hands-On 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 in titles or adverts are not permitted
>
> If your Satellite Symposia is webcasted, you could mention that it will be available on congress365 after the ESC Congress
> If your Satellite Symposia is Live-broadcasted you could mention this information
>
> Example of EBlast from previous year: CLICK HERE
> Example of Stand adverts in eBlast: CLICK HERE

Deadline for eBlast programmed on: 10 August 2016 - 17 August 2016:
Draft versions: 1 July 2016
Deadline for Artwork approval: 11 July 2016

Deadline for eBlast programmed on: 26 August 2016
Draft versions: 25 July 2016
Deadline for Artwork approval: 01 August 2016

NEW THIS YEAR
Deadline for eBlast programmed on: 27 September 2016
Application and draft versions: 05 September 2016
Deadline for Artwork approval: 08 September 2016

➢ **Smartphone and tablet visuals**