



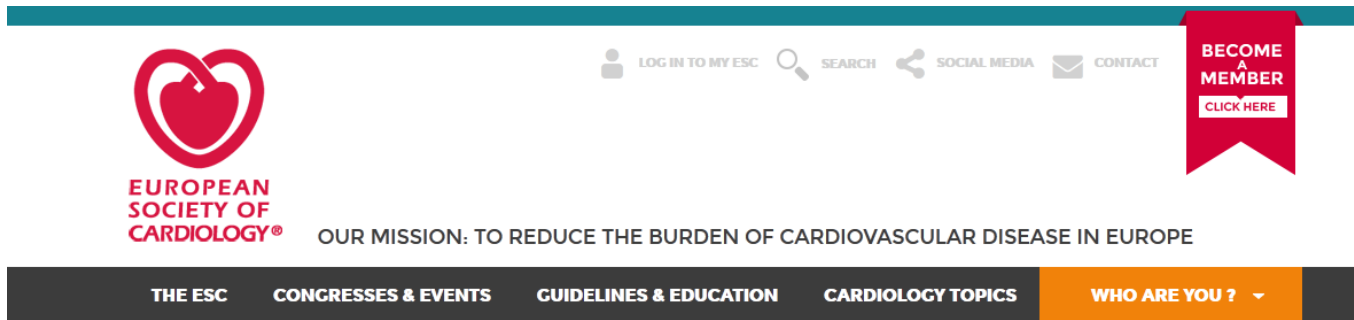
WEBLINK

The weblink is a tool through which an invitation created by Industry, in the form of a page (PDF, jpg), is linked to the official online ESC Congress 2015 **Scientific Programme & Planner (SPP)**

The Scientific Programme and Planner located on our www.escardio.org website:

The screenshot shows the ESC Congress 2016 website. At the top, there is a navigation bar with the ESC logo and the text "OUR MISSION: TO REDUCE THE BURDEN OF CARDIOVASCULAR DISEASE IN EUROPE". Below this is a main banner with the slogan "WHERE THE WORLD OF CARDIOLOGY COMES TOGETHER". The main content area features a sidebar on the left with various menu items, including "Scientific sessions", "Call for science", "Registration", "Hotels", "Travel and city", "Congress resources", "Exhibitors and industry", and "About the congress". The main content area displays the "ESC Congress 2016" header, dates "Saturday 27 - Wednesday 31 August 2016 (5 Days), Rome - Italy", and a "BECOME A MEMBER" button. A prominent "IN-PERSON EVENT" badge is visible. A yellow arrow points from the left towards a yellow-bordered box that highlights the "SCIENTIFIC PROGRAMME & PLANNER" (SPP) section. This section includes a large "SP&P" logo and a call to action: "Register your personalized programme and get ready to access the best of the new knowledge". Below the SPP section, there are several informational blocks: "GET SUPPORT" (listing 5 days of scientific sessions, 150 cardiovascular topics, 500 experts, 11,000 abstracts, 27,000 healthcare professionals, 140+ countries, and 100 exhibiting companies), "FOCUS ON" (abstract results, key messages, and networking opportunities), and "WHY YOU SHOULD ATTEND" (first-hand news, hands-on techniques, clinical practice guidelines, professional relationships, and industry products).

Your weblink will appear on your Satellite Symposium (or Hands-on Tutorial, or Satellite Symposium – Experts on the Spot):



The header of the ESC Congress 2016 website. On the left is the ESC logo (a red heart with a white apple core inside) and the text "EUROPEAN SOCIETY OF CARDIOLOGY®". To the right are navigation icons: "LOG IN TO MY ESC", "SEARCH", "SOCIAL MEDIA", and "CONTACT". Further right is a red ribbon button that says "BECOME A MEMBER" with "CLICK HERE" below it. Below the logo is the text "OUR MISSION: TO REDUCE THE BURDEN OF CARDIOVASCULAR DISEASE IN EUROPE". At the bottom of the header is a dark navigation bar with the following items: "THE ESC", "CONGRESSES & EVENTS", "GUIDELINES & EDUCATION", "CARDIOLOGY TOPICS", and "WHO ARE YOU ?" with a dropdown arrow.

Home / Congresses / ESC Congress 2016



ESC Congress 2016

- Your Session Planner (0)
- Visit the congress website
- Select another event

ESC CONGRESS 2016 SCIENTIFIC PROGRAMME

Search the scientific programme

Days
Topics
Types (1)
Rooms

Text search: Author, Speaker, Session, Keyword...

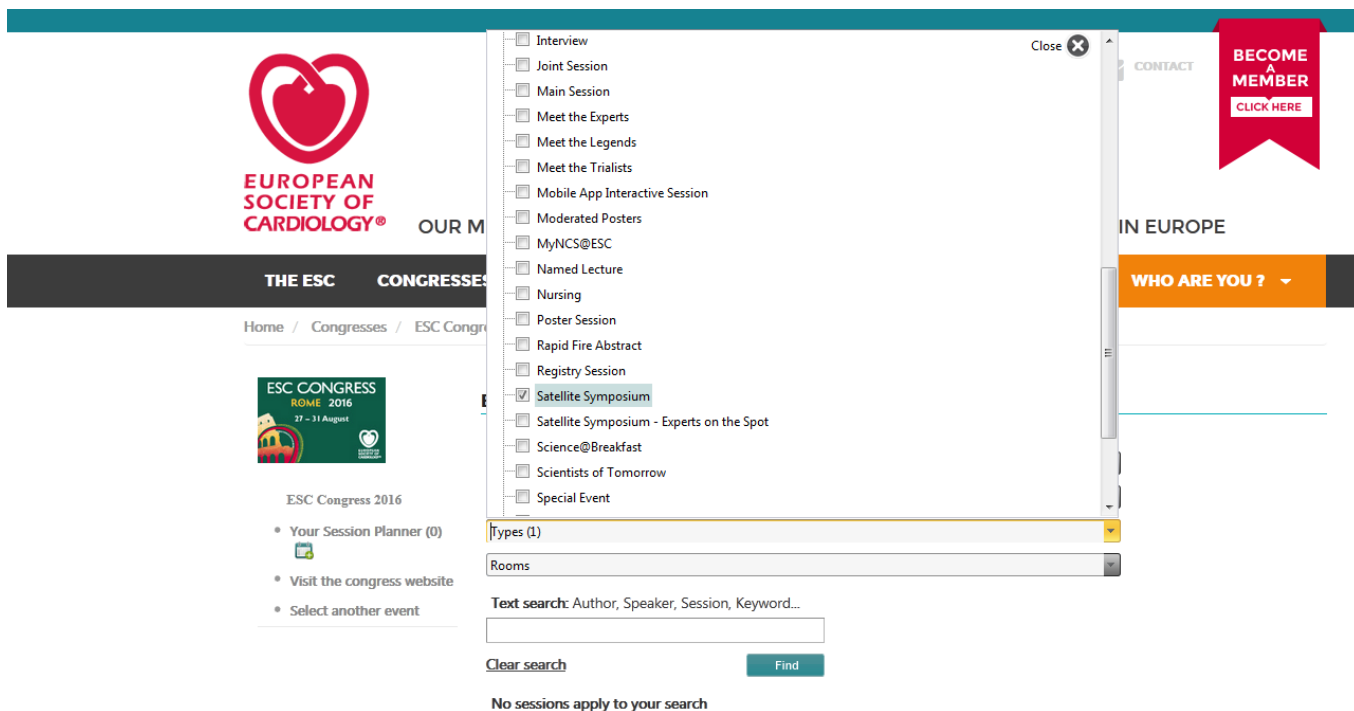
[Clear search](#)

[Find](#)

No sessions apply to your search



When you select your session, the pdf will appear in the programme



The website interface with a session list overlay. The overlay is a white box with a "Close" button in the top right corner. It contains a list of session types with checkboxes: Interview, Joint Session, Main Session, Meet the Experts, Meet the Legends, Meet the Trialists, Mobile App Interactive Session, Moderated Posters, MyNCS@ESC, Named Lecture, Nursing, Poster Session, Rapid Fire Abstract, Registry Session, Satellite Symposium (checked), Satellite Symposium - Experts on the Spot, Science@Breakfast, Scientists of Tomorrow, and Special Event. Below the list are the "Types (1)" and "Rooms" dropdown menus, the "Text search" field, "Clear search" and "Find" buttons, and the text "No sessions apply to your search".

In order to facilitate approval of your artwork, we recommend using the same artwork for the E-Blast, Advert in Industry Programme or Display Screen

➤ **Procedure**

The sponsor must send the the PDF or jpg of the weblink in order to be approved by ESC before linking to the ESC Congress 2016 website.

Deadline for application and artwork approval: 30 June 2016

➤ **Website location**

- The weblink will be linked to the session title, on the Scientific Programme Planner, whether it leads to a PDF or jpg.
- By clicking on the link the website visitor will open the page in a new window on his screen.

➤ **Technical aspects**

The weblink can be a PDF, or jpg (for html or flash webpage invitation **please contact sponsorship@escardio.org**).

PDF page (recommended)

- Size: the lighter the better, screen quality, 600Kb max
- Can be A4 portrait or landscape or A5 type format
- Open size: ideally 100%
- Number of pages: 2 pages max
- Images: may be included

➤ **Important:**

- No trademarks, no product name or logo will be allowed,
- 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