



Pre and Post-event eBlast

Customised mailings exclusively created for ESC Congress 2020 – The Digital Experience will be emailed to **MyESC Account owners and to pre-registered delegates**.

eBlast mailings will be composed of a maximum of 12 Industry adverts with an activity at ESC Congress 2020 – The Digital Experience.

(illustrations not to scale / not actual size)

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

ESC CONGRESS BARCELONA 2017 26 – 30 August ESC

25 August 2017

Don't miss these ESC Congress 2017 partner activities

PCSK9 inhibitors: the evidence-based story
Tuesday 29 August 2017
Room BARCELONA
12:45-13:45 Main Auditorium

2017 update on pulmonary hypertension
Sunday 27 August 2017
Room BEIRUT
12:45 - 13:45 Village 5

Visit the ACTELION BOOTH N500 to learn more about PAH
And download the Satellite Symposia key slides

Further insights for patients with T2 diabetes & CV disease
Monday 28 August 2017
Room RIGA
12:45 - 13:45 Village 3

Dual antiplatelet therapy after an ACS: guidelines vs clinical practice
Sunday 26 August 2017
Room BUCHAREST
12:45 - 13:45 Village 8

NOACs and new frontiers in anticoagulation management
Monday 28 August 2017
Room: BISHKEK
12:45 - 13:45 Village 6

Improved stroke prevention with NOACs: focus on AF patients
Tuesday 29 August 2017
Room OSLO 12:45 - 13:45 Village 7

Engaging with non-vitamin K antagonist oral anticoagulants
Tuesday 29 August 2017
Room MIRO 10:15 - 10:45 The HUB

Challenging the Current Treatment Paradigm: SGLT2 Inhibition in HF
Monday 28 August 2017
Room WARSAW
12:45 - 13:45 Village 9

State-of-the-art lipid treatment in coronary patients in 2017
Tuesday 29 August 2017
Room BEIRUT
12:45 - 13:45 Village 3

Atrial fibrillation – A bystander or cause of morbidity and mortality
Saturday 26 August 2017
Room BEIRUT 15:30 - 17:00 Village 3

PCSK9 inhibitors: the next chapter in CVD prevention
Sunday 27 August 2017
Room BARCELONA
12:45-13:45 Main Auditorium

ESC
Our Diversity is Our Strength

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 receive news, promotions or informative messages from us. You are subscribed as [stickham@escardio.org](#).

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Up to **12 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, 12 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 eBlasts) and to all registered delegates (Post-event eBlasts).

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:**

- 06 August 2020 – emailed to MyESC Account owners and pre-registered delegates
- 13 August 2020 – emailed to MyESC Account owners and pre-registered delegates
- 20 August 2020 – emailed to MyESC Account owners and pre-registered delegates
- 27 August 2020 – emailed to MyESC Account owners and pre-registered delegates

- 03 September 2020 – emailed to MyESC Account owners and all registered delegates
- 11 September 2020 – emailed to MyESC Account owners and all registered delegates
- 17 September 2020 – emailed to MyESC Account owners and all registered delegates
- 25 September 2020 – emailed to MyESC Account owners and all registered delegates

➤ **Elements to produce**

eBlast sponsors must provide two files:

- 1 advert jpg visual for email content - size: 284 x 142 pixels - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert - weight: 1MB max

NOTE ON CONTENT: Industry Sessions should be referred to as Industry Live or Industry Q&A sessions at all times.

The event name should always be ESC Congress 2020 – The Digital Experience.

The files must be approved and sent to sponsorship@escardio.org

1 Advert promotes 1 event (ie: Industry Live or Industry Q&A sessions).

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](#)

For the post-event eBlast:

- You could mention that your Industry Session will be available on ESC 365 after the Event.
- If the activity you wish to promote is on an external webpage, this webpage can be your corporate website.

Deadline for Pre-event eBlast programmed on 06 August 2020: **23 July**

Deadline for Pre-event eBlast programmed on 13 August 2020: **30 July**

Deadline for Pre-event eBlast programmed on 20 August 2020: **6 August**

Deadline for Pre-event eBlast programmed on 27 August 2020: **13 August**

Deadline for Post-event eBlast programmed on 03 September 2020: **20 August**

Deadline for Post-event eBlast programmed on 11 September 2020: **27 August**

Deadline for Post-event eBlast programmed on 17 September 2020: **3 September**

Deadline for Post-event eBlast programmed on 25 September 2020: **10 September**

No modifications will be possible beyond these dates.

Data which will be provided after the event:

- Total email delivered - (corresponds to emails reaching mailboxes)
- Total emails opened figures - (corresponds to emails opened/viewed)
- Total emails opened rate - (percentage of emails delivered)
- Total Unique emails opened; figures for Individual users - (corresponds to individual views)
- Total Unique emails opened rate - (percentage of emails delivered)
- Total Advert pdf unique opened figures (individual users)
- Total Advert pdf unique opened rate - (percentage total unique emails opened)

➤ Smartphone and tablet visuals

