



## Weblink Specifications

The weblink is a tool through which an invite created by Industry, in the form of a page (PDF, html, Flash), is linked to the official ESC Congress 2013 Scientific Programme Online (SPO)

In order to facilitate approval of your artwork, we recommend using the same artwork for the Pre-Congress Mailing Insert, Advert in Industry Programme, Weblink and information Screen.

### ➤ Procedure

The exhibiting company must send a duly-signed and completed order form. The ESC will issue an invoice upon reception. The company must send the URL address or the PDF of the weblink in order to be approved by ESC before linking to the ESC Congress 2013 website.

**Deadline for application and artwork approval: 28 June 2013**

### ➤ Cost

€ 3 500 per weblink

Points awarded: 1

### ➤ Invoicing

Weblink(s) are invoiced when the application form is received.

### ➤ Cancellation fee

Cancellation Fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2012
- 50% from 01 December 2012 to 28 February 2013
- 100% from 01 March 2013

### ➤ Website location

The weblink will be linked to the session name, whether it leads to a PDF, an html or flash page. The site visitor clicks on the link which then opens the page in a new window on his screen.

### ➤ Technical aspects

The weblink can be a PDF, a html or a flash invitation.

#### **PDF page (recommended)**

Size: the lighter the better, screen quality, 600Kb max

Security: ideally locked

Open size: ideally 100%

Number of pages: 3 pages max

Images: may be included

#### **Html or flash page**

Provide ESC with the invitation URL, not the company website URL.

Must be optimized for web 1280 x 1024 pixel

Size: the lighter the better

### ➤ Weblink approval

**Deadline for artwork approval: 28 June 2013**

### ➤ Important:

1 weblink promotes 1 event (Satellite Symposium, EBAC Accredited Educational Programme, or Hands-On Tutorials).

1 weblink promoting 1 session with reference to the booth will be considered as 1 weblink.

1 weblink promoting 2 sessions will be considered as 2 weblinks.

1 weblink promoting 1 session and full Exhibition details will be considered as 2 weblinks.

No product logos or names will be allowed