



E-BLAST

Four customised mailings created exclusively will be emailed to **ESC Congress 2014 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
- Sponsor corporate logo
- Session title

In order to offer a prime position to each advert, 10 different versions of four E-Blast mailings will be produced and a randomised version of each sent to the mailing list of pre-registered delegates.

The delegate 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:**

- 8 August 2014 – emailed to approximately 22 000 pre-registered delegates
- 22 August 2014 – emailed to approximately 22 000 pre-registered delegates

- 30 August 2014 – emailed to approximately 23 000 pre-registered delegates
- 17 September 2014 – emailed to all the ESC Congress 2014 delegates

➤ **Procedure**

- E-Blast sponsors must provide:
- 1 advert visual for carousel - size: 600 x 281 pixels
 - 1 advert visual for email content - size: 250 x 145 pixels
 - 1 Pdf format advert
 - Corporate logo size: minimum 300 pixels long

Deadline: 8 August 2014 - 22 August 2014 :

Application and draft versions: 10 July 2014

Deadline for Artwork approval: 17 July 2014

Deadline: 30 August 2014 – 17 September 2014 :

Application and draft versions: 28 July 2014

Deadline for Artwork approval: 1 August 2014

➤ **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

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

(illustrations not to scale / not actual size)



ESC CONGRESS 2014 : SPONSORED SESSIONS

CARDIORENTIS



Carrousel

OPTIMIZING SPAF MANAGEMENT IN AF PATIENTS WITH HISTORY OF STROKE OR TIA: APPROACHES TO ACUTE AND LONG-TERM TREATMENT ...

Fri 15 March
14pm - 16pm

Room 4

Session Title

Date

Room

CLIK BELOW TO SEE SESSION DETAILS

1



CHOOSING THE RIGHT PATH:
WHAT IS THE EVIDENCE SUPPORTING
DABIGATRAN ETEXILATE AND HOW ...

2



TAKE HOME MESSAGES AND A NEAR
FUTURE ROADMAP FOR OPTIMIZING
NEW ORAL ANTICOAGULANT-BASED ...

Logo

Image

Session title

3



PLASMA NEUTROPHIL GELATINASE-
ASSOCIATED LIPOCALIN (NGAL)
ADDING VALUE TO PATIENT ...

4



CHOOSING THE RIGHT PATH:
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6



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ADDING VALUE TO PATIENT ...

10



OPTIMIZING SPAF MANAGEMENT IN AF
PATIENTS WITH HISTORY OF STROKE
OR TIA: APPROACHES TO ACUTE ...

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➤ Smartphone and tablet visuals

