WEBLINK

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 online ESC Congress 2014 **Scientific Programme & Planner (SPP)**

> In order to facilitate approval of your artwork, we recommend using the same artwork for the E-Blast, Advert in Industry Programme, Weblink and Information Screen

➢ **Procedure**
The sponsor must send the URL address or the PDF of the weblink in order to be approved by ESC before linking to the ESC Congress 2014 website.

Deadline for application and artwork approval: 30 June 2014

➢ **Cost**
€ 3 500 per weblink   Points awarded: 1

➢ **Website location**
- The weblink will be linked to the session title, on the Scientific Programme Planner, whether it leads to a PDF, html or flash page.
- 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, 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

➢ **Important:**
- No trademarks, no product name or logo will be allowed,
- The files must be approved and send to sponsorship@escardio.org

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- 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