Weblink specifications

Weblink:
The weblink is a tool through which an Industry invitation, in the form of a page (PDF, html, Flash), is linked to the official EUROECHO 2011 website in two key locations:
- The Scientific Programme Online (SPO)
- The www.escardio.org website

✔ 1 weblink promotes 1 event
✔ 1 weblink promoting 1 session with reference to the exhibition stand will be considered as 1 weblink
✔ 1 weblink promoting 1 session with full exhibition details will be considered as 2 weblinks
✔ 1 weblink promoting 2 sessions will be considered as 2 weblinks
✔ Hyperlinks to sponsor web sites are not permitted

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

PDF page
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

Your weblink should be up **at least a month before the congress starts**.

<p style="text-align:center; color:red">No product names, no product logos, no trademarks
and no misleading names will be allowed.</p>

All artwork must receive prior ESC approval. The ESC reserves 1week for approval.
Please submit your artwork for approval to Sponsorship@escardio.org