

# Delegate Bag Insert and Weblink specs

(for WG & Association Congresses)

## **Delegate Bag Insert (DBI)**

- ✓ 1 DBI promotes 1 event
- ✓ 1 DBI promoting 1 session with reference to the exhibition stand will be considered as 1 insert
- ✓ 1 DBI promoting 1 session with full exhibition details will be considered as 2 inserts
- ✓ 1 DBI promoting 2 sessions will be considered as 2 inserts
- ✓ Maximum size A4 (21 x 29.7cm)

## **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 ESC Congress 2009 website in two key locations:

- The Scientific Programme Online (SPO)
- The [www.escardio.org](http://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.**

Ms Karen Deparisse will assist you in putting weblink online. [Satellite@escardio.org](mailto:Satellite@escardio.org)

**No product names, no product logos, no trademarks  
and no misleading names will be allowed.**

**All** artwork must receive prior ESC approval. The ESC reserves 1 week for approval.  
Please submit your artwork for approval to [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)