E-BLAST

A customised mailing created exclusively will be emailed to **EuroHeartCare 2018 pre-registered delegates**

E-Blast mailings will be composed of a maximum of 10 Industry Sponsored Session adverts.
(illustrations not to scale / not actual size)

Congress visual and eBlast title integrated by ESC supplier

Carrousel: produced and supplied by industry

Session Title integrated by ESC staff

Date & Room integrated by ESC Staff

Email content image: produced and supplied by industry

Session title integrated by ESC supplier

When image of email is clicked a larger pdf advert will be visible: *pdf advert produced & supplied by industry*

Up to **10 visuals** will be aligned in the email content and will each include:
- Sponsor advert visual
- Session title

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

Delegates will be able to open an enlarged pdf 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. This carrousel changes to show all the adverts in the email body the title time and room information also change according to the advert. 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.

➢ **E-mailing schedule:**
- 28 May 2018 – emailed to pre-registered delegates
- 15 June 2018 – post congress eBlast emailed to **all CCNAP members and delegates to the EuroHeartCare 2018 congress**

➢ **Elements to produce**
E-Blast sponsors must provide:
- 1 advert jpg visual for carousel - size: 600 x 150 pixels - **weight: 50 ko max** (recommendation: include your logo)
- 1 advert jpg visual for email content - size: 250 x 145 pixels - **weight: 50 ko max** (recommendation: include your logo)
- 1 Pdf format advert - **weight maximum 1MB**

> **NOTE ON CONTENT:** industry sponsored session should be referred to as Satellite Symposia (capital "S" for both words) at all times.
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> If referred to the congress, the name should be EuroHeartCare 2018.
>
> No trademarks, no product name or logo will be allowed for Satellite Session Adverts
> The files must be approved and send to ehcareservices@escardio.org
>
> 1 Advert promotes 1 event (ie: Satellite Symposium, Exhibition advert).
> 1 Advert promoting 1 Session with reference to the booth is considered as 1 Advert.
> 1 Advert promoting 2 Sessions will be considered as 2 Adverts.
> 1 Advert promoting 1 Session and Exhibition activity will be considered as 2 Adverts
>
> Hyperlinks in titles or adverts are not permitted
>
> Example of EBlast from previous ESC Congress: CLICK HERE
> Example of Stand adverts in eBlast: CLICK HERE

Deadline for eBlast programmed on: 28 May 2018:
Send visuals (drafts accepted): 23 May 2018
Deadline for Artwork approval: 14 May 2018

Deadline for eBlast programmed on: 15 June 2018:
Send visuals (drafts accepted): 12 June 2018
Deadline for Artwork approval: 1 June 2018

➢ **Smartphone and tablet visuals**