

Heart Failure 2017

and 4th World Congress
on Acute Heart Failure



Heart Failure: rendez-vous with the future

29 April – 2 May 2017
PARIS, France

**Splash advert &
Push Notification**

www.escardio.org/HFA



Description of Splash advert & Push notification

WE
ARE THE
ESC

- A virtual and innovative way for session organisers to reach out to delegates by offering electronic and catchy versions of their Adverts (Splash Screen) in the Mobile App.
- These Splash adverts/Push notifications are to promote to delegates your session; as a “Not to be missed” reminder scheduled during the day
- The Push notification is always linked to the related splash advert
- Each congress day, the splash advert will occur after the Mobile app is launched and has been updated. (NOTE: if the delegate does not update the App, the splash advert still takes place)
- The splash adverts have been scheduled according to the Satellite Symposia schedule

What is the “splash advert”?

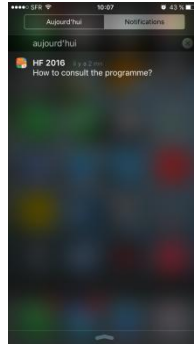
A splash advert is an image which will « splash » on the mobile app screen. The splash screen will appear once the app is launched during a specific time period



What is the “Push Notification” ?

- If the Mobile app is closed or if the device is on standby (screen locked) the push notification will come up to remind the delegate of the session “splash advert”
- Push notification is only text, no image
- The push will remain in chronological order in the news feed
- The push will include the hyperlink to the Satellite Symposia Session in the mobile app

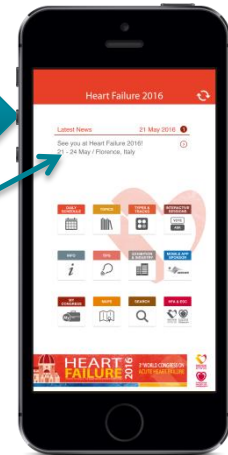
Push on
standby
screen



Push on open Mobile
App screen



News feed



Product Specificities and constraints

- Duration of the Splash advert 4 seconds
- Image (no hyperlink) in the splash advert
- Text & hyperlink to session in Mobile App (no image) in the push notification
- **No product advertising**
- Data Available after the congress (number of splash screens viewed...)

Technical Specifications

The industry will need to send 10 versions of their advert in various sizes to accommodate all platforms of the app (such as: portrait and landscape formats for iPhones, iPads, Android devices...)

Deadline: send visuals before **10 May 2017**

FILE NAME	WIDTH (px)	HEIGHT (px)
welcome_normal_port.png	1280	1920
welcome_normal_land.png	1920	1280
welcome_iphone5_port.png	640	1136
welcome_iphone5_land.png	1136	640
welcome_iphone6_port.png	750	1334
welcome_iphone6_land.png	1334	750
welcome_iphone6plus_port.png	1242	2208
welcome_iphone6plus_land.png	2208	1242
welcome_ipad_port.png	1536	2048
welcome_ipad_land.png	2048	1536

What is the availability for the Splash advert and push notification?

During congress days there will be a total of 5 Adverts

- Saturday 29 April 2017* 1 Advert/Splash Screens + 1 Push notifications
- Sunday 30 April 2017* 2 Advert/Splash Screens + 2 Push notifications
- Monday 1 May 2017* 2 Advert/Splash Screens + 2 Push notifications

* *Morning to promote lunch time Satellite Symposia,
Afternoon to promote evening Satellite Symposia*

Schedule

SPLASH SCREENS SCHEDULE - HF 2017				
Date		Session info	Splash Screens	Push notifications
Saturday 29 April		Session title Hour SPONSOR NAME	Splash visible once for 4 sec Between 6:00 and 11:30/12:30	At 12:00/13:00
Sunday 30 April	Morning	Session title Hour SPONSOR NAME	Splash visible once for 4 sec Between 6:00 and 11:45	At 12:15
	Afternoon	Session title Hour SPONSOR NAME	Splash visible once for 4 sec Between 14:00 and 17:15	At 17:45
Monday 1 May	Morning	Session title Hour SPONSOR NAME	Splash visible once for 4 sec Between 6:00 and 11:45	At 12:15
	Afternoon	Session title Hour SPONSOR NAME	Splash visible once for 4 sec Between 14:00 and 17:15	At 17:45