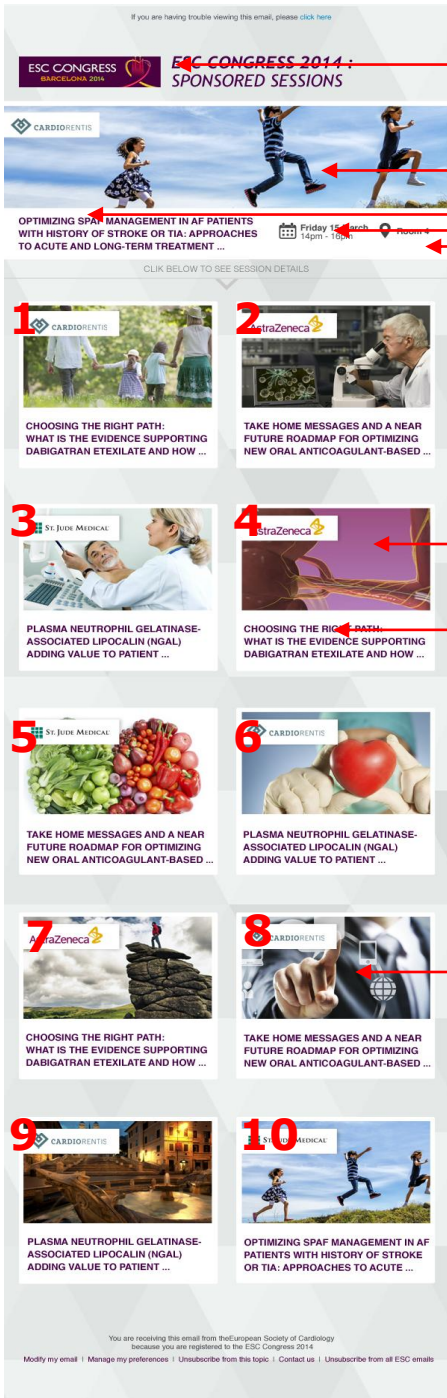# E-BLAST

Customised mailings exclusively created for Heart Failure 2016 will be emailed to **pre-registered delegates**

E-Blast mailings will be composed of a maximum of 10 Industry adverts with an activity at Heart Failure Congress.

(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 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.

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.

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.

➢ **E-mailing schedule:**
- 18 April 2017 – emailed to pre-registered delegates
- 26 April 2017 – emailed to pre-registered delegates

- **NEW THIS YEAR**
31 May 2017 – post congress eBlast emailed to **all HFA database and can contain your screencast, webcast or reference to your congress activities**

➢ **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: 1MB max

NOTE ON CONTENT: industry sponsored session should be referred to as Satellite Symposia (capital "S" for both words) at all times or Satellite Symposium – Experts on the spot.

The congress name should be Heart Failure 2017 and the 4th World Congress on Acute Heart Failure (not ESC HF 2017 or the Heart Failure Association congress)

No trademarks, no product name or logo will be allowed for Satellite Session Adverts
The files must be approved and send to sponsorship@escardio.org

1 Advert promotes 1 event (ie: Satellite Symposium, Satellite Symposium-Experts on the Spot, Hands-On Tutorial or 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 year: CLICK HERE
Example of Stand adverts in eBlast: CLICK HERE

For post congress eBlast:
- If your Satellite Symposia is screencasted, you could mention that it will be available on the Scientific Programme Planner after the Congress
- If your Satellite Symposia webcast is on a webpage, this webpage must be entirely independent from your corporate website. Only a standalone page with no product advertising is permitted

Deadline for eBlast programmed on: 18 April & 26 April 2017:
DEADLINE: 31 March
Deadline for Artwork approval (no modifications beyond this date): 7 April

NEW THIS YEAR
Deadline for eBlast programmed on: 31 May 2017
DEADLINE: 5 May
Deadline for Artwork approval (no modifications beyond this date): 10 May

Data will be provided after the congress:
Total email delivered - (corresponds to emails reaching mailboxes)

- Total emails opened figures - corresponds to emails opened/viewed
- Total emails opened rate - (percentage of emails delivered)
- Total Unique emails opened; figures for Individual users - corresponds to individual views
- Total Unique emails opened rate - (percentage of emails delivered)
- Total Advert pdf unique opened figures (individual users)
- Total Advert pdf unique opened rate - (percentage total unique emails opened)

➢ **Smartphone and tablet visuals**