

## 3 - WEBLINKS

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Available to promote Satellite Symposia, Meet the Experts Session and exhibiting stands.

A Weblink is an invitation (PDF or HTML) created by companies, in the form of a page, linked to the Heart Failure 2008 website.

- 1 weblink promotes 1 event (Satellite Symposium, Meet the Experts Session or Exhibition details).
- 1 weblink promoting 1 session with reference to the booth will be considered as 1 weblink.
- 1 weblink promoting 2 sessions will be considered as 2 weblinks.

### 3.1 Procedure

The exhibiting company must send an application form dully filled in. The ESC will issue the invoice. The company must send the URL address or PDF of the weblink in order to be approved by ESC before linking to Heart Failure 2007 website.

**Deadline for application: 3 March 2008**

Please contact the ESC at [sponsorship@escardio.org](mailto:sponsorship@escardio.org) for an application form

### 3.2 Cost

€ 1 000 per weblink

Deadline for approval: **16 April 2008**


### 3.3 Invoicing

Weblink(s) are invoiced when the application form is received.

### 3.4 Cancellation fee

Once the invoice has been issued, cancellation will incur a 100% cancellation fee.

### 3.5 Website location

The weblink will be placed on the company name and also on this image: , whether it leads to a PDF or to an HTML page.

The site visitor clicks on the link which then opens the PDF or HTML page in a new window on his or her screen.

### 3.6 Technical aspects

The weblink can be a PDF or a HTML invitation.

#### PDF page

Weight: the lighter the better (600 Kb max.)

Open size: ideally 100%

Number of pages: 3 max.

PDF should be optimized for screen display

#### HTML page

Provide ESC with the invitation URL, not the company website URL.

### 3.7 Weblink approval

Weblinks must received ESC approval before being linked to the Heart Failure 2008 website.

Please refer to the Heart Failure 2008 Branding Guidelines - Satellite Symposia and Meet the Experts Sessions for precise graphic and text references.

Deadline for approval: **16 April 2008**

[Annex 9 & 10: Heart Failure 2008 Branding Guidelines - Satellite Symposia and Meet the Experts Sessions](#)

[Annex 11: Printed materials instructions.](#)

[Annex 13: HFA and ESC logos](#)