



HEART FAILURE 2018
including the World Congress on Acute Heart Failure

VIENNA
26 -29 MAY



eBLAST

Customised mailings exclusively created for Heart Failure 2018 will be emailed to **pre-registered delegates**.

eBlast mailings will be composed of a maximum of 10 Industry adverts with an activity at Heart Failure 2018.

(illustrations not to scale / not actual size)



Congress visual and eBlast title integrated by ESC supplier

Email content image: **produced and supplied by Industry**

Session Title integrated by ESC staff

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.

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:**

- 15 May 2018 – emailed to pre-registered delegates and sponsors
- 23 May 2018 – emailed to pre-registered delegates and sponsors
- 26 June 2018 – emailed to registered delegates, sponsors, and people in our database interest in HFA

➤ **Elements to produce**

eBlast sponsors must provide two files:

- 1 advert jpg visual for email content - size: 284 x 142 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.

The congress name should always be Heart Failure 2018.

No trademarks, no product name or logo will be allowed for Satellite Session Adverts

The files must be approved and sent to sponsorship@escardio.org

1 Advert promotes 1 event (ie: Satellite Symposium, Satellite Symposium-Experts on the Spot, Practical 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 are only permitted to a standalone webpage about the activity.

Example of eBlast from a previous Congress: [CLICK HERE](#)

For the post-congress eBlast:

- If your Satellite Symposium is screencast, you could mention that it will be available on the Scientific Programme Planner after the Congress
- If your Satellite Symposium 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 15 May 2018: **30 April**

Deadline for eBlast programmed on 23 May 2018: **7 May**

Deadline for eBlast programmed on 26 June 2018: **11 June**

No modifications will be possible beyond these dates.

Data which 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

