

Splash adverts & Push notifications Technical specification

Heart Failure 2018

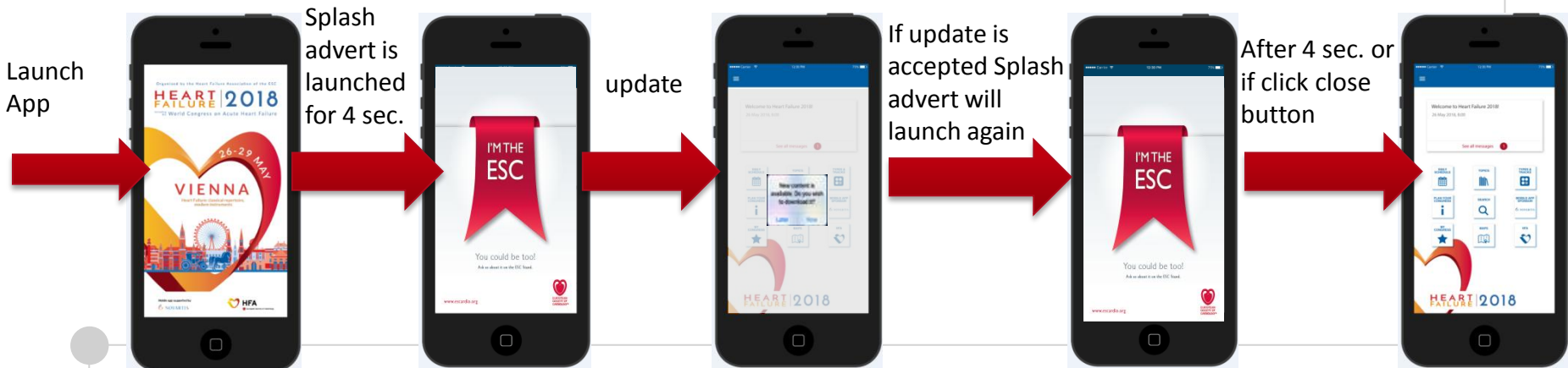
● 26 – 29 May 2018

Description of Splash advert & Push notification

- 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”?

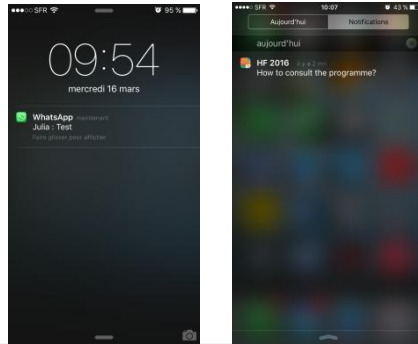
- A splash advert is an image which will « splash » on the mobile app screen. The splash screen will appear once the app is launched during a specific time period



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

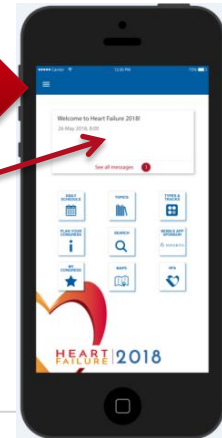
Push on
standby
screen



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 **30 March 2018**

1. welcome_android_port.png | 1280px x 1920px
2. welcome_android_land.png | 1920px x 1280px
3. welcome_iphone_port.png | 640px x 960px
4. welcome_iphone_land.png | 960px x 640px
5. welcome_iphone_5_port.png | 640px x 1136px
6. welcome_iphone_5_land.png | 1136px x 640px
7. welcome_iphone_6_port.png | 750px x 1334px
8. welcome_iphone_6_land.png | 1334px x 750px
9. welcome_iphone_6plus_port.png | 1242px x 2208px
10. welcome_iphone_6plus_land.png | 2208px x 1242px
11. welcome_ipad_port.png | 1536px x 2048px
12. welcome_ipad_land.png | 2048px x 1536px

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

During congress days there will be a total of 5 Adverts

- Saturday 26 May 2018* 2 Advert/Splash Screens + 2 Push notifications
- Sunday 27 May 2018* 2 Advert/Splash Screens + 2 Push notifications
- Monday 28 May 2018* 1 Advert/Splash Screens + 1 Push notifications

* *Morning to promote lunch time Satellite Symposium,
Afternoon to promote afternoon Satellite Symposium - Expert on the Spot,
evening or next day Satellite Symposium*

Schedule

SPLASH SCREENS SCHEDULE - HF 2018				
Date		Session info	Splash Screens	Push notifications
Saturday 26 May	Morning	Session title Hour SPONSOR NAME	Splash visible at every opening for 4 sec Between 6:00 and 11:15 or Between 6:00 and 12:30	At 11:45 or 13:00
	Afternoon	Session title Hour SPONSOR NAME	Splash visible at every opening for 4 sec Between 13:30 and 14:45 or Between 14:00 and 17:30	At 15:15 or 18:00
Sunday 27 May	Morning	Session title Hour SPONSOR NAME	Splash visible at every opening for 4 sec Between 6:00 and 11:45	At 12:15
	Afternoon	Session title Hour SPONSOR NAME	Splash visible at every opening for 4 sec Between 14:00 and 17:15	At 17:45
Monday 28 May	Morning	Session title Hour SPONSOR NAME	Splash visible at every opening for 4 sec Between 6:00 and 11:45	At 12:15