

## **8 WEBLINK**

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The weblink is a tool through which an invite created by Industry, in the form of a page (PDF, html, Flash), is linked to the official ESC Congress 2008 website in two key locations for a period of six months:

- The Scientific Programme Online (SPO)
- The [www.escardio.org](http://www.escardio.org) website

- 1 weblink promotes 1 event (Satellite Symposium, Workshop Session, EBAC Accredited Educational Programme, Nonprofit Organisation Symposia 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 weblink.
- 1 weblink promoting 1 session and full Exhibition details will be considered as 2 weblink.

### **8.1 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 the PDF of the weblink in order to be approved by ESC before linking to the ESC Congress 2007 website.

**Deadline for application: 15 August 2008**

Contact the ESC Satellite team at [satellite@escardio.org](mailto:satellite@escardio.org) / [sponsorhip@escardio.org](mailto:sponsorhip@escardio.org)

**Annex 19: Promotional Opportunities application form.**

### **8.2 Cost**

€ 3 500 per weblink  
Points awarded: 1

### **8.3 Invoicing**

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

### **8.4 Cancellation fee**

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

### **8.5 Website location**

The weblink will be placed on the company name, whether it leads to a PDF or to an html or flash page. The site visitor clicks on the link which then opens the page in a new window on his screen.

### **8.6 Technical aspects**

The weblink can be a PDF, a html or a flash invitation.

#### **PDF page**

Size: the lighter the better, screen quality, 600Kb max  
Security: ideally locked  
Open size: ideally 100%  
Number of pages: 3 pages max  
Images: may be included

#### **Html or flash page**

Provide ESC with the invitation URL, not the company website URL.  
Must be optimized for web 1280 x 1024 pixel  
Size: the lighter the better

### **8.7 Weblink approval**

Weblinks must received ESC approval before being linked to the ESC Congress 2008 websites.  
Please refer to the ESC Congress 2008 Branding Guidelines for precise graphic.

[Annex 11: ESC Congress 2008 Branding guidelines.](#)

[Annex 12: Printed materials instructions.](#)

[Annex 15: EBAC Branding Guidelines.](#)

[Annex 16: EBAC Template.](#)

[Annex 20: ESC Congress 2008 Event Visual](#)