



**ESC Congress 2011  
27– 31 August  
Weblink Specifications**

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 2011 Scientific Programme Online (SPO).

- ✓ 1 weblink promotes 1 event (Satellite Symposium, Mini-Satellite Symposium, EBAC Accredited Educational Programme, or Hands-On Tutorials).
- ✓ 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.
- ✓ 1 weblink promoting 1 session and full Exhibition details will be considered as 2 weblinks.

**In order to facilitate the Weblink ESC Approval, it is recommended to use a PDF of the invitation flyer.**

➤ **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 2011 website.

Deadline for application and weblink approval: **30 June 2011**

➤ **Cost**

**€ 3 500** per weblink  
Points awarded: **1**

➤ **Invoicing**

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

➤ **Cancellation fee**

Once the invoice has been issued, cancellation fees are 100%.

➤ **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.

➤ **Technical aspects**

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

**PDF page (recommended)**

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

➤ **Weblink approval**

Weblinks must received ESC approval before being linked to the ESC Congress 2011 Scientific Programme Online (SPO).

Please refer to the ESC Congress 2011 Branding Guidelines for precise graphic.