

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 2010 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 weblink.
- 1 weblink promoting 1 session and full Exhibition details will be considered as 2 weblink.

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

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 2010 website.

Deadline for application and weblink approval: **30 June 2010**

Contact the ESC Satellite team at sponsorship@escardio.org

Annex 13: 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 (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

8.7 Weblink approval

Weblinks must received ESC approval before being linked to the ESC Congress 2010 Scientific Programme Online (SPO).

Please refer to the ESC Congress 2010 Branding Guidelines for precise graphic.

[Annex 8: ESC Congress 2010 Branding guidelines.](#)

[Annex 9: Printed materials instructions.](#)

[Annex 12: EBAC Branding Guidelines and template.](#)

[Annex 14: ESC Congress 2010 Event Visual and EBAC Logo](#)