

## 8 WEBLINK

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In order to promote Satellite Symposia, Workshop Sessions, EBAC Accredited Educational Programmes, and exhibiting stands.

A Weblink is an invitation (pdf or HTML) created by companies, in the form of a page, linked to the ESC Congress 2007 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 of the weblink in order to be approved by ESC before linking to the ESC Congress 2007 website.

Deadline for application: 17 August 2007

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

**Annex 19: Pre-congress mailing, Delegate bag insert and Weblink order form.**

### 8.2 Cost

€ 3 000 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 page. The site visitor clicks on the link which then opens the PDF or HTML page in a new window on his screen.

### 8.6 Technical aspects

The weblink can be a PDF or a HTML invitation.

PDF page

Weight: the lighter the better

Security: ideally locked

Open size: ideally 100%

Number of pages: 1 – 2

Images: may be included

HTML page

Provide ESC with the invitation URL, not the company website URL.

#### 8.7 Weblink approval

Weblinks must received ESC approval before being linked to the ESC Congress 2007 website.  
Please refer to the ESC Congress 2007 Branding Guidelines for precise graphic and text references.

[Annex 11: ESC Congress 2007 Branding guidelines.](#)

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

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

[Annex 16: EBAC Template.](#)

[Annex 20: ESC Logo Template](#)