



e-blast rules and specifications

General information

The e-blasts are sent from a Mailchimp account dedicated to industry communications. The EADV is not allowed to send the e-Blasts from the scientific channel. All mailings will come from the sender "EADV INDUSTRY PARTNERS".

These targeted eBlasts are sent to the EADV list of current and past registered participants to EADV Symposia and Congresses having accepted to receive industry information.

The participants themselves provide all the contacts' details. The EADV does not accept responsibility for incorrect or unreliable details in mailing lists. Statistics about the e-Blast are sent within 2 weeks after deployment if not differently agreed with the EADV Industry team.

Please note the following Important information in the preparation of your e-Blast:

1. Depending on the content, the e-Blast can be sent to all registered participants or to an HCP recipient list only. Other recipients list criteria can be evaluated upon request and at an additional fee.

In general:

- e-Blasts to all participants: Content restricted to HCP only is not allowed
- e-Blast to HCP only: Content restricted to HCP is allowed

2. If you intend to use the EADV logo in conjunction with the Congress banner please fill in and send back to exhibition@eadvcongress.org the completed logo and banner [form for acceptance](#). A new version of the EADV-event logo will be made available upon receipt of the completed form.

3. If the e-Blast promotes an industry session restricted to an HCP audience, the following sentence must be included in a visible area of the e-Blast: **"This session is restricted to Healthcare Professionals only"**

4. If the e-Blast promotes your onsite booth, the following sentence must be included in a visible area of the e-Blast: **"Access to the exhibition area is restricted to Healthcare Professionals only"**

5. If the e-Blast promotes your company profile, the following sentence must be included in a visible area of the e-Blast: **"Access to the sponsors directory area is restricted to Healthcare Professionals only"**

6. It is not allowed to promote activities that are not directly linked to the EADV Congress





e-Blast Technical Requirements:

- HTML format
- e-Blast subject (maximum 150 characters)
- Confirm recipients e-mail addresses for a TEST version of the e-Blast

How to name the HTML file:

CompanyName_dd.mm.yyyy_00:00AM/PM

Where:

- dd.mm.yyyy is day.month.year of the agreed sending date
- 00:00AM/PM is the agreed sending time (e.g. 10:00AM or 17:30PM)

Deadline to submit the artwork:

2 weeks before the selected e-Blast date

Unless otherwise agreed with the EADV Relations Team.

If the deadline is not met, EADV will not guarantee the eBlast submission by the set date and time, just as no postponement of submission is guaranteed.

