

# Deliverables – Specifications & Deadlines

The information presented here is subject to change.

Final guidelines and deadlines will be as published in the Industry Symposia Manual you will receive approximately 3 months prior to the event.

Dear Supporter,

This page contains specifications and guidelines for various deliverables and is designed to assist you in preparing for the event.

The deadlines indicated are estimated. The exact deadlines will be published in the manuals in due course.

Due to accreditation criteria, which is CME certified, the following rules must apply:

- Materials created by companies should NOT utilize the main event marketing look and feel.
- As the event is CME/CPD accredited, due to the accreditation criteria, when promoting a sponsored session, please indicate on your promotional materials the following disclaimer: **“This session is not included in the main event CME/CPD credits”**
- Companies must not use meeting banner in any promotional materials they create without prior consent.
- Companies must not use society logo in any promotional materials they create without prior consent.

- [Prospectus](#)
- [Information for Sponsors & Exhibitors](#)

- [Exhibitor's Portal](#)

## PRESENCE

**Deadline:** As early as possible and no later than 2 months prior. The proposed programme should include:

- Session Title (up to 110 characters including spaces)
- Session Description (up to 200 words. Hyperlinks can be included).
- Speaker Presentations Titles
- Timing – duration of each speaker presentation and full timing of the agenda
- Speaker/Moderator Full Name
- Speaker/ Moderator Country
- Speaker/ Moderator E-mail
- Speaker/ Moderator Affiliation (optional)
- Speaker/ Moderator Bio and Photo (please see specs below)

Please see below specs for Speaker Bio and Photo.

- Speaker **Bio** – up to 200 words.
- Speaker **Photo** – 180×240 px, JPG Format

**Please consider processing time of 7 working days from the submission of materials until the webpage is ready.**

### **Item description:**

- Pre-event webpage (URL) with video promotion.
- The Pre-event page has the Official Meeting banner design (header and footer).
- URL does not appear in any of the tabs/website navigation menu of the meeting's website.
- Link can be used in supporter's promotion.
- Link can be used in supporter's exclusive e-mail blast (be sure to consider processing time mentioned above).
- The supporter can use the video promotion to create awareness of the supported session.

The supporter should provide the following:

- URL event page: **<https://esidmeeting.org/>**[please add here the preferred wording]
- Page title
- Company logo in high resolution
- 4min video. Video Format: MP4(H.264), 720P, Audio Format: AAC LC, BITRATE: 64 KBPS
- Text of approximately 300 words

Please note:

- The webpage is subject to approval.
- The webpage may not mention a commercial product or brand name or a specific drug.

## NETWORK

Social Media Post: one post in Twitter and one post in LinkedIn (same post).

The post may include image and text.

### Image:

For the visual, image should be 1600×900 px. – JPEG or PNG

### Text:

The official length of the text (spaces included) for the posts is below, obviously, we recommend keeping the message clear, short, and concise. The aim is to catch the followers' attention and quickly communicate your message (which is to encourages them to join your session or visit your booth).

- Twitter: 280 characters
- LinkedIn: 1300 characters

### Boost your Post:

- It is possible to **tag company's account**. Please specify which account we should tag.

- We strongly recommend including **hashtags** to help improve the visibility of the post. In terms of hashtags, it depends on what would you like to focus on. For example by topics.

Some examples from IPVC Conference:

#HPV, #cervicalcancer, #hpvelimination, #basicresearch, #cancerresearcher, #hpvresearch, #cancerprevention, #papillomavirus, #virology, #epidemiology etc.

Please let us know which hashtag you prefer.

## **Timeline:**

**Action item 1:** request a date for the post → up to 2 weeks before the requested date

**Action item 2:** submit post content (image + text) → up to 1 week before the confirmed post date.**Important:**

- Content is subject to approval
- Tagging is possible. Please advise which account should we tag (company account)
- We strongly recommend including hashtags to help improve the visibility of the post.
- May NOT mention a commercial product(s) or brand name(s).
- May NOT promote a specific session that mentions a product or a specific drug.
- Depending on the content of the session, it may or may NOT be allowed to promote it.
- News articles or official press releases may be shared, but it may NOT direct to a webpage of the product itself.
- When promoting a symposium, please include the following disclaimer: *This session is not included in main event CME/CPD credit.*
- Note that some sponsored posts may be rejected by Twitter/LinkedIn.

# ADVERTISE

**Deadline:** 6 Weeks prior. Please [click here](#) to download the e-mail blast design requirements. **These guidelines should be forwarded to your web-designer/Programmer.** **Important notes:**

- In case the webmail is promoting a sponsored session, please include the following disclaimer:  
***This session is not included in main event CME/CPD credits***
- It is not allowed to use the society logo. The event's banner will be added to the webmail's header by Kenes.
- The "From" field will be "[EVENT ACRONYM] Supporters".
- The exact launch date will be determined by Kenes in due course. The E-mail Blast will be sent out to the preregistered delegates who have agreed to receive promotional material from supporters.
- Content received after the deadline may be processed for an additional fee of **EUR 500**.

**Deadline:** 6 Weeks prior. **Guidelines:** Please prepare 2 files according to the following specifications:

## **Banner/Image**

- Format: JPEG
- Dimension: 300X250
- Width: 300 pixels
- Height: 250 pixels

## **A5 PDF (this file will be linked to the banner/image)**

- Format: PDF
- A5 size

## **Important notes:**

- When clicking on the Banner/Image, the PDF/A5 file will

be displayed. For the Banner/Image, we recommend avoiding using small text.

- In case webmail is promoting a sponsored session, please include the following disclaimer:  
***This session is not included in main event CME/CPD credit***
- It is not allowed to use society logo. The official meeting banner will be added to the webmail's header by Kenes.
- The "From" field will be "[EVENT NAME] Supporters".
- The exact launch date will be determined by Kenes closer to the event. The E-mail Blast will be sent out to the preregistered delegates who have agreed to receive promotional material from supporters.
- Content received after the deadline may be processed for an additional fee of EUR 500.

**Deadline:** 5 Weeks prior mailshot launch date.

**Notes to the supporter:**

- Advertisement may NOT mention a commercial product(s) or brand name(s).
- Advertisement may NOT promote a specific session that mentions a product or a specific drug.
- Content is subject to the approval of the Conference Committee.
- Supporters that cannot meet the set deadline and/or content was declined, might miss the opportunity of having their advertisement included in the designated/scheduled mailshot.
- Mailshot topics and launch date are subject to change according to internal requirements and conditions.

**Deadline:** The sooner the better!

It takes us approx. 6 working days from the day submitted until the ad is posted on the event website. **Specs:**

- **Image** in the following specs: size: **728×90 px, JPG**

- URL you wish to link to the image/advertisement