



E-blast Technical To-Do-List

for the 6th European CAR T-cell Meeting:

- 1. Check the Template [HERE](#)**
**Please note that the template design cannot be modified.*
- 2. Write your Email Subject:** 6th CAR T-cell Meeting - (plus 27 characters, including spaces, of your choice)
Example: 6th CAR T-cell Meeting – “Company Sponsored Symposium”
** Please note that the template design and email subject are the same for all companies and cannot be modified.*
- 3. Send your Company’s Logo:** provide us a PNG version of your logo with a transparent background to be placed towards the top of the email (replacing the EBMT | EHA logo in the template). Note that the recommended width of the logo is 280 pixels wide.
** If no logo is provided, then this part of the E-blast will be removed.*
- 4. Provide a Title Text, Subtitle Text, Body Text and Button Text:** as seen in the template, there are four customisable text areas to craft your message.
** If any text part is not provided, then it will be removed from the E-blast with the exception of the button which, if no text is provided, will remain as “LEARN MORE”. The “When” and “Where” features will be filled in according to the timing and location of your symposium.*
- 5. Create your Main Image:** we require an image maximum 580 pixels wide (or less) and that weighs no more than 400kb with maximum resolution. Take advantage of this space to provide an all-in-one image that promotes your symposium or activity within the meeting programme.
** All CAR T-cell Meeting registrants that are signed up at the time of sending your E-blast will receive the E-blast (GDPR).*
** The content provided should only be related to your activities or presence within the meeting. Your company and/or its products and services cannot be advertised or promoted.*
- 6. We will take care of the rest!** We will add the **date, time, and location** of your symposium(s) in the template. We will also hyperlink the **button** in the template to your company’s Symposium within the online Scientific Programme of the 6th European CAR T-cell Meeting.
** The only place the button can link to is the meeting’s online scientific programme.*
** If your company is promoting more than one symposium in the E-blast then an extra date, time and location will be added, along with an extra button which will be hyperlinked to the additional symposium within the online Scientific Programme of the 6th European CAR T-cell Meeting.*
** If no custom text is proposed for the button, then it will remain “LEARN MORE”.*
** The Company Logo and Main Image will not be hyperlinked.*



Everything must be sent at least 2 weeks before the scheduled mailing date.

For companies coordinating with EBMT, please send your E-blast materials to marketing@ebmt.org.

For companies coordinating with EHA, please send your E-blast materials to sponsorship@ehaweb.org.

A draft of the final E-blast will be sent back to you for final approval and must be confirmed at least 48 hours before the scheduled mailing date.

Once all material has been prepared, we encourage you to use this example email when delivering everything to either marketing@ebmt.org or sponsorship@ehaweb.org.

Dear EBMT/EHA,

I'm happy to provide you with the following items two weeks in ahead of our scheduled mailing date in order for you to prepare our company's E-blast.

Scheduled mailing date: DD/MM/2023

Email Subject: 6th CAR T-cell Meeting - Company Sponsored Symposium

Company Logo: file has been attached

Title Text: Lorem ipsum dolor sit amet!

Subtitle Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Main Image: file has been attached

Body Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non porttitor urna. Morbi placerat sapien id nisi molestie ullamcorper. Duis dolor nulla, bibendum a magna at, fermentum rutrum ex. In auctor ut justo vitae lobortis. Etiam eget viverra purus. Donec et nibh viverra, tempus tortor a, dictum leo.

Button Text: Lorem ipsum

We look forward to receiving the draft of our E-blast soon so we can approve of it for scheduling.

Kind regards,

First Name Last Name

Please note that about one week after the scheduled mailing date you will receive a general overview with the statistics of the email including the OR% (open rate) and the CTR% (click-through rate).



**6th European
CAR T-cell Meeting**
Valencia, Spain

15-17
February
2024

Technical Guidelines:

- 1. The Sponsor agrees it shall not use any trademarks, logos, service marks or trade names under any circumstances belonging to EHA/EBMT or third parties (including, but not limited to, publicity releases, websites, marketing materials and customer lists). The Sponsor guarantees that all content is free of any IP-rights, including but not limited to, trade mark rights, inventor's rights of remuneration and any other ancillary rights.**
- 2. Product names are not allowed to be mentioned in promotional mailing content and visuals. Sponsors booking an E-blast are responsible for obtaining relevant information and complying with all local and international rules and regulations related to advertising and promotion of all products and services mentioned as part of the sponsored session or a company profile. Advertising of a specific product does not mean acceptance by EBMT/EHA, and the corporation is solely responsible for bringing its advertising in line with applicable local and European laws. It remains the responsibility of the Sponsor that the content for the 'E-blast' is compliant with all relevant regulations and codes. EBMT/EHA will not verify this and provide an approval if for instance a certain compound is a medicinal product or not.**
- 3. The E-blast will be sent to all registered participants of the meeting on your assigned date after receiving approval from the company purchasing the E-blast.**
- 4. Respect the instructions in terms of number of characters, spaces, pixels...etc.**
- 5. EBMT is using Pardot to send the E-blast. Your mailing will be sent as HTML. GIF will not be inserted in the mailings. Hyperlinks to your website or areas outside the scientific programme are not permitted.**
- 6. Each company purchasing an E-blast will have its personalized mailing sent (template) to all registered participants.**
- 7. The purchase of one E-blast corresponds to one template.**