

E-blast Technical To-Do-List, Template and Guidelines for the 8th European CAR T-cell Meeting:

1. **Check the E-blast Template [here](#)**
** Please note that the template design cannot be modified.*
2. **Write your Email Subject:** (45 characters, including spaces, of your choice)
 Example: "Company Sponsored Symposium at CART26"
** 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 size of the logo is 250 pixels wide and 150 pixels high.
** If no logo is provided, then this part of the e-blast will be removed.*
** The Company Logo and Main Image will not be hyperlinked.*
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. The character limit, including spaces, for each text is as follows: Title Text (100 characters), Subtitle Text (150 characters), Body Text (600 characters) and Button Text (14 characters). All texts must be in English.
** If any text is not provided for a specific part, 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 "Day", "Time" and "Meeting Room" features will be filled in according to the timing and location of your symposium as mentioned below in instruction #6..*
5. **Create your Main Image:** we recommend a single image 650 pixels wide and 1,000 pixels high (or less) and that weighs no more than 600kb with maximum resolution. Take advantage of this space in the e-blast to provide an all-in-one image that includes all the content you wish to promote.
** All CAR T-cell Meeting registrants that are signed up at the time of sending your e-blast will receive the e-blast (GDPR), unless if the sponsor indicates that a specific attendee category or categories should be removed from the recipients list for compliance reasons.*
** 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. **EBMT will take care of the rest.** We will add the **date, time and location** of your symposium in the template. We will also hyperlink the **button** in the template to your company's Symposium within the online Scientific Programme of the 8th 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 8th European CAR T-cell Meeting.*

Everything must be sent at least 2 weeks before the scheduled mailing date directly to either:

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

For companies coordinating with EHA, please send your e-blast materials to marketing@ebmt.org and 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 you have all material has been prepared, we encourage you to use this example email when sending everything to either marketing@ebmt.org and fundraising@ebmt.org / sponsorship@ehaweb.org.

Dear EBMT Marketing team,

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

Scheduled mailing date: DD/MM/2026

Email Subject: Company Sponsored Symposium at CART26

Company Logo: file has been attached

Title Text: (100 characters maximum including spaces)

Subtitle Text: (150 characters maximum including spaces)

Main Image: file has been attached

Body Text: (600 characters maximum including spaces)

Button Text: (14 characters maximum including spaces)

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 percentage) and the CTR% (click-through rate percentage).

Should you have any other questions, EBMT's Marketing Unit marketing@ebmt.org will be happy to help.

Technical Guidelines:

1. The Sponsor agrees it shall not use any trademarks, logos, service marks or trade names under any circumstances belonging to EBMT/EHA 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 symposium. 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 Sponsor company must also inform, when providing the content for their e-blast, if a specific attendee category should be removed from the recipients list for compliance reasons. Otherwise, all CAR T-cell Meeting registrants that are signed up at the time of sending your e-blast will receive the e-blast (GDPR).
4. Each Sponsor company purchasing an e-blast will have its personalised mailing sent to all registered participants of the 8th European CAR T-cell Meeting on the assigned mailing date, either prior to the meeting and/or post meeting, after receiving approval from the Sponsor company purchasing the e-blast.
5. EBMT is using Salesforce Account Engagement email platform to send each e-blast with the sender name "EBMT-EHA CART26" and email address "education.events@info.ebmt.org". The e-blast will be sent as HTML email. File formats like MP4, HEIC and GIF cannot be inserted in the email. Only JPG and PNG file formats are allowed.
6. Hyperlinks to your website or pages outside the online scientific programme are not permitted.
7. Adhere to the instructions and respect the recommendations and limits of texts, characters, spaces, pixels and file sizes.