



October 14-17, 2023 • Dallas

ObesityWeek® Conference Attendee Email Instructions

Step 1: For email transmissions, you must be an exhibitor, advertiser, or sponsor of ObesityWeek®. If transmissions are part of your package, please skip to the next step. If required, [please pay for list rental when you purchase a booth, sponsorship, or advertisement](#), then follow the steps below for email transmission.

For Information on becoming an exhibitor, advertiser, or sponsor, please follow this link: [ObesityWeek® 2023 Exhibitor/Sponsor Info](#).

To purchase the list, please [follow this link](#).

Step 2: [Request a transmission date](#)

Step 3: [Submit Email Content for approval](#)

All marketing materials are subject to approval prior to distribution and must display the following disclaimer: This is being sent on behalf of (Name of Sponsor) and is not part of ObesityWeek® 2023 as planned by The Obesity Society. This company is neither sponsored nor endorsed by ObesityWeek®.

Any mention of ObesityWeek® 2023 or ObesityWeek® must be displayed properly on your message:

ObesityWeek® 2023
ObesityWeek®

Step 3: [Place your order](#) for transmission

All orders should be placed at least a week in advance of your approved transmission date. Please view the HTML guidelines on page 2, to prepare everything for your order.

Please Note:

- ***All marketing materials are subject to approval prior to distribution and must display the following disclaimer:*** This is being sent on behalf of (Name of Sponsor) and is not part of ObesityWeek® 2023 as planned by The Obesity Society. This company is neither sponsored nor endorsed by ObesityWeek®.
- All messages must be approved by ObesityWeek® (see step 2)
- All orders must be submitted one week in advance of your approved transmission date.
- Each transmission includes 2 test messages. Additional tests will incur a fee per test.
- Creative services are available. Fees will apply to convert messages to HTML or remove coding from a 3rd party system. Inquire for details.

General HTML Guidelines

- The width of your emails should be 600-800 pixels. This will display better on most clients.
- Keep your design simple. Try to use grid-based layers and avoid coding that requires HTML floats or positioning (such as CSS).
- Background images generally do not load on most email clients.
- Make sure you include actual text. You should not design an email that's basically one large, sliced-up image. These types of messages tend to perform poorly.
- Do not include your from line, subject line, or snippet (pre-header text) on the HTML file unless you want it displayed on the email message.
- Most email clients only read specific fonts. If you have your own font, you should limit that to your logo or any text you add to images. Widely supported fonts include Helvetica, Arial, Arial Black, Comic Sans, Courier New, Georgia, Impact, Charcoal, Lucida Console, Lucida Sans Unicode, Lucida Grande, Palatino Linotype, Book Antiqua, Palatino, Tahoma, Geneva, Times, Times New Roman, Trebuchet MS, Verdana, Monaco.
- Avoid elements that require Flash or JavaScript. If you would like animation or movement in an email, a .gif is your best bet.
- Don't forget about mobile devices! People are opening emails on mobile devices more and more each day. Your email should be readable on these devices and look close to the desktop version. Make sure links are clearly visible and can easily be clicked on as well.

Quick Links:

[Request a transmission date](#)

[Submit Email Content for approval](#)

[Place your order](#)

[OBESITYWEEK® Email Transmission Home Page](#)