



2024
HOUSTON
OCTOBER 19-22

Email Instructions

Bethesda List Center

Please Note

- Each copy must display the required disclaimer. Please add the disclaimer to the message prior to submitting for approval:

This email is being sent on behalf of (Name of sponsor) and the information it contains is neither sponsored nor endorsed by the Association for the Advancement of Blood & Biotherapies (AABB).

- All mentions of the event on eblasts (including the subject line and pre-header text) must be displayed as follows: 2024 AABB Annual Meeting

Reserve eBlast Date

You must be an exhibitor, advertiser, or sponsor of AABB. If required, please pay for the email transmission(s) when you purchase a booth, sponsorship, or advertisement, then follow the link below to request your transmission date(s).

For order cutoff dates, please [follow this link](#).

For Information on becoming an exhibitor, advertiser, or sponsor, please follow this link:
[AABB Exhibitor Info](#)

Reserve Date

Submit Message For Approval

- All marketing materials are subject to approval prior to distribution. Messages should be in .html format but can be submitted via PDF at this stage.
- Each copy must display the required disclaimer. Please add the disclaimer to the message prior to submitting for approval: This email is being sent on behalf of (Name of sponsor) and the information it contains is neither sponsored nor endorsed by the Association for the Advancement of Blood & Biotherapies (AABB).
- All mentions of the event on eblasts (including the subject line and pre-header text) must be displayed as follows: 2024 AABB Annual Meeting

[Submit Message](#)

Please Note: This step is encouraged if you have the materials in advance, but not required.

Prepare For Your eBlast (Order)

Email Message: All messages must be in .html format. A text version is requested, but not required. If you require assistance with creating your message in HTML format, please contact us for more information.

- HTML Version: (.html file format). All images should be hosted. Image hosting is available for a small additional fee.
- Plain text version: no dynamic links (they should all be spelled out), no images or special characters. (.txt file format). This is not required but is suggested for recipients that have high-security settings and only receive plain text messages.

From Line: The from line of each message will say: *AABB on behalf of (Your Company Name Here)*

Subject Line: Create a subject line for your message. You are encouraged to keep it under 44 characters to avoid truncating on computers. The maximum for mobile devices would be 25-30 characters.

Snippet/Pre-Header Text: When viewing an inbox, an email snippet is the very first line of text that your email recipient will see, following the email subject line. Some good practices when determining your snippet:

- Snippets should remain between 30-80 characters in length.
- They should be a continuation of the subject line.
- Include a specific, actionable CTA to encourage readers to open the message.

Seeds/Decoy Email Addresses: Email addresses for yourself and colleagues (if requested). These email addresses will be used to send a test of each message for approval as well as the final deployment of your message.

Opt-Out Statement is provided. You are not required to add one.

Place Your Order

- All submissions should be sent at least a week in advance of your approved transmission date.
- Each transmission includes 2 test messages. Additional tests will incur an additional 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.](#)
- Transmission reports will be sent for each eblast after the event.
- Opt-Out Statement is provided. You are not required to add one.

Order

Please Note: This is not the form you already completed when you registered and/or paid. This form simply requests the information needed to setup your eblast for testing and deployment.

General HTML Guidelines

- Opt-Out Statement is provided. You are not required to add one.
- 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.

Email Marketing Guidelines

- All marketing materials are subject to approval prior to distribution and must display the following disclaimer: This email is being sent on behalf of (Name of sponsor) and the information it contains is neither sponsored nor endorsed by the Association for the Advancement of Blood & Biotherapies (AABB).
- All mentions of the event must be displayed as: 2024 AABB Annual Meeting
- All messages must be approved by the AABB (see message approval above).
- All orders must be submitted one week in advance of your approved transmission date.
- Each transmission includes 2 test messages. Additional tests may 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](#).

Additional Information

If you have any questions or require assistance, please contact Barbara Higgins at bhiggins@bethesda-list.com.

Links:

[Attendee Email Marketing Home](#)

[Date Request](#)

[Message Approval](#)

[Order Form](#)

[Email Instructions](#)

[Cutoff Dates](#)