



**ENDO**2024

JUNE 1-4, 2024 BOSTON, MA

# Email Instructions

Bethesda List Center

# Please Note

You must be an exhibitor or sponsor of ENDO 2024 and pay for email list rental when you purchase the sponsorship. Please follow the steps below for email transmission. For information on becoming an exhibitor or sponsor, please follow this link: [ENDO 2024 Exhibitor/Sponsor Info](#).

All marketing materials are subject to approval prior to distribution and must display the following disclaimer: This is being sent on behalf of (Exhibitor/Sponsor Name) and is not part of ENDO 2024 as planned by The Endocrine Society. This company is neither sponsored nor endorsed by The Endocrine Society.

All mentions of the event must be displayed as: ENDO 2024.

# Reserve eBlast Date

All marketing materials are subject to approval prior to distribution.

All orders should be submitted, including all materials one week prior to transmission.

Please keep [cutoff dates](#) in mind when submitting your request.

Request Date

# Submit Message For Approval

- All marketing materials are subject to approval prior to distribution. This step is not required, but encouraged if you have a copy of your email earlier than your order cutoff date.
- All messages must be a final copy with the following disclaimer added: This is being sent on behalf of (Exhibitor/Sponsor Name) and is not part of ENDO 2024 as planned by The Endocrine Society. This company is neither sponsored nor endorsed by The Endocrine Society.
- All mentions of the event on eblasts (including the subject line and pre-header text) must be displayed as follows: ENDO 2024

[Submit Message](#)

# 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: ENDO 2024 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 one week in advance of your scheduled deployment date.
- Opt-Out Statement is provided. You are not required to add one.
- 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.

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 is being sent on behalf of (Exhibitor/Sponsor Name) and is not part of ENDO 2024 as planned by The Endocrine Society. This company is neither sponsored nor endorsed by The Endocrine Society.
- All mentions of the event must be displayed as: ENDO 2024
- All messages must be approved by the Endocrine Society (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](mailto:bhiggins@bethesda-list.com)

Links:

[ENDO 2024 HOME](#)

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