



HEART RHYTHM

BRINGING THE WORLD OF EP TOGETHER

MAY 16 - 19, 2024 • BOSTON, MA

Email Instructions

Bethesda List Center

Please Note

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 is being sent on behalf of (Name of Sponsor) and is not part of Heart Rhythm 2024 as planned by the Heart Rhythm Society. This company is neither sponsored nor endorsed by the Heart Rhythm Society.

All marketing materials including sessions that are planned by the HRS program committee are required to include an additional disclaimer: This program is not part of Heart Rhythm 2024 as planned by the Heart Rhythm Program Committee. This event is neither sponsored nor endorsed by the Heart Rhythm Society. This event does not qualify for accredited continuing education (ACE) credit.

All mentions of the event should be displayed as follows: #HRS2024 or Heart Rhythm 2024.

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

Reserve eBlast Date

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

Please complete 1 form for each primary date requested. [View Order Cutoff Dates Here.](#)

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.
- Each copy must display the required disclaimer. Please add the disclaimer to the message prior to submitting for approval: This is being sent on behalf of (Name of Sponsor) and is not part of Heart Rhythm 2024 as planned by the Heart Rhythm Society. This company is neither sponsored nor endorsed by the Heart Rhythm Society.
- All marketing materials including sessions that are planned by the HRS program committee are required to include an additional disclaimer: This program is not part of Heart Rhythm 2024 as planned by the Heart Rhythm Program Committee. This event is neither sponsored nor endorsed by the Heart Rhythm Society. This event does not qualify for accredited continuing education (ACE) credit.
- All mentions of the event should be displayed as follows: #HRS2024 or Heart Rhythm 2024. This includes the subject line and pre-header/snippet text.
- Opt-Out Statement is provided. You are not required to add one.

[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: Heart Rhythm 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. Email friendly fonts include: Arial, Courier New, Georgia, Helvetica, Lucida Sans, Tahoma, Times New Roman, Trebuchet MS
- 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.

Fonts

Let's talk fonts...

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.

- **Email Safe/Friendly Fonts:** Arial, Courier New, Georgia, Helvetica, Lucida Sans, Tahoma, Times New Roman, Trebuchet MS
- **Web Safe Fonts:** Lato, Open Sans, Oswald, Oxygen, Poppins, Quicksand, Merriweather, Raleway, Roboto, Rubik, Ubuntu. Web-safe fonts and email-safe fonts are different. Web-safe fonts are specifically made for use on websites and can't be found in operating systems or software. They're added to websites using special tools.

Email clients, like Gmail or Outlook, have their own set of email-safe fonts. These fonts may not be the same across all email clients. For instance, Gmail supports fonts like Open Sans and Roboto, but Outlook and Apple Mail don't. However, if an email client doesn't support a specific font, it will use a default font instead.

- Apple Mail: Helvetica
Gmail: Arial
Outlook: Calibri

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- All mentions of the event (including subject line and pre-header text) should be displayed as follows: #HRS2024 or Heart Rhythm 2024.
- 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. [Please contact us for more information.](#)
- Opt-Out Statement is provided. You are not required to add one.

Additional Information

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

Links:

[HEART RHYTHM 2024 HOME](#)

[DATE REQUEST](#)

[MESSAGE APPROVAL](#)

[ORDER](#)

[CUTOFF DATES](#)

[EBLAST INSTRUCTIONS](#)