

TANDEM MEETINGS

Transplantation & Cellular Therapy Meetings
of ASTCT™ and CIBMTR®

February 15-19, 2023
World Center Marriott
Orlando, FL

In-Person and Virtual Programming

Email Blast Sponsorship Opportunity

Reach a broad audience of blood and marrow transplant and cellular therapy professionals, including hematologists, oncologists, transplant nurses, pharmacists, researchers, investigators, and other allied health professionals, at the 2023 Tandem Meetings | Transplantation & Cellular Therapy Meetings of ASTCT and CIBMTR.

RATES: \$9,500 per email blast

Specifications:

- Corporate logo or banner added to Tandem Meetings email blasts
- Maximum logo or banner width is 1300 W x 300 H
- Logo or banner must be in JPEG or GIF format

DEADLINES

- Logo or banner must be received by Tandem Meetings staff two weeks prior to the send date
- Payment must be received before sponsored email blast is scheduled and sent

 **RESERVE AN EBLAST**
ONLINE TODAY

Email Blast Guidelines

Thank you for scheduling an email blast for the 2023 Tandem Meetings ASTCT and CIBMTR. Below is a list of guidelines that will help ensure your email blast is successful.

1. Timeline:

- a. Email blast contents must be submitted to Tandem Meetings staff 2 weeks prior to the send date
- b. A test email from Tandem Meetings staff will be sent to the sponsor for review/approval prior to launch
- c. If the email is approved, Tandem Meetings staff will schedule the email to be launched on the send date
 - *Disclaimer.* Tandem Meetings staff may revise the date of the email launch if needed; the agreed upon send date is an approximate date
 - Payment must be received before the sponsored email blast is sent. If payment is not received in time, you will be notified via email that the email blast will be sent without the sponsorship listed.

2. The following items must be submitted to Tandem Meetings staff:

- a. JPEG or GIF file: File size must be 1300 W x 300 H
 - If data analytics are desired, you must include your own tracking links within the links. Tandem Meetings staff does not provide data analytics following the eblast launch (i.e., No open rates or click-through rates will be provided)
 - A PDF or other image file cannot be used in place of a JPEG or GIF file
 - Graphic files should be optimized to render on mobile devices on a variety of vendor platforms (i.e., small image file sizes, alt. text for images, no animated GIFs, web-safe fonts, etc.)
- b. A banner/logo containing company name may be included on any email blast
 - In accordance with CME Guidelines, any banner ad/logo containing product name and/or information may only be included on an email blast that does not contain any educational content.
- c. Agreed upon approximate send date
- d. Desired recipient list:

Emails will be sent October 2022 - February 2023.

3. Source code guidelines:

- a. Background images cannot be used
- b. Div tags cannot be used
- c. Gradient images cannot be used
- d. Source code sent directly in the body of an email cannot be used
- e. Source code copied from Microsoft Office cannot be used

4. Additional Considerations - Email Distribution

a. In accordance with the law, an unsubscribe option must be included at the bottom of every email distributed to the Tandem Meetings lists. In addition, emails must contain the following language at the bottom of the message:

You are receiving this message because you are a member of the Tandem Meetings distribution list. Tandem Meetings staff does not share your name with any third party vendors but may send relevant information on behalf of ASTCT or CIBMTR. This email was sent by on behalf of the 2023 Tandem Meetings of ASTCT and CIBMTR.

- b. Sponsors must work with Tandem Meetings staff to schedule a specific delivery date for each electronic communication. The master electronic communications schedule is designed to ensure that Tandem Meetings communications recipients receive no more than two (2) emails per week, except for the week of the meetings
- c. Tandem Meetings staff must review and approve all electronic communications before distribution
- d. Tandem Meetings staff will respect recipients' choice to opt out of Tandem Meetings communications

If the above guidelines are not met, the Tandem Meetings staff cannot guarantee that your eBlast sponsorship will be sent on the agreed upon send date. By engaging in a sponsorship agreement with the 2023 Tandem Meetings, the sponsor agrees to the specifications and policies noted within this document.

If you have any questions, please contact the Tandem Meetings staff at TandemMeetings@mcw.edu.