



PRE-SESSION ADVERTS GUIDELINES

ADVERT SPECS	<ul style="list-style-type: none"> ✓ Your pre-session advert is either 10 or 20 seconds long, depending on what you have opted for. ✓ You should prepare either a video file or a static image that will remain visible for the duration of your advert ✓ Recommended format is .mp4 but all video formats compatible with PowerPoint are allowed ✓ You can have audio on the video file ✓ You are required to indicate the following text at the beginning of your advert, which should last long enough to be read, and is not included in your advert timing (so if your text stays on for 3 seconds, you can have a 13 second video in total). If you do not follow this guideline, an ESPEN slide will be added with this text – you are entitled to use your branding on that part of the video as well: <p style="text-align: center; color: #e91e63;">“The following is a <i>sponsored/company name</i> advertisement and was not involved in, or connected to in any way, the content of the session”</p>
PROCESS	<ul style="list-style-type: none"> ✓ Send your session choice at your earliest convenience to corentin.ruy@mci-group.com ✓ The choices will be allocated based on the chronological order of the booking forms received ✓ Send your advert by email to corentin.ruy@mci-group.com by Tuesday 24 August 2021
EXCEPTIONS	<p>The following sessions have been excluded from the sessions available for pre-session adverts:</p> <ul style="list-style-type: none"> - Opening session - GLIM Session - WHO Joint Session - Cuthbertson Lecture - Arvid Wretlind Lecture - MNI ESPEN ONCA Joint session