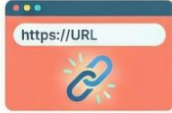


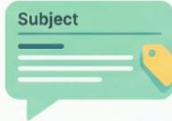
## YOUR GUIDE TO A PERFECT E-DRIVER SUBMISSION

### The Submission Checklist



#### Provide a "View in Browser" Link

This is the only accepted format; no HTML files or PDFs.



#### Include Required Text & Tag

Add a subject line (<50 chars), preview text, and a "Sponsored Content" tag.



#### Submit 10 Days Before Send Date

Submissions within 48 hours of send date will be deployed as an image.

### Approved Creation & Delivery



#### Use an Approved Email Platform

Build your email in tools like Mailchimp, SendGrid, HubSpot, or Constant Contact.



#### Avoid Problematic Formats

Do not use Outlook, Canva templates, zipped files, or custom-coded HTML.

#### Send Us The Final Link

Email the link from your platform's "Preview Mode" or send us a test email.

## 1. Overview

To ensure your sponsored e driver renders consistently across all email clients, including Outlook, your file **must be submitted in the correct format**. This guideline outlines what you need to provide, how to obtain the required "View in browser" link, and the essential technical considerations.

## 2. Submission Checklist

Please ensure the following are provided:

- ✓ **"View in browser" link/URL** from an approved email platform
- ✓ **Subject line** under 50 characters that begins with "Sponsored Content:"
- ✓ **Preview text** between 35 and 90 characters
- ✓ **"Sponsored Content" tag** placed at the top of the e driver
- ✓ **Final tested version** of your e driver
- ✓ **Submission at least 10 days prior** to your preferred send date
- ✓ **Updated link** if any design changes are made after submitting your original link

**If the correct format is not received 48 hours before your planned send date, the launch will be delayed to the next available sending slot.**

### 3. Approved Email Platforms

To ensure proper formatting and a valid browser link, please create your e driver in one of the following supported platforms:

#### Primary recommended platforms

- Mailchimp
- SendGrid

#### Additional approved alternatives

- Campaign Monitor
- HubSpot Email Tool
- Constant Contact

These systems output clean, stable HTML and generate browser links that work with our sending environment.

#### Please avoid:

- Outlook designed emails
- Zipped HTML packages or folder structures
- Custom coded HTML without a browser URL
- Canva email templates
- PDFs converted to HTML

These formats cause rendering issues or cannot be accepted by our system.

### 4. Required Format

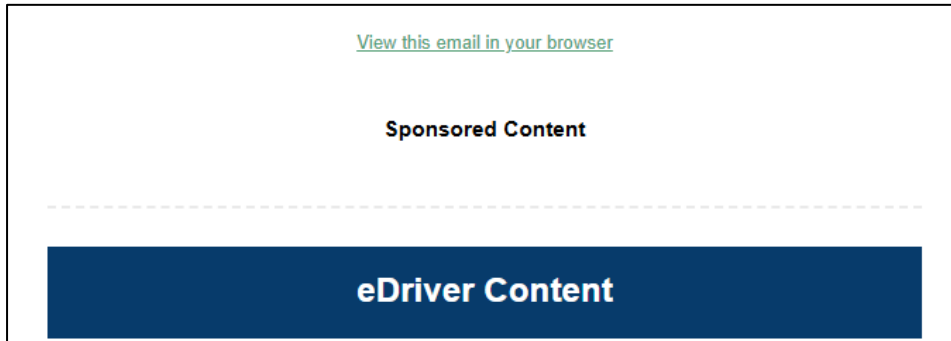
Your e driver must be provided via a **“View in browser” link**. This ensures:

- The HTML remains intact
- Outlook compatibility can be applied
- No design alterations occur during deployment
- The layout performs correctly across major email clients

Folders, loose images, or partial HTML files cannot be accepted.

## 5. “Sponsored Content” Tag Placement

Please include a small, centred “Sponsored Content” label at the top of your email, ideally positioned just below the “View in browser” link. This is required to differentiate sponsored material from official Congress communications.



## 6. How to Obtain the “View in Browser” Link

### Option 1: Preview Mode

1. Complete your e driver design in your chosen platform.
2. Select **Preview**.
3. Enter **Preview Mode**.
4. Click the link labelled “Click here to view this message in a browser window”.
5. Copy the URL from the new window and send it to your project manager or [clarissa@kabloom-agency.com](mailto:clarissa@kabloom-agency.com)

*If any changes are made afterwards, a new link must be provided.*

### Option 2: Send a Test Email

1. In your platform, select **Preview**, then **Send a test email**.
2. Send the test to [clarissa@kabloom-agency.com](mailto:clarissa@kabloom-agency.com)

Kabloom will retrieve the browser link from the test email.

Either option is acceptable. A live test will always be sent to you for final approval.

## 7. Essential Design Considerations

All e drivers must be created in an approved email platform and provided as a ‘View in browser’ link. No HTML files, folders or standalone code will be accepted

## 8. Submission Timing

All files must be submitted 10 days before the intended send date.

For optimal engagement, we recommend launching sponsored e drivers in the final days leading up to the meeting.

Emailers should be sent within the time frame starting 3 weeks before the Congress and ending 1 week after the Congress

Emailers require review and approval by ESCRS prior to their sending date

Mailer content must only be congress related

## 9. Contact

For questions or assistance, please contact:

**Clarissa Jacobs:** [clarissa@kabloom-agency.com](mailto:clarissa@kabloom-agency.com)