

Email Blast Guidelines

NEI will send you a test email through its email client, Campaigner. You must complete the Email Blast Required Information form on the next page.

When creating your email, please keep in mind:

- The only acceptable file format is HTML.
- All email images **must** be linked to a URL. **NEI will not host any images.** Files with embedded images will not be accepted and will be returned for proper formatting.
- "View in browser" link: If your team has opted-in to add this, the link will be centered at the top of your email. It will be shown before the below "You are receiving this email because..." message. The default text is "Can't see images? Click here". This text cannot be changed. The browser link is automatically generated by our server and cannot be changed.
- The following message **must** be added to the top of your email, before the main content, in order to prevent recipients from unsubscribing: "You are receiving this Industry-Sponsored email because you're registered for the 2026 NEI Saturday Morning Live."
- NEI will not assist with any designing or coding of HTML emails. All edits/corrections must be done through your agency's designer.
- NEI will not provide the email list to advertisers.
- The "From" name will be "NEI Saturday Morning Live Industry News," and the from email will be customerservice@neiglobal.com
- There is no reply-to option. NEI will forward any inquiries to the main contact. Alternatively, a reply-to email in the body of your email can be added.
- The email subject line and main body text need to clearly identify that the symposium or exhibit were not part of the CME/CE portion of the NEI Saturday Morning Live.
 - The phrase "learned at the NEI Saturday Morning Live" is not acceptable by itself
 - The phrase "Thank you for" should be followed by "attending our Industry Symposium" or "visiting us at booth"
 - When referencing NEI Saturday Morning Live the words "while, during, held at the" are acceptable.
 - Example: "Thank you for visiting our booth while at the NEI Saturday Morning Live!"
- Use best practice guidelines to design your email and keep in mind that the end user can view your email in different platforms. For example, don't use lots of columns, keep the message formatting simple and allow wrapping, and use bigger graphics with decent touch space in addition to following other best practices for email creation.
- You do not need to include unsubscribe links/language to your email campaigns. NEI will apply its own message to the bottom of the email. This will not affect your code. Our standard unsubscribe message is as follows: "You are subscribed to this mailing list as [user email]. Please click here to modify your message preferences or to unsubscribe from any future mailings. We will respect all unsubscribe requests."

Email Blast Submission Form

Submit this form with your final HTML file. Reminder: all images must be linked to a URL hosted on your company's server. NEI will not host any images. Files with embedded images will not be accepted and will be returned for proper formatting.

Email Blast Required Information	
Launch Date & Time (Pacific) <i>Day and time the campaign should be sent.</i>	
Email Subject Line <i>The subject line of the email.</i>	
Email Pre-header (if any) <i>The preheader text shows up next to or below the subject line in the inbox. Character max: 50-100.</i>	
Email Proofing List <i>Who should receive the email proof for review?</i>	List First and Last Name, Email below:
Email Launch List <i>Recipients from your organization that should receive the launched email blast.</i>	List First and Last Name, Email below: