

PRE OR POST EMAIL BLAST GUIDELINES



NEI will send you a test email through its email client, Campaigner. Only 3 review rounds will be allotted. Additional rounds of review will cost \$150 per round. Please 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.
- 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 email because you’re registered for the 2021 NEI Synapse Virtual Half-Day.”
- 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 Synapse 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 portion of NEI Synapse:
 - The phrase “learned at NEI Synapse” 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 Synapse the words “while, during, held at the” are acceptable.
 - Example: “Thank you for visiting our booth while at the NEI Synapse Virtual Half-Day!”

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.

NEI Review Policy: All advertisements must be approved by NEI Synapse show management. NEI’s review process takes 2-3 business days. Materials received after final due dates are not guaranteed to be reviewed or fulfilled.

Questions? Email Zamanda Garcia (zgarcia@neiglobal.com) and Ali Brown (abrown@neiglobal.com)

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Email Campaign – 2021 NEI Synapse Virtual Half-Days

Complete this form and upload with your HTML email files at <https://nei.global/syn-uploads>.

Contact Information					
Company Name:					
Primary Contact Name:					
Primary Contact Email:					
Select one Half-Day date:	<input type="checkbox"/> Jan. 30	<input type="checkbox"/> Feb. 27	<input type="checkbox"/> Mar. 27	<input type="checkbox"/> Apr. 24	<input type="checkbox"/> May 22
	<input type="checkbox"/> Jun. 26	<input type="checkbox"/> Jul. 24	<input type="checkbox"/> Aug. 28	<input type="checkbox"/> Sep. 25	<input type="checkbox"/> Oct. 23

Required Email Campaign Information	
HTML file name:	
Launch Date & Time <i>Date and time the campaign should launch</i>	
Email Subject Line	
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>	
Email Launch List <i>Recipients from your organization that should receive the launched email blast.</i>	

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