Policy on Promotions linked to ESTRO Supported Events

NB: any document produced by the organiser using the ESTRO logo must be submitted to ESTRO for validation before publication.

Deadlines need to be adhered to guarantee promotion through ESTRO channels

**Stage 1: Endorsed**

**Services from ESTRO:**

- **Website**
  - ESTRO Courses or Congresses webpages ([https://www.estro.org/Courses](https://www.estro.org/Courses) - [https://www.estro.org/Workshops](https://www.estro.org/Workshops) - [https://www.estro.org/Congresses](https://www.estro.org/Congresses))

- **Newsletter**
  - 1 article in the Conferences Corner, 350 words + picture, pre (as promotion) or post meeting (as report)

**Services to ESTRO:**

- ESTRO logo to be published on congress or course website with hyperlink to ESTRO website: [https://www.estro.org/](https://www.estro.org/)

**Stage 2: In collaboration with ESTRO**

**Services from ESTRO:**

- **ESTRO Facebook page**
  - Announcement of the event + announcement of all deadlines, max 3 times in total – content and pictures/images should be provided to ESTRO by congress or course organizer

- **Twitter**
  - Announcement of deadlines and event 2 times – content and pictures/images should be provided to ESTRO by congress or course organizer

- **Website**
  - ESTRO Courses or Congresses webpages ([https://www.estro.org/Courses](https://www.estro.org/Courses) - [https://www.estro.org/Workshops](https://www.estro.org/Workshops) - [https://www.estro.org/Congresses](https://www.estro.org/Congresses))

- **ESTRO Newsletter (mass mail)**
  - Announcement of the event through the link to calendar of events in 1 newsletter issue

- **ESTRO Newsletter (webpage)**
  - 1 article in the conferences corner, 400 words + picture
  - 1 interview of the ESTRO representative in the scientific programme if available (optional)

At ESTRO teaching courses

- Leaflets on display at ESTRO booth at appropriate courses

At ESTRO booth at congresses (ESTRO and non-ESTRO events)

- Leaflets on display

At ESTRO conferences
Leaflets on display in publication area

**Services to ESTRO:**
- ESTRO logo to be published on congress or course website with hyperlink to ESTRO website: [https://www.estro.org/](https://www.estro.org/)
- ESTRO logo on printed material – a draft should be sent to ESTRO for approval
- ESTRO promotional material at congress or course (shipping costs cover by ESTRO)

**Stage 3: Joint with ESTRO**

**Services from ESTRO:**
- ESTRO Facebook page
  - Announcement of the event + announcement of all the deadlines + any relevant info (link to scientific programme etc), max 3 times in total (if spread over a minimum of 6 months) – content and pictures/images should be provided to ESTRO by congress or course organizer
- Twitter
  - Announcement of deadlines and event 3 times – content and pictures/images should be provided to ESTRO by congress or course organizer
- Website
  - ESTRO Courses or Congresses webpages ([https://www.estro.org/Courses](https://www.estro.org/Courses) - [https://www.estro.org/Workshops](https://www.estro.org/Workshops) - [https://www.estro.org/Congresses](https://www.estro.org/Congresses))
  - ESTRO Newsletter (mass mail)
    - 1 banner
    - Announcement of the event + announcement of all the deadlines in 2 newsletter issue:
      - in the list of deadlines
      - in the list of upcoming events
  - ESTRO Newsletter (webpage)
    - 1 article in the conferences corner, 400 words + picture
    - Possibility of an extra article of 200 words
    - 1 interview of the ESTRO representative in the scientific programme
- Specific emailing
  - One email blast can be sent upon request to announce the deadlines to selected contacts – content and pictures/images should be provided to ESTRO by congress or course organizer
- At ESTRO teaching courses
  - Leaflets on display at ESTRO booth at appropriate courses
- At ESTRO booth at congresses (ESTRO and non-ESTRO events)
  - Leaflets on display
- At ESTRO conferences
  - Leaflets on display in publication area
  - Distribution of leaflets by hostesses at the end of relevant sessions (ex: distribution of EMUC leaflets at prostate sessions)
- Green Journal
  - 1 ad page, if known 6 months in advance

**Services to ESTRO:**
- ESTRO logo to be published on congress or course website with hyperlink to ESTRO website: [https://www.estro.org/](https://www.estro.org/)
- ESTRO logo on printed material – a draft should be sent to ESTRO for approval
o ESTRO promotional material at congress or course (shipping costs cover by ESTRO)

o Mass mail about ESTRO to be sent by organizers to all course or congress' attendees (ESTRO will provide the content to course or congress organizer after the event)