



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/Workshops> - <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/>

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/Workshops> - <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/>
- 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/Workshops> - <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/>
- 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)
- 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)

