

plan bee direct

ObesityWeek®

CONFERENCE EMAIL DEPLOYMENTS

Contact

QUICK GUIDE

INTRODUCTION

Thank you for participating in ObesityWeek® attendee email deployments.

These instructions outline the steps for planning, submitting, and deploying your email campaign.

All campaigns must follow event-specific guidelines, including approval requirements, submission timelines, and formatting standards. Marketing materials are reviewed before distribution to ensure compliance and alignment with conference policies.

If you have any questions at any stage, Plan Bee Direct is available to assist and keep your campaign on track. Follow the link below or chat with a live person on any of the landing pages.

What's new this year?

Chat live- Need a quick answer? Options to chat live with me are available on each campaign page.

Updated Metrics- This year, we applied updates to the system I use for deployment that should improve reporting accuracy. I worked with the deployment platform to better identify automated activity from security systems like Microsoft, Mimecast, and Proofpoint. These systems often open emails and scan links, which can inflate opens and clicks. The new filtering helps remove that activity from reports.

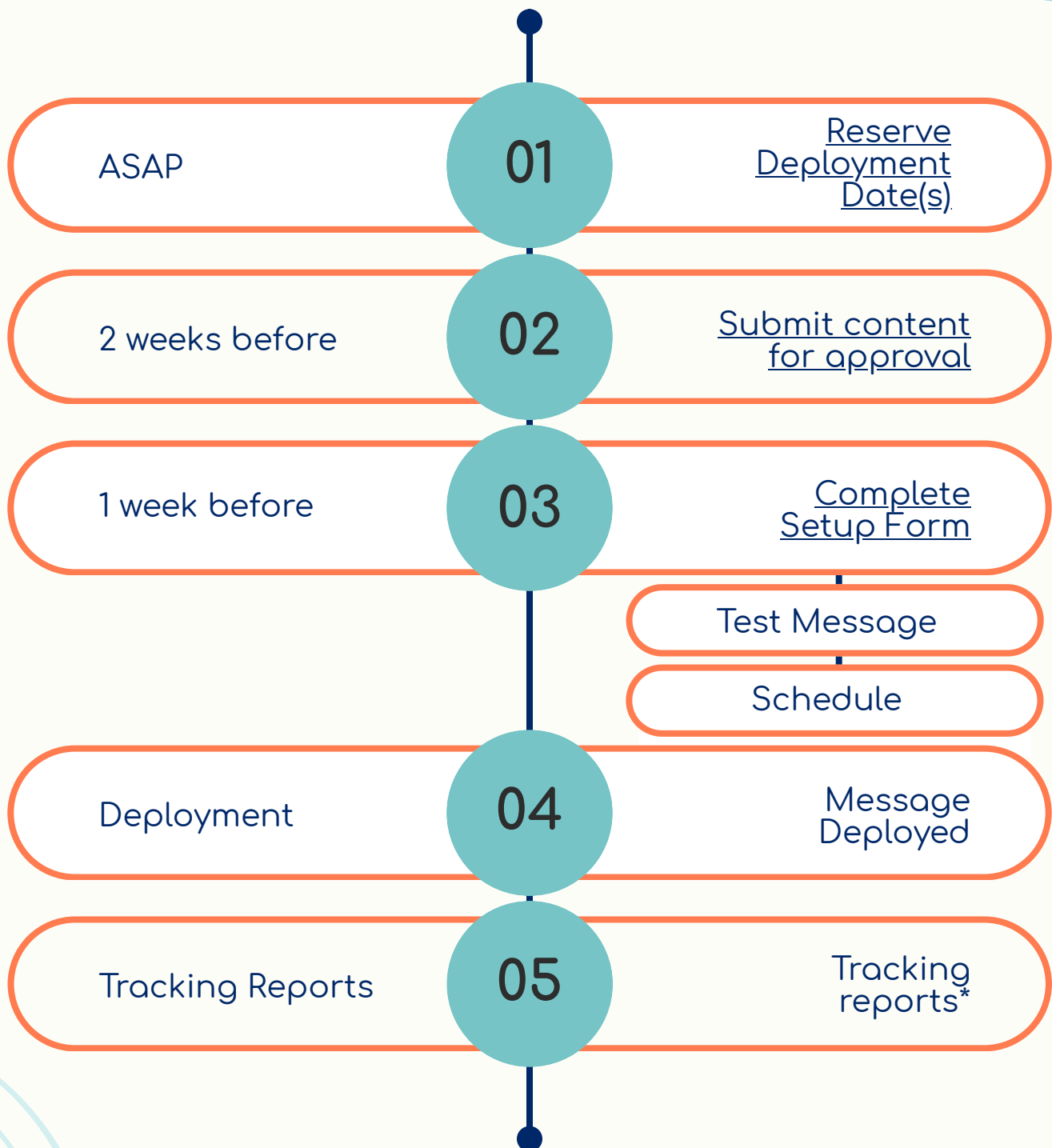
QUICK LINKS

The links below provide the resources you'll need throughout the process, from reserving your deployment date to submitting content and completing your setup form. Please review each section carefully and reach out if you have any questions along the way.

- [Home](#)
- [Reserve Date](#)
- [Content Approval](#)
- [Setup Form](#)
- [Instructions](#)
- [Email Design](#)
- [Contact](#)

Contact

Deployment Timeline



*Pre-show reports go out after the event. Post-show reports are sent 2-3 business days after deployment

CAMPAIGN REQUIREMENTS

All marketing materials require approval before distribution.

You must be an exhibitor, advertiser, or sponsor of ObesityWeek®. If transmissions are part of your package, please skip to the next step. If required, please pay for list rental when you purchase a booth, sponsorship, or advertisement, then follow the steps below for email transmission.

For Information on becoming an exhibitor, advertiser, or sponsor, please follow this link: [ObesityWeek® 2026 Exhibitor/Sponsor Info](#).

Event Name in all Marketing Materials must be displayed as follows:

ObesityWeek® 2026 or ObesityWeek®

CAMPAIGN REQUIREMENTS

Continued

DISCLAIMER/OPT OUT

A disclaimer is required on each email that is deployed along with our opt out statement. Plan Bee Direct will include the following disclaimer and opt-out statement in the footer of each email. If possible, please leave a blank row at the bottom of your email. You are also welcome to incorporate the information directly into your email. The opt out statement must be placed at the very bottom of each message-

Disclaimer: This is being sent on behalf of and is not part of ObesityWeek® 2026 as planned by The Obesity Society. This company is neither sponsored nor endorsed by ObesityWeek®.

Opt Out Statement:

Your name and email address were not shared with this exhibitor/sponsor. There is one master list for all exhibit and sponsor emails that is controlled by ObesityWeek®. If you do not want to receive emails from all ObesityWeek® exhibitors, unsubscribe here. Unsubscribing from this exhibitor mailing list will not affect email communication about your ObesityWeek® registration.

This message was sent by The Obesity Society, Inc. 9211 Corporate Boulevard, Suite 250, Rockville, MD 20850

PREPARE FOR SETUP & TESTING

Everything you will need for the setup form is outlined on the next two pages.

All email messages with images and/or hyperlinks must be in .html format. A text version is recommended, but not required. If you require assistance with creating your message in HTML format, [please contact us for more information](#).

- **HTML Version:** (.html file format). All images should be hosted. Image hosting is available for a small additional fee.
- **Plain text version:** no dynamic links (they should all be spelled out), no images or special characters. (.txt file format). This is not required but is suggested for recipients that have high-security settings and only receive plain text messages.

From Line: The from line of each message will say: ObesityWeek® on behalf of (Your Company Name Here)

Subject Line: Create a subject line for your message. You are encouraged to keep it under 50 characters to avoid truncating on computers. See section below form more information about subject lines on desktop and mobile devices.

Once you have gathered all of your information, please complete the setup form.

PREPARE FOR SETUP & TESTING

Continued

Snippet/Pre-Header Text: When viewing an inbox, an email snippet is the very first line of text that your email recipient will see, following the email subject line. Some good practices when determining your snippet:

- Snippets should remain between 30-70 characters in length.
- They should be a continuation of the subject line.
- Include a specific, actionable CTA to encourage readers to open the message.

Seeds/Decoy Email Addresses: Email addresses for yourself and colleagues (if requested). These email addresses will be used to send a test of each message for approval as well as the final deployment of your message.

Additional information is online in the 'Email Tips and Guidelines' section of the [instructions page](#).

Once you have gathered all of your information, please complete the setup form.

SETUP YOUR MESSAGE

Ready? Let's set up and test your message.

Before submitting the setup form, confirm you have all of the materials information outlined on the previous two pages.

Time to complete and submit the setup form. This is due at least two weeks before your scheduled deployment date. Please refer to your deployment confirmation for your specific deadline.

Please note:

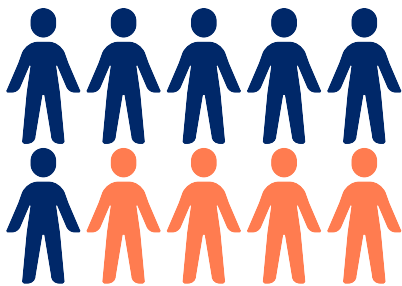
- This is not the registration or payment form you previously completed. The setup form collects the information required to prepare your eBlast for testing and deployment.
- Each transmission includes two test messages. Additional test messages are available for an additional fee.
- Need your message converted to HTML? Email design and HTML conversion services are available at a discounted rate.
- Transmission reports are sent after the event has concluded.

After testing is approved, your message will be scheduled for deployment.

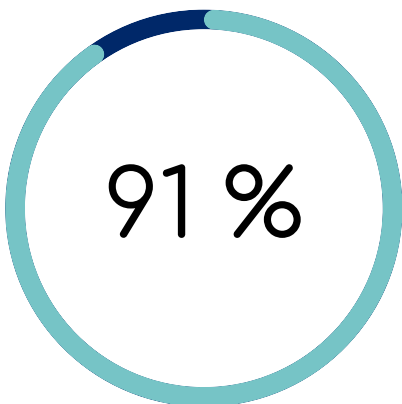


CAMPAIGN RESULTS

Reports for all pre show deployments are sent the week after the event. Post show deployment reports are sent 2 to 3 business days after deployment. If you scheduled both, all reports will be sent together.



All reports will show total sent, opened & links clicked (total vs unique).



Average open and click rates for the entire campaign will be included with your report email.

EMAIL DESIGN

Need professional email templates without agency pricing? Plan Bee Direct provides affordable custom email design and HTML email conversion services. Every template is mobile responsive, tested across major email clients, and compatible with the platform you already use.

You can send a PDF, Word document, Canva design, image, or draft layout, and Plan Bee Direct will convert it into an email-friendly design tested for desktop and mobile.

Why Choose Custom Email Designs?

- **Brand Consistency:** Ensure your email aligns with your brand's identity, from colors and fonts to logos and messaging.
- **Increased Engagement:** Eye-catching, well-structured templates grab attention and encourage recipients to take action.
- **Mobile Optimization:** Responsive designs look great on any device, ensuring a seamless user experience.
- **Time Saving:** Most designs are usually completed within one business day and sent to you for review.

[View Past Designs](#) • [Request a Quote](#) • [Order Design](#)

EMAIL DESIGN

Continued

Design Services

- Tailored Design: Built to fit your brand.
- Responsive Layouts: Designs optimized for desktops, tablets, and mobile devices to maximize reach and impact.
- Advanced Functionality: Interactive elements like clickable buttons and embedded videos.

Convert Your Design into HTML format

Already have a design? We can convert it into a responsive HTML email. Send your:

- PDF
- Word document
- Canva design
- image or screenshot
- existing email layout
- plain text and branding notes

Your final design will be formatted for desktop and mobile and ready for testing upon approval.

- **Note:** To reduce conversion time and costs, please include the email text in a Word document or text file when submitting an image, screenshot, or scanned/image-based PDF. Recreating text from images requires additional production time and will increase final cost. See email designs. Template copies are available for a small additional fee.

[View Past Designs](#) • [Request a Quote](#) • [Order Design](#)

The background features a light blue gradient with a large teal semi-circle on the right. In the top left, there is a grid of small teal dots. In the top right, there are several overlapping teal squares. In the bottom left, there are several overlapping teal circles.

plan.bee.direct

THANK YOU

I look forward to working
with you!!

Contact Plan Bee Direct
ObesityWeek Campaign Page