



Branded Content Guidelines

This guide provides deadlines, resources, and additional information to guide sponsors in developing and delivering branded content and advertising sponsorships.

Pre-Meeting Email

Promote your products to attendees ahead of the Annual Meeting! You provide the text and graphics and PASCV will send an email to our entire database! This is the perfect way to highlight new products and showcase your thought-leadership. All content is subject to PASCV review.

Deadlines

Content Due | Two weeks prior to email deployment

Review Period | To be determined based on email deployment

Email Deployment Dates | April 1 - 20*

**Exact date will be determined directly with the sponsor.*

Specs

Content accepted as HTML code (preferred) or as Word document with all necessary hyperlinks and graphics provided as .jpg files. Sponsor must provide email subject line (100 character max), optional subject preview text (100 character max.) There is no limit on the size of the email body.

Metrics

One week deployment, PASCV will provide the following metrics.

- Total Delivered
- Open Rate
- Click Through Rate
- List of names/emails of those who clicked through

Pre- and Post-Meeting Email

Your banner ad will be featured in both the pre- and post-meeting email that will be sent to every registered attendee. Graphic is subject to PASCV review.

Deadlines

Banner Ad Due | Tuesday, April 14

Pre-Meeting Email Deployment | Wednesday, April 22

Post-Meeting Email Deployment | Friday, May 1

Graphic Specs

All graphics must be submitted as .jpg files. Banner graphics must be submitted as 1000px x 320px files.

Metrics

One week deployment, PASCV will provide the following metrics.

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- Click Through Rate
- List of names/emails of those who clicked through

Registration Flyer

Promote your products and services to attendees with a flyer or advertisement of your choice provided to each attendee in their registration bag. Invite attendees to visit your booth and provide product resources right from the start. *Sponsor is required to supply the flyer at the quantity specified by PASCV.*

Deadline

Printed Flyer Due | Friday, April 24

Shipping

Flyers should be sent to the following address. Please review the [Group Shipping Form](#) for information on shipping labels, shipping and receiving charges, and other guidelines. Tracking numbers must be provided to Jess Warner at jess@pascv.org.

Jess Warner
PASCV 2026
April 29 - May 1
Wyndham Grand Clearwater Beach
C/O: Katie Hogan
100 Coronado Drive
Clearwater, FL 33767