

Sponsored Email Requirements

Important: Submit email-compatible HTML content—not a webpage export or a complete email template. IFMA will place your content inside its approved HubSpot email template.

Sponsors must provide their email content as email-compatible HTML code. IFMA does not design sponsor emails or convert website pages into email code.

IFMA will place the submitted HTML inside an approved HubSpot email template containing the required advertising disclosure, IFMA branding, company address, privacy policy and subscription-management links.

Required Submission Materials

- An .html file containing the email content
- A subject line, preferably no more than 50 characters
- Optional preheader text, preferably 40 to 100 characters
- All images used in the email if IFMA will host them
- Any PDF or downloadable resource linked from the email
- A browser-viewable preview link, if available

HTML Code Requirements

Content block only

Submit only the sponsor content that will appear between IFMA's header and footer.

Do not include:

- <html>, <head> or <body> tags
- An unsubscribe or subscription-preferences link
- A "view in browser" link
- A physical mailing address or compliance footer
- A separate privacy policy
- HubSpot, Mailchimp, Constant Contact or other email-platform tokens
- Tracking pixels or analytics scripts

IFMA will add all required HubSpot and compliance elements.

Email width

The main content must:

- Be no more than 600 pixels wide on desktop
- Use width="100%" with max-width:600px for responsive scaling
- Fit smaller screens without horizontal scrolling
- Use a centered presentation table as the primary container

Layout

Use table-based HTML for the primary email structure. Set all layout tables to:

```
role="presentation" cellpadding="0" cellspacing="0" border="0"
```

Do not rely on:

- CSS Grid
- Flexbox
- Absolute positioning
- Floated elements
- Complex <div>-based layouts

These techniques can render inconsistently in Outlook and other email clients.

CSS

Use inline CSS wherever possible. External stylesheets cannot be attached to HubSpot emails or email templates.

Do not include:

- External CSS files
- JavaScript
- Forms
- Iframes
- Embedded webpage content
- CSS animations

- Web fonts that are required for the design to work

Use common email-safe fonts such as Arial, Helvetica, Georgia, Times New Roman, Tahoma or Verdana. Always include an appropriate fallback font.

Backgrounds

Use solid-color backgrounds. Do not use gradients, patterns or background images.

If a background image is essential, it must include a solid fallback color and receive advance approval. Background images are not consistently supported by all versions of Outlook.

Images

Images must:

- Use publicly accessible HTTPS URLs
- Be formatted as JPG, PNG or GIF
- Include descriptive alt text
- Include a defined width attribute
- Use display:block; border:0; height:auto; max-width:100%;
- Be resized and compressed before submission
- Remain legible when displayed on a mobile device

Do not use:

- Base64-encoded images
- SVG or WebP files
- Images linked from private drives or password-protected systems
- One large image containing the entire email

For sharper images on high-resolution screens, an image may be created at twice its displayed size. For example, a 1,200-pixel-wide image can be displayed at 600 pixels. Keep individual image files as small as practical—preferably under 200 KB.

Animated GIFs are permitted, but the first frame must communicate the essential message because some versions of Outlook display only that frame.

Hyperlinks

Every link must:

- Use a complete HTTPS URL
- Link directly to the intended destination
- Be attached to descriptive text or an appropriate image
- Be tested before submission

Do not submit links generated by another email platform. HubSpot will apply IFMA's email tracking when the message is sent.

Links may include sponsor-provided UTM parameters.

Buttons

Call-to-action buttons should be constructed with HTML tables and styled links—not images alone. Buttons should be easy to select on mobile devices and preferably measure at least 44 pixels high.

Accessibility

Email content must:

- Use live HTML text for essential information
- Include meaningful alternative text for images
- Maintain sufficient contrast between text and backgrounds
- Use a minimum body-text size of approximately 16 pixels
- Avoid instructions based only on color or image placement
- Use descriptive link text instead of phrases such as “click here”

Unsupported elements

Do not include:

- JavaScript
- Forms or surveys embedded in the email
- Iframes
- Embedded video players

- Audio
- Pop-ups
- Hover-dependent content
- Countdown timers that require scripts
- External stylesheets
- Another email provider's short codes or merge tags

A video may be represented by a linked thumbnail image that directs recipients to a webpage where the video can be viewed.

Downloadable files

Files cannot be attached directly to the email.

Send PDFs or other downloadable resources to IFMA separately and identify which text, image or button should link to each file. IFMA will upload the file and add the hosted URL.

HTML file size

Keep the submitted HTML concise and preferably below 80 KB. Large email files may be clipped by Gmail after IFMA's header, footer and tracking code are added.

HubSpot-Compatible Starter Structure

Use this code as a starting point for the sponsor content block. Replace the placeholder image, copy and links before submission.

```
<table role="presentation" width="100%" cellpadding="0" cellspacing="0" border="0"
style="width:100%; background-color:#ffffff;">
<tr>
<td align="center">
<table role="presentation" width="600" cellpadding="0" cellspacing="0" border="0"
style="width:100%; max-width:600px; margin:0 auto;">
<tr>
<td style="padding:24px; font-family:Arial, Helvetica, sans-serif;
font-size:16px; line-height:24px; color:#222222;">



<h1 style="margin:0 0 16px; font-family:Arial, Helvetica, sans-serif;
font-size:28px; line-height:34px; color:#222222;">
Email headline
</h1>

<p style="margin:0 0 24px;">
Add the email message here using concise, readable HTML text.
</p>

<table role="presentation" cellpadding="0" cellspacing="0" border="0">
<tr>
<td bgcolor="#005EB8" style="border-radius:4px;">
<a href="https://example.com"
style="display:inline-block; padding:14px 24px;
font-family:Arial, Helvetica, sans-serif;
font-size:16px; line-height:20px; font-weight:bold;
color:#ffffff; text-decoration:none;">
Call to action
</a>
</td>
</tr>
</table>

</td>
</tr>
</table>
</td>
</tr>
</table>
```

How to Submit the Email

Email the completed HTML file and supporting materials to expoadv@ifma.org. Include the desired subject line and optional preheader text.

IFMA will review the code, insert it into the approved HubSpot template and send a test email for approval. Final revisions should be limited to minor text, link or formatting changes. Large-scale design changes may not be accepted after the submission deadline.

Questions

For technical questions, contact louie.kafka@ifma.org.

For scheduling, reporting or general questions, contact expoadv@ifma.org.

Technical References

HubSpot: Required email template variables and compliance information — developers.hubspot.com

HubSpot: CSS files and email-template limitations — knowledge.hubspot.com