19th Congress of the European Society for Organ Transplantation

15 - 18 September 2019 · Copenhagen · Denmark

ESOT CONGRESS 2019
INSPIRING MINDS, DRIVING PROGRESS
in COPENHAGEN

The CREATIVE CAPITAL

www.esotcongress.org
ESOT 2019  COPENHAGEN COMMITTEES

CONGRESS CHAIRS
Finn Gustafsson, Copenhagen, Denmark
Allan Rasmussen, Copenhagen, Denmark

SCIENTIFIC PROGRAMME COMMITTEE

CHAIRS
Vassilios Papalois, London, United Kingdom
Allan Rasmussen, Copenhagen, Denmark

MEMBERS
Erik Berglund, Stockholm, Sweden  Menna Clatworthy, Cambridge, United Kingdom  Constantino Fondevila, Barcelona, Spain  Finn Gustafsson, Copenhagen, Denmark  Luuk Hilbrands, Nijmegen, The Netherlands  Franz Immer, Bern, Switzerland  Ina Jochmans, Leuven, Belgium  Nicos Kessaris, London, United Kingdom  Henri Leuvenink, Groningen, The Netherlands  Gavin Pettigrew, Cambridge, United Kingdom  Lorenzo Piemonti, Milan, Italy  Thomas Resch, Innsbruck, Austria  David Rodriguez-Arias, Madrid, Spain  Søren Schwartz Sørensen, Copenhagen, Denmark  Luca Toti, Rome, Italy  Andreas Zuckermann, Vienna, Austria

ORGANISING EXECUTIVE COMMITTEE
Vassilios Papalois, London, United Kingdom  Allan Rasmussen, Copenhagen, Denmark  Erik Berglund, Stockholm, Sweden  Menna Clatworthy, Cambridge, United Kingdom  Ina Jochmans, Leuven, Belgium  Søren Schwartz Sørensen, Copenhagen, Denmark  Luca Toti, Rome, Italy  Annalisa Ponchia, ESOT CEO

LOCAL COMMITTEE
Finn Gustafsson, Copenhagen  Mads Hornum, Copenhagen  Pernille Kofod-Nielsen, Aarhus  Paul Krohn, Copenhagen  Carina Lund Sørense, Hillerød  Michael Perch, Copenhagen  Vibeke Rømming Sørensen, Copenhagen  Nicolai Schultz, Copenhagen  Helle C. Thiesson, Odense

AMBASSADORS INTERNATIONAL COMMITTEE
Ellis Morris Randall, Carmel, USA  Hassan Argani, Tehran, Iran  Ahn Curie, Seoul, South Korea  Roslyn B. Mannon, Birmingham, USA  Elmi Muller, Cape Town, South Africa  John S. Gill, Vancouver, Canada  Krishnakumar Madhavan, Singapore  David Sutherland, Minneapolis, USA  Arvinder Soin, Gurgaon, India  Waldo Conception, Palo Alto, USA
Dear ESOT Supporters, Sponsors and Exhibitors,

On behalf of the Danish Transplantation Society and on behalf of the Congress Organizing Committee, we warmly invite you to ESOT 2019 in Copenhagen.

We will gather more than 3,500 leading experts in the field of transplantation for a 4-day congress. The Congress attendance has grown in numbers and reach, and while being a European congress, almost 50% of our participants are from outside of Europe, many from the emerging markets of Asia and the Middle East.

We continue with our philosophy of creating a totally new Congress in content and format with each edition. We strive to be as dynamic as the field, and are always on the lookout to deliver the best and longest lasting experience for participants, sponsors, and exhibitors. ESOT 2019 Copenhagen not only follows this rule, but aspires to be the best transplant congress ever!

Some of the major topics of the Congress will be: from ancient legends to modern miracles, the importance of advances in molecular medicine for solid organ transplantation, and tissue engineering. We will explore the hot topics such as enlarging the donor pool and mechanically assisted devices.

The following pages introduce the Congress as well as your possibilities as a sponsor or exhibitor to support it and to showcase your products and research while truly keeping your finger on the pulse of the field of transplantation.

This is our invitation to the medical industry to participate in the biggest event in transplantation and to develop and implement new vehicles of communication – together!

On behalf of ESOT,

Vassilios Papalois and Allan Rasmussen
Scientific Programme Committee Chairs
Bella Center Copenhagen

Bella Center Copenhagen is located centrally in the new part of Copenhagen, Ørestad, and the surrounding neighborhood is developing rapidly into a modern and active part of Copenhagen. Bella Center Copenhagen is just 6 kilometers away from Copenhagen Airport and 8 kilometers away from Copenhagen city centre. Bella Center Copenhagen is also surrounded by Fields, Scandinavia’s largest shopping centre; Royal Golf Center; and protected natural areas that are ideal for a jog.

ADDRESS
Bella Center Copenhagen · Center Boulevard 5 · Copenhagen, Denmark · www.bellacentercopenhagen.dk

CONTACTS

ESOT 2019
Congress Secretariat

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+39 346 177 9104
www.esotcongress.org

ESOT 2019 Administrative Congress Secretariat and Industry Liaison

CAP Partner / Mona Ibsgaard
Nordre Fasanvej 113
2000 Fredriksberg C, Denmark

esot2019industry@cap-partner.eu
+45 7020 0305
www.cap-partner.eu
Leading the way in Organ Transplantation

The European Society for Organ Transplantation (ESOT) is the umbrella organisation under which all European transplant activities are organised.

ESOT cooperates with many other organisations to structure and streamline transplant activities in Europe. Several Sections and Committees within ESOT represent expert knowledge on the respective organs and speciality fields.

ESOT trains and supports its members through an extensive Educational Programme and encourages excellence through its Awards & Grants Programme.

ESOT gives access to a relevant network, but also offers members a pathway to engage with the Society, as well as support to boost their career and visibility.

Furthermore, ESOT gathers the European and international transplant scene at its biennial Congress, as this one we are presenting.
The European Society for Organ Transplantation (ESOT) is a professional organisation involved in many aspects of transplantation across Europe. ESOT is the umbrella organisation under which all European transplant activities are organised, and cooperates with many transplant organisations to structure and streamline these activities in Europe. ESOT represents an exceptional opportunity for the transplantation community to confront opinions and to elaborate a European identity in the scientific, therapeutic, and ethical domains. Several Organ Expert Sections within ESOT represent expert knowledge on the respective organs. At the heart of ESOT is a focus on education and training. Furthermore ESOT gathers the European and International transplant community at its biennial congress, such as the upcoming, organised in Copenhagen between 15 – 18 September 2019.

**KEY FACTS**
- More than 3,500 on-site participants
- More than 1,500 online participants
- 51% participants from Europe, strong participation from Asia, the Middle East and North America

**THE UNIQUE BENEFITS FOR YOU AS A SPONSOR OR EXHIBITOR ARE:**
- Being the largest congress in the field, it’s a true “must attend” for the participants, but also for any and all companies present in the transplantation industry.
- The innovative profile of the ESOT Congresses attracts the leading experts in the field, creates excitement and inspiration among participants, and therefore gives you the ideal platform to introduce your products and research.
- We fully integrate the live and digital aspects of the conference, giving the Congress a longer life and you as a sponsor/exhibitor, enhanced visibility and exposure.
- Multidisciplinary approach – gives you the chance to meet all your stakeholders.

**WE OFFER MANY OPPORTUNITIES FOR YOU TO SUPPORT THE CONGRESS, FOR EXAMPLE**
Some examples include:

**SPONSORSHIP**
- Industry symposia
  50,000 EUR - 65,000 EUR
- Advisory group meeting
  15,000 EUR
- Workshops and Hands-on workshops
  15,000 EUR
- Virtual Reality Cave and Lego Wall

**EXHIBITION**
- 1,000 EUR per sqm
- Stands available in 9 sqm - 100 sqm sizes (and above)

**DIGITAL SPONSORSHIP/EXHIBITION**
- Enables you to enhance your visibility over the entire Congress life and not only at the conference
- The ESOT Ecosystem App sponsorship
- Enhanced company visibility

**WE HOPE YOU WILL JOIN US FOR ESOT 2019 AND BENEFIT FROM YOUR SUPPORT BY**
- Meeting your target group with the potential to gain 3,500 strong business leads.
- Getting recognition as the ultimate solution provider.
- Being seen as a principal supporter.
- Having the fundamental face-to-face conversation.
- Promoting new products and get feedback on your research pipeline.
- Being associated with the latest medical research in the field of organ transplantation.
Overall organization of this Congress was great and it was by far the most valuable event for our company since few years in Europe.

Kristen M. White, Director of Global Marketing, Organ Recovery Systems NV
ABOUT THE CONGRESS

Goals
- Offer enhanced personal experience, networking opportunities and the best learning environment to the Participants
- Create connection and interaction between the Medical Industry and the Attendees
- Reinforce ESOT’s capacity to be at the forefront of innovative thinking, a model for presentations, and to renovate at each edition.

NEW AT #ESOT2019

Find out what’s new:
- Machine Perfusion and VAD Contest
- Organ Reconditioning
- Regenerative Medicine
- Stem cells and Gene Editing: A Disruptive Wedding
- ‘Omics’ technologies in Transplantation
- The unthinkable donors and recipients
- The Patient definition
- Cross-specialty learning
- Empowered transplanters can get to the TOP
- How to navigate the environment of Regulatory authorities and Bodies

And much more on the format:

CAMPFIRES The chance to interact with the speaker and your peers in small group sessions based on informal discussion.

HOT TOPIC TABLES Take advantage of valuable peer-to-peer learning with small, moderated discussions with your peers on topics relevant to you.

EDUCATION TRACK Absorb the vision and expertise of experts and Big Players at classroom-style learning sessions.

THE BUDDY SYSTEM Connect “First time” ESOT Congress participants with experienced attendees.

ARENAS Debating cutting edge topics
FIVE PILLARS OF THE ESOT 2019 CONGRESS

TEN REASONS TO ATTEND

1. Be inspired
2. Drive progress
3. Explore the edge of our current practice and achievements
4. Discuss with experts and innovative thinkers about Why vs Why Not?
5. Interact with peers and together, pave the way forward
6. Understand the latest trends of basic and translational science
7. Explore how to manage career development
8. Attend dedicated tracks to maximise the learning experience
9. Share your research and be selected for focused discussions – guided and instructed by key opinion leaders in the field
10. Get engaged in this interactive meeting and take an active role in shaping the future of transplantation research and medicine
## SUNDAY, SEPTEMBER 15

### SPECIALTY UPDATE SYMPOSIUM

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<tr>
<th>9:00</th>
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<tr>
<td>EDTCO</td>
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<tbody>
<tr>
<td>EDU TRACK 1 Immunology ABCs and beyond</td>
<td>MDT 1 It’s all about safety</td>
<td>ELEVATOR PITCH</td>
<td>REFRESHER 1 Translational Science</td>
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<thead>
<tr>
<th>15:10</th>
<th>16:40</th>
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<tbody>
<tr>
<td>CORPORATE PARALLEL SYMPOSIUM</td>
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<tr>
<th>17:00</th>
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<tbody>
<tr>
<td>PLENARY 1 Be Inspired, be Driven</td>
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<tr>
<th>18:30</th>
<th>19:30</th>
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<tbody>
<tr>
<td>Networking Cocktail</td>
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## MONDAY, SEPTEMBER 16

### EDU TRACK 2 Tolerance is here to stay

<table>
<thead>
<tr>
<th>7:30</th>
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<tr>
<td>FULL ORAL SESSIONS</td>
<td>BRIEF ORAL SESSIONS</td>
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<tr>
<th>8:00</th>
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<tr>
<td>SOTA 1 Microbiome in transplantation: friend or foe?</td>
<td>SOTA 2 Organ allocation algorithm</td>
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<tr>
<th>10:40</th>
<th>11:10</th>
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<td>Coffee break</td>
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<th>11:10</th>
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<tbody>
<tr>
<td>INSPIRE &amp; DRIVE 1 How to get to the top</td>
<td>CORPORATE (HANDS-ON) WORKSHOP</td>
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<tr>
<td>MODERATED E-POSTER</td>
<td>CORPORATE SYMPOSIUM</td>
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<th>14:05</th>
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<tr>
<td>PLENARY 2 Single cells omics: generating an atlas to chart transplant organs</td>
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<td>Coffee break</td>
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<tr>
<td>INSPIRE &amp; DRIVE 2 Evidence based practice is killing the art of medicine</td>
<td>EDU TRACK 3 Xenotransplantation, soon a reality?</td>
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<tr>
<td>CORPORATE PARALLEL SYMPOSIUM</td>
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## TuESDAY, SEPTEMBER 17

<table>
<thead>
<tr>
<th>Time</th>
<th>EDU TRACK 4</th>
<th>Machine perfusion goes prime time</th>
<th>FULL ORAL SESSIONS</th>
<th>BRIEF ORAL SESSIONS</th>
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### 9:10 - 10:40

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<tr>
<td>SOTA 4 Pluripotent Stem Cells Meet Genome Editing: a disruptive wedding</td>
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<td>SOTA 5 DCD: push the boundaries</td>
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<td>SOTA 6 Small Patients, Big Challenges</td>
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### 10:40 - 11:10

- Coffee break

### 11:10 - 12:40

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<th>Event</th>
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<tbody>
<tr>
<td>INSPIRE &amp; DRIVE 3 Relight my fire</td>
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<td>REFRESHER 4 Inflammation</td>
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<td>FULL ORAL SESSIONS</td>
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<tr>
<td>CORPORATE (HANDS-ON) WORKSHOP</td>
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<tr>
<td>FOCUS GROUPS</td>
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<td>ELEVATOR PITCH</td>
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### 13:00 - 14:00

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<td>CORPORATE SYMPOSIUM</td>
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<td>CORPORATE PARALLEL SYMPOSIAN</td>
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<td>ESOT VIP</td>
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<td>MODERATED E-POSTER</td>
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### 14:05 - 15:35

- PLENARY 3
  - Perfect organ preservation and reconditioning - an elusive dream?

### 15:35 - 16:00

- Coffee break

### 16:00 - 17:00

<table>
<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>INSPIRE &amp; DRIVE 4 What keeps me going, what makes me happy</td>
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<tr>
<td>EDU TRACK 5 Ischemia reperfusion injury – still a challenge?</td>
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<tr>
<td>MDT 2 The unthinkable donor/recipient</td>
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<td>MODERATED E-POSTER</td>
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<tr>
<td>FOCUS GROUPS</td>
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### 17:05 - 18:35

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<td>CORPORATE SYMPOSIUM</td>
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<td>ESOT GENERAL ASSEMBLY</td>
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<td>CORPORATE PARALLEL SYMPOSIAN</td>
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<td>CORPORATE (HANDS-ON) WORKSHOP</td>
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<td>BRIEF ORAL SESSIONS</td>
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### 18:40 - 19:10

- Networking

## WEDNESDAY, SEPTEMBER 18

<table>
<thead>
<tr>
<th>Time</th>
<th>EDU TRACK 6</th>
<th>Regenerative Transplantation</th>
<th>FULL ORAL SESSIONS</th>
<th>OSLB (8ABSX7?)</th>
<th>BRIEF ORAL SESSIONS</th>
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### 9:10 - 10:40

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<th>Event</th>
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<tbody>
<tr>
<td>SOTA 7 Pharmacogenomics. Are we ready for implementation into clinical practice?</td>
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<td>SOTA 8 New imaging techniques</td>
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<td>SOTA 9 Transplant success: the patient's definition</td>
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### 10:40 - 11:10

- Coffee break

### 11:10 - 13:00

- PLENARY 4 & PRESIDENTIAL SESSION
  - Dealing with organ failure: a change in the direction of travel?
The ESOT Congress is a major gathering for the Transplant Community and attracts the best talent and tremendous scientific calibre to present the latest research and innovations.

In 2017 in Barcelona, ESOT gathered 4,950 participants in person and online, many of them connecting from remote hubs organised at hospitals in, for example, China and Dubai. Our success lies in the unique and interconnected combination of face-to-face meeting rooms and digital environments to ensure maximized attendance live and online. We bring new ideas to each of our congresses and build on the success of previous editions.

We want our participants to feel inspired and set the mood of “anything is possible” from the first announcement to long after the last participant has left the congress hall.

We highly value the participation of the medical industry and do our best to support your interaction with the attendees. We are excited about new ideas, and we are flexible to accommodate solutions that suit your goals and align with your marketing strategy.

Join as a sponsor early and have a say in shaping the congress experience.

Examples from ESOT2017

In 2017, 1,473 participants joined online, many of them from remote hubs organised at hospitals etc.

What one mascot can do

For ESOT 2017, we successfully used a mascot to build additional social media buzz for the Congress – something previously unheard of for medical congresses.

One of Gaudino’s earliest appearances settled any doubts. He showed up at a technical meeting in the form of a cut-out-the-face-in-the-hole type into which people can put their own head and take photos. ESOT members who had been dubious before were suddenly snapping photos and posting them “all over social media,” said Maggie Bruk, media and marketing manager for Shocklogic, the company behind the idea. “That got people on board.”

The new mascot was such a success that Shocklogic’s Gaudino campaign became a finalist for the International Congress and Convention Association’s Best Marketing Award.

What’s new in the ESOT 2019 edition?

The Virtual Reality Cave and Lego Wall amongst other exciting options for our sponsors and exhibitors. Continue reading for more.
ESOT Congress participation is growing steadily, and since 2011 is attracting an ever-increasing online participation driven especially by participants from outside Europe.

“ESOT is The Event in transplantation. I would not want to miss it. It is cutting edge, inspiring. Everyone who is anyone in transplant in Europe attends. I am a big fan.”

Ina Jochmans, Laboratory of Abdominal Transplantation, KU Leuven

Target audience

The target audience for this conference includes all fields involved in health care and research with an affiliation in transplantation. This includes, but is not limited to:

- Transplant surgeons
- Physicians of all fields with an involvement in transplantation
- Coordinators, Nurses
- General surgeons and clinicians with an interest in transplantation
- Transplant scientists
- Nutrition and rehabilitation specialists and coordinators
- Transplant pharmacists

Furthermore, health care professionals with an involvement in treatment of organ failure, cell therapy, tissue, and regenerative medicine are warmly welcome to our conference.
**PARTICIPANT DEMOGRAPHICS BASED ON ESOT 2017**

**Europe**: 1943  
Note: Europe EU: 1625 / Europe non-EU: 318

**Asia**: 392

**Asia - Middle East**: 134

**Australia & Oceania**: 39

**North America**: 151

**South America**: 87

**Africa**: 32

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**Medical specialties**

- Critical care: 23%
- Transplant infectious diseases: 20%
- Transplant oncology: 11%
- Histocompatibility: 11%
- Nursing: 8%
- Pharmacology: 8%
- Diabetes / Endocrinology: 8%
- Urology: 8%
- Radiography / Medical imaging: 2%
- Nutrition: 1%

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**Organ**

- Kidney: 49%
- Liver: 19%
- Pancreas: 7%
- Heart: 5%
- Lung: 5%
- Other: 3%
- Cell / Tissue: 2%
- Pediatric transplantation: 2%
- Islet: 2%
- Ethics / Law / Psychosocial / Public policy: 2%
- Bone marrow: 2%
- Intestine: 1%
- Small bowel: 1%

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**Transversal fields**

- Allotransplantation: 25%
- Immunosuppression – Clinical: 23%
- Organ Procurement and Preservation: 14%
- Experimental Transplantation: 6%
- Immunology: 6%
- Immunosuppression – Experimental: 5%
- Cell Transplantation: 5%
- Regenerative Medicine: 4%
- Artificial and Bioartificial Cells and Organs: 4%
- Immunogenetics: 4%
- Transplantomics: 3%
- Xenotransplantation: 1%
- Small bowel: 1%
Corporate Satellite Symposia

Foster education and science

**Plenary Symposium**
90 MIN  65,000 EUR
Can take place in one of the main session rooms with a max. capacity of 2,100 seats (we can also provide smaller rooms). There are no other sessions running at the same time.

**Parallel Symposium**
90 MIN (Sun)  55,000 EUR
90 MIN (Tue)  60,000 EUR
2-3 sessions running in parallel - rooms with various capacity available.

**Lunch Symposium**
60 MIN  50,000 EUR
Catering can be arranged based on sponsor’s specification, but is not included in the price. Rooms with various capacity available.

**Interactive Symposium Package**
(Q&A and Interactive Voting)  10,000 EUR
Make your satellite symposium interactive by adding real-time voting and Q&A function to your sessions. You can use it to present interactive medical cases or to give your expert panel the opportunity to address questions coming from the audience.
- Exclusively for companies holding a symposium.
- Package includes 1 dedicated staff person to support the interactive tool during your symposium.
- Voting screen needs to be activated manually by participants, and list of attendees can be extracted after the symposium.

**Workshops / Hands-On Workshops**
60 MIN  15,000 EUR
We have reserved time slots for workshop activities. Your company will benefit from the presence of the participants and will be able to get additional feedback from seeing the participants use your device or product.
Capacity: 50 - 100 participants (depending on the format)

**Available Time Slots**

<table>
<thead>
<tr>
<th></th>
<th>Sun 15 Sep</th>
<th>Mon 16 Sep</th>
<th>Tue 17 Sep</th>
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<tbody>
<tr>
<td><strong>Plenary Symposium</strong></td>
<td>18:00-19:30</td>
<td>17:00-18:30</td>
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<tr>
<td><strong>Parallel Symposium</strong></td>
<td>14:45-16:15</td>
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<tr>
<td><strong>Lunch Symposium</strong></td>
<td>13:00-14:00</td>
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<tr>
<td><strong>Workshops / Hands-On Workshops</strong></td>
<td>11:40-12:40</td>
<td>16:00-17:00</td>
<td>17:00-18:00</td>
</tr>
</tbody>
</table>

**Rates include:**
- Hall rental, standard audio/visual equipment
- Staff assistance in the room
- Permission to use the phrase “Symposium Session of ESOT 2019 Congress”
- Space for two roll-up banners to promote the symposium outside the meeting room and in exhibition area
- Invitations as a push notification in the Ecosystem App
- Note: We can allocate different sized rooms on request, depending on the expected size of your target group.
# Featured Areas

## Hospitality Suites
**10,000 - 30,000 EUR**

Room sizes between 50-150 sqm. Rented for the entire duration of the Congress.

All hospitality suites are located on the 1st floor and are easy to access. Space for poster boards outside the room.

Upon request, we can allocate the beautiful and bright Terrace area (see pictures below) as a hospitality suite (30,000 EUR). Overlooking the main lobby, it gives you and your guests the feeling of being at the center of the happenings.

## Rising Stars Lounge
**15,000 EUR**

The Young Professionals in Transplantation (YPT) are our “Rising Stars”; they created a network based on a young perspective to promote educational activities, support mentoring programmes at the European level to improve career opportunities, and provide spaces dedicated to younger transplant physicians, scientists, and surgeons. ESOT wishes to support their endeavours, and will set a dedicated space, organised as a lounge, where members of this new group can meet in a friendly atmosphere and invite senior colleagues.

There are numerous opportunities for branding throughout the space. The Rising Stars Lounge will be located in the exhibition area.

## E-Poster Lounge & Networking Area
**25,000 EUR**

An important part of every congress and supported by the App that facilitates interchange among posters.

We design our E-poster lounges to facilitate maximum interaction between the posters and the delegates. We want the area to be an oasis from the otherwise hectic schedule, with cozy seating areas that foster the scientific exchange and networking among the delegates.

Benefits:
- Sponsor prominently acknowledged on ESOT signage in the poster area.
- Branding on every monitor (5-6 discussion areas are envisaged) and in the E-poster area.
- Recognition in the appointment system of the Congress App.
THE 2019 ESOT CONGRESS WHEREVER YOU ARE

ESOT TRANSPLANT LIVE

Your Symposium can be broadcasted via the ESOT TRANSPLANT LIVE - our innovative knowledge platform: High-quality videos of ESOT 2019 Congress presentations and live interactive talk shows shared online anywhere in the world.

Furthermore, your session can be stored in our brand new ESOT TRANSPLANT LIVE Library, in the section dedicated to Industry content. This opportunity will extend the life of your session to be viewed and shared beyond the scope of the event. Contact us for more information.

REMOTE HUBS AND SATELLITE MEETINGS

ESOT aims to gather a very high number of participants. However, realistically, many will not be able to attend the meeting on-site in Copenhagen.

Building on the successful congress we have delivered in Barcelona, we wish to expand the online audience and the number of remote hubs, to further increase the participation and the reach of our event.

ESOT will provide full support and recognition. Price available upon request.

Furthermore, we would like to work with the Industry to create remote hubs, where participants physically meet and build a day meeting around the transmitted content. This means that a Company can host an ‘ESOT 2019 Congress Hub’, anywhere around the globe. If you wish to host an ‘ESOT 2019 Congress Hub’ please contact us for more details.

In addition, a ‘Virtual Booth’, designed for online interaction and where your staff can be contacted can be built in the ESOT TRANSPLANT LIVE. Hosting an ‘ESOT 2019 Congress Hub’ in combination with a ‘Virtual Booth’ further provides the opportunity to meet all those who could not physically attend but in fact will virtually participate.

(Basic) Company recognition:

- Acknowledgement as a sponsor
- Company’s presence on the ESOT 2019 Congress website with a permanent hyperlink to the company’s website
- Acknowledgement on dedicated banners on site at the Congress.
- Acknowledgement under the company’s name in the following Congress publications: Call for Abstracts and Registration Brochure/ Preliminary Programme as well as in the ESOT 2019 Ecosystem App where the Abstract Book and Final Programme are published.
- Company exposure in combination with an ‘ESOT 2019 Congress Hub’ and/or a ‘Virtual Booth’ is tailor made according to company’s preference.
SPONSORSHIP OPPORTUNITIES
SUPPORT THE ESOT 2019 ECOSYSTEM APP

ESOT 2019 Ecosystem App is a native app with a unique user interface that is designed specifically to allow access to all the tools and pertinent information with one touch. The current session, upcoming sessions, surveys, sponsor links, messages, and the rest of the tools are always accessible. This means attendees don’t waste time navigating; they spend time participating. Adoption rate is close to 100%, which makes the ESOT 2019 Ecosystem App one of the best advertising tools.

ESOT 2019 Ecosystem App replaces the printed programme.

ESOT 2017 ECOSYSTEM APP USAGE – KEY FIGURES

- Participant adoption – above 95%
- Content advisor used by 93% of users, in total more than 15,000 times with a 61% click-through rate.
- 28,000 messages exchanged between users of the Posters Lounge.

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
<th>Price in EUR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>App Main Sponsor (exclusive)</strong></td>
<td>Get exclusive access to the most prominent screen real-estate for your brand. For participant-owned tablets: Approximately 60 seconds of brand exposure via initial full-sized splash screen.</td>
<td>40,000</td>
</tr>
<tr>
<td><strong>App Supporting Sponsor</strong></td>
<td>Get immediate recognition of your brand and exposure right on the home screen of the App. A banner located in the dashboard area of the home screen which is linked to your company profile. Up to 4 supporting sponsors are exposed with their logo in the main rotating banner (5 seconds rotation).</td>
<td>20,000</td>
</tr>
<tr>
<td><strong>Push notifications</strong></td>
<td>To appear on all devices that have the native app installed. The push notification will have the truncated text (62 characters) and will link to the full message inside the app.</td>
<td>7,500</td>
</tr>
</tbody>
</table>
| **Interactive Symposium package (Q&A and Interactive Voting)** | Make your satellite symposium interactive by adding real-time voting and Q&A function to your sessions. You can use it to present interactive medical cases or to give your expert panel the opportunity to address questions coming from the audience.  
  · Exclusively for companies holding a symposium.  
  · Package includes 1 dedicated staff person to support the interactive tool during your symposium.  
  · Voting screen needs to be activated manually by participants, and list of attendees can be extracted after the symposium. | 10,000 |
| **Enhanced Company description with analytics** | Enhance your company profile by adding additional content and information. The company profile can be accessed over the main menu of the App or by scanning a printed QR code located at your booth. You can add PDF files or short movies, contact details for up to 3 company representatives, and a link to company website and will benefit from 250 words of extended description (instead of 50 words). Analytics are available after the event on actual views and downloads. | 2,000 |

General conditions
All graphics work (in both landscape and portrait mode) to be provided by the sponsor, based on the technical specification provided by ESOT. Customization not included in the prices and subject to agreement between the company and ESOT.
ADVISORY GROUPS
Organising an Advisory Group in connection with a Congress is an outstanding opportunity for industry to gather Key Opinion Leaders for a structured discussion on a topic that is defined by the company.

An Advisory Group session gathers a limited number of specifically selected participants. Typically, the participants will be chosen from the delegates of the Congress in partnership with the organising company. However, participants may also be specially invited for an Advisory Group.

Most often, the requested participants will already be present at the Congress. In this case, an Advisory Group is a very cost-effective way of arranging a meeting with key stakeholders in order to gather information of which the company is currently in need.

FORM AND CONTENT
The invited group of participants, usually a maximum of 8-12 persons, are asked about their perceptions, opinions, beliefs, and attitudes towards a product, service, concept, advertisement, or idea. Presentations and discussions take place in an interactive group setting where participants are encouraged to openly discuss with other group members.

Duration: 1-1.5 hours.
Timing is generally flexible and chosen in cooperation between the company and the Congress.

In general, the following time slots will be available each day:
8:00 - 9:00 / 13:00 - 14:00 / after 17:00

Advisory Groups are interesting for companies who:
• Are interested in feedback on products or clinical studies
• Would like to establish contact to key opinion leaders
• Are new to the European market or general aspects of market access
• Need feedback on potential applications of existing products
• Are about to launch a new product

The programme for an Advisory Group discussion typically contains the following steps:
• The moderator makes an introduction and points out the areas of interest or challenges faced;
• Group discussion, which should be guided by the moderator in order to ensure that the relevant topics are covered;
• Optional: A summary of the discussion.
• The moderator is typically a clinician, a company representative, or a marketing consultant. The moderator is chosen by the hosting company. If you would like to use a clinician as moderator, we will be able to help you identify someone and to establish contact.

PRACTICAL ORGANISATION OF THE ADVISORY GROUP
Most often, the requested Key Opinion Leaders will already be present at the Congress. In this case an Advisory Group is a very cost-effective way of arranging a meeting with key stakeholders in order to receive insightful feedback that the company is currently in need of.

The overall purpose and the specific programme of each Advisory Group will have to be agreed upon individually and is typically developed in close collaboration with the Congress secretariat.

ADVISORY GROUP FEE 15,000 EUR

The price includes:
The Congress secretariat will take care of all the practical organisation of the Advisory Group session. The fee includes the time slot for the Advisory Group, as well as Congress assistance with setting it up and inviting the participants.

Depending on the choice of moderator for the session, some additional expenses might also have to be considered.

If the company wishes to invite participants not already present at the Congress, additional cost related to registration, accommodation, and travel must be considered.
VIRTUAL REALITY CAVE
We are bringing Virtual Reality (VR) to ESOT 2019. Right now, there is a lot of buzz about the use of VR in education of medical professionals and in education in general. We want to give our participants and industry partners the opportunity to explore VR at our Congress.

We will build a dedicated “cave” – a darker room, slightly away from the noise of the exhibition for those that wish to take a break from the brightness and buzz of the conference.

We will use lights and decorations to give the space a completely different atmosphere to bring people into another world. Outside the company-booked slots, we will show a “Wonderful Copenhagen” and “Inside the Human Body” videos, so that we keep participants’ interest in the VR Cave.

We will partner with local suppliers to deliver content and will offer the following opportunities for you to enhance your company’s visibility and to showcase your products in a novel way. It also means that you can effectively demonstrate your product with less staff present – you can reach up to 20 people at once, with fewer staff members present to answer questions.

You can become a sponsor by:
• Booking a time slot in order to show the VR video your company has produced. Advertising for the VR session in the App and the Pocket programme.
• 5,000 EUR/1 hour; 10,000 EUR/3 hours
• Exclusive sponsorship  50,000 EUR

Prices include:
• Space rental
• Rental of 20 VR goggles for the allocated time slots
• Technical staff assistance
• Meeting corner for your staff to interact with the participants after the VR session. We can also arrange contact with a local VR production company to assist you in producing the VR content.

LEGO WALL
ESOT 2019 is coming to the Land of LEGO, and we will use a LEGO theme to give participants a slightly different and literally hands-on way to experience your company’s presence.

We will install a large LEGO Wall that will feature your company’s logo built with LEGO bricks. We will have a supply of additional LEGO bricks for people to get creative, and write their own messages and comments with LEGO bricks. In contrast to the VR Cave, this will be a creative, bright and playful space.

We expect a lot of selfies to be taken at the LEGO Wall, which can generate a lot of social media presence for your company. The LEGO Wall stimulates creativity, is fun, and attracts a crowd.

This option is available either as:
• Exclusive sponsorship – only your company’s logo will be shown, rented for the entire duration of the Congress
• Logo sponsorship – once the Exclusive sponsorship is sold, this option is no longer available.

Quote upon request will include:
• Space rental
• Professional LEGO builder designing the logo
• Cards with the logo broken down to individual bricks, so that people can easily reproduce it on the free space.
• Supply of LEGO bricks in your company colours for participants to have their go at building your logo on a smaller scale.
• Selfie sticks available
## BRANDING OPPORTUNITIES
### ENHANCE YOUR COMPANY’S VISIBILITY

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
<th>Price in EUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff uniforms</td>
<td>All support staff will wear special uniforms at the registration desks, during sessions, and in the exhibition area and are highly visible throughout the duration of the congress. This is a unique opportunity for a company to sponsor the shirts which will bear the congress name and logo.</td>
<td>18,000</td>
</tr>
<tr>
<td>Photo/Selfie Lounge</td>
<td>There are many selfies taken at congresses these days – branding the ESOT selfie lounge will get your company extra brand exposure. Includes the set-up costs. Located in the exhibition area.</td>
<td>15,000</td>
</tr>
<tr>
<td>Directional signposting</td>
<td>There will be directional congress signage around the venue. Supporting this service provides the opportunity to have the company logo appear on all congress directional signs.</td>
<td>15,000</td>
</tr>
<tr>
<td>Lanyards</td>
<td>Participants are to wear their badges during the entire conference. Lanyards will be handed out to participants with their badges.</td>
<td>15,000</td>
</tr>
<tr>
<td>Pocket Programme</td>
<td>The Pocket programme will be distributed to all delegates on-site and will contain a handy overview of the congress. The sponsor’s logo will appear on the back cover.</td>
<td>12,500</td>
</tr>
<tr>
<td>Water dispensers</td>
<td>Enhance your company’s visibility at the high traffic areas.</td>
<td>12,000</td>
</tr>
<tr>
<td>Eco-friendly water bottles</td>
<td>With your company’s logo. Many participants carry their water bottle with them and also use them after the Congress.</td>
<td>8,000</td>
</tr>
<tr>
<td>Footprints</td>
<td>Branded with the company logo, directs participants to the company’s stand. Limited to 5 exhibitors.</td>
<td>5,000</td>
</tr>
<tr>
<td>Charging stations</td>
<td>Enhance your company’s visibility at the high traffic areas.</td>
<td>5,000 per station</td>
</tr>
</tbody>
</table>

Branding catalogue detailing additional possibilities will be available at a later date.

### General conditions
Prices exclude the artwork and production costs.

## ADVERTISING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Publication</th>
<th>Placement</th>
<th>Price in EUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preliminary Programme/Advanced Programme</td>
<td>Standard inside half page</td>
<td>1,500</td>
</tr>
<tr>
<td>Preliminary Programme/Advanced Programme</td>
<td>Standard inside single page</td>
<td>1,500</td>
</tr>
<tr>
<td>Preliminary Programme/Advanced Programme</td>
<td>Standard inside double page</td>
<td>1,500</td>
</tr>
<tr>
<td>Preliminary Programme/Advanced Programme</td>
<td>Inside front cover page</td>
<td>1,500</td>
</tr>
<tr>
<td>Preliminary Programme/Advanced Programme</td>
<td>Inside back cover page</td>
<td>1,500</td>
</tr>
<tr>
<td>Preliminary Programme/Advanced Programme</td>
<td>Outside back cover page</td>
<td>1,500</td>
</tr>
</tbody>
</table>

On demand we can also provide tailor-made opportunities for digital banners in the ESOT2019 Congress campaigns as well as on the website.
Our delegates welcome the opportunity to tap into the expertise provided by exhibitors.

The exhibition area is located centrally at the congress venue. The exhibition will remain open for the entire scientific programme duration.

**SQUARE METER PRICES IN EUR:**
Flat fee of 1,000 EUR per sqm.

**CHARITY/NON-PROFIT BOOTH**
Registered charities and Non Profit Organisations are offered exhibition space at 1,000 EUR for a 6 sqm booth. There are a limited number of charitable booths available.

Shell scheme package: modular stand and fascia board (only for the 6 sqm charity booths)

**BASIC HIRING OF FLOOR SPACE INCLUDES:**
- Exhibition space
- 2 exhibitor admission badges for every 9 sqm of space hired
- Company logo and free editorial entry (50 words) in the ESOT 2019 Ecosystem App
- Company information in exhibitor directory, on the website, and in the ESOT 2019 Ecosystem App
- Attendance at the Poster Opening & Networking Cocktail
- Access to Corporate Satellite Symposia
- Access to the scientific sessions
- Early build-up is included for stands +25 sqm

**EXHIBITION TERMS AND CONDITIONS**
Terms and conditions relating to exhibiting can be found on the reverse of the Exhibition and Sponsorship Application Form, which you will find on the website in due course.

**TECHNICAL MANUAL**
A Technical Manual giving further general and technical information, advice, and full details about the exhibition, venue, organisers, and ancillary services available to exhibitors will be circulated in due course.

**EXHIBITION TRAFFIC IS INCREASED THROUGH THE FOLLOWING EFFORTS:**
- Catering and coffee stations are located in the exhibition area
- Bright and airy area, with a lot of daylight and high ceilings
- Relaxation area and charging stations are also placed in the exhibition area
Terms of payment
All prices are excluding VAT.
60% of total fees due with contract raised after application. 40% remaining will be invoiced in April 2019.

Confirmation
Confirmation of your reservation will be mailed to you with an accompanying VAT invoice for the deposit due.
All companies are required to pay VAT at the prevailing rate.

Cancellation policy
Cancellation received in writing up until 1 January 2019: 10% cancellation fee of total amount.
Cancellation received in writing up until 15 March 2019: 60% cancellation fee of total amount.
Cancellation received in writing after 15 March 2019: The company will be liable for the total charge.

This application is legally binding. Application form is also available online.
First and last name of the person responsible for the application on behalf of the company:

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Company name

VAT / Tax ID number

Address

City

Country

Contact person

Position

Telephone (incl. country code)

Mobile

Email

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Please mark the items of your choice

To see the available time slots, please look at page 15

- Plenary symposium 65,000 EUR
  - Mon 16th Sep 2019 18:00 - 19:30
- Parallel symposium
  - Sun 15th Sep 2019 14:10 - 16:40 55,000 EUR
  - Tue 17th Sep 2019 17:00 - 18:30 60,000 EUR
- Lunch symposium 50,000 EUR
  - Mon 16th Sep 2019 13:00 - 14:00
  - Tue 17th Sep 2019 13:00 - 14:00
- Hands-on workshops 15,000 EUR
  - Mon 16th Sep 11:10-12.40/16.00-17.00/17.00-18.00
  - Tue 17th Sep 11.40-12.40/16.00-17.00/17.00-18.00
- Rising Stars Lounge 15,000 EUR
- E-poster Lounge & Networking area 25,000 EUR
- Hospitality suites (please indicate preferred size)

- Hybrid ESOT Price upon request
- Advisory Groups 15,000 EUR
  - 8:00 - 9:00
  - 13.00 - 14.00
  - after 17:00
- Virtual Reality Cave (please indicate preferred date)
  - Date:
    - 1 hour
    - 3 hours
    - Exclusive
    - 50,000 EUR
- Lego Wall Price upon request
- Exhibition only (1,000 EUR per sqm)
  (indicate stand size)
- Branding (specify item of your choice)
- Digital sponsorship (specify item of your choice)

Signatures

Date

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SPONSOR / EXHIBITOR APPLICATION FORM