

# Partnership & Exhibition Prospectus

CONGRESS OF THE EUROPEAN SOCIETY FOR ORGAN TRANSPLANTATION

**29 August – 01 September 2021**

MiCo Convention Centre

Milan, Italy



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# About ESOT

The European Society for Organ Transplantation (ESOT) is a scientific society involved in all aspects of transplantation across Europe. It is the umbrella organisation under which European transplant activities are organised, and it cooperates with many transplant organisations to structure and streamline these activities in Europe and across the world.

ESOT represents an exceptional opportunity for the transplantation community to share and debate opinions and to develop a European identity in the scientific, therapeutic, and ethical domains. Several Organ Expert Sections within ESOT represent expert knowledge on the respective organs and areas of expertise. At the heart of ESOT is a focus on education and training.

## ESOT CONGRESS

The European and International transplant community gathers every 2 years at the ESOT Congress. More than 5,500 participants are expected to join this year's exciting congress which will showcase the latest research and innovation.

Through its multidisciplinary approach, supported by respected leaders in the field, ESOT helps to inspire and drive change in the entire field of transplantation.



## ORGANISER CONTACT DETAILS

### ESOT Office

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### Congress Management

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For more information on ESOT Congress 2021, please visit [esotcongress.org](https://esotcongress.org)

## Welcome address

Dear Colleagues, Dear Friends,

On behalf of the European Society for Organ Transplantation (ESOT), we are very pleased to invite you to attend the ESOT Congress 2021, which will take place in Milan, Italy, and in a virtual event online, from 29<sup>th</sup> August to 1<sup>st</sup> September 2021.

The in-person event is being held at the Milano Convention Center in Milan, Italy's second largest city. In recent years, Milan has seen a real Renaissance, elevating the city and its urban surroundings to a global capital for food, design and fashion, making it the ideal place for a meeting of transplantation professionals from Europe and beyond.

With the Covid-19 pandemic, we can assure all delegates that ESOT and the Congress venue will take every possible precaution and action to ensure that the in-person event is safe. However, for those that prefer not to travel to Milan or who are unable to attend the live event, the ESOT 2021 Congress is being supported by a virtual online event, whereby delegates can interact and engage with the full programme of scientific content and much, much more.

Transplantation is at a turning point with the necessity to open doors and include other disciplines such as organ reconstruction and regeneration, mechanical assisted devices and different categories from bio-hybrid technologies to biomedical engineering. This is why we need to contemplate a new and reimagined approach to patients, treatments and the professionals of the field.

This event reinforces ESOT as the main platform for connecting the research and academic community with patients, European policymakers, and industry. The Congress will cover all organ related clinical aspects and transplant techniques: from basic to advanced as well as innovative studies.

The overarching theme of the Congress has a special focus on the different technological advances and applications in organ regeneration and cell therapy that can rapidly and cost effectively lead us to even better care for patients in need of organ function replacement.

The Congress will feature its usual innovative and entertaining formats, which include the latest technologies for presentations and interactive poster sessions. One of the most exciting aspects of attending an ESOT conference is the people you'll meet. ESOT invites and attracts speakers, delegates and global experts to deliver high level plenary overviews but also keynote addresses on inspiring scientific topics relevant to our field.

The ESOT Congress 2021 will be enriched by a variety of side events, workshops, consensus conferences and work meetings to promote interaction amongst all stakeholders and connect researchers and academics with industry partners, all working together to address the needs and create opportunities for transplantation in the next 5-10 years.

Of course, you will also have the opportunity to meet your peers in a stimulating and fun environment during our lively networking and social events, in the beautiful city of Milan

The Italian Society for Organ Transplantation (SITO) will work alongside ESOT to deliver a stimulating and engaging congress experience for professionals coming from around the globe, but also relevant to the large Italian transplant community.

**Umberto Cillo**  
Congress Co-Chair & SPC

**Luciano Potena**  
SPC Co-Chair

# Why attend?



## WHY SUPPORT ESOT CONGRESS 2021?

The ESOT Congress has become the most influential and major event of its kind with participants coming from all over the world. The ESOT Congress serves as the leading platform to exhibit best practice and science, introduce the latest trends in transplantation, present scientific advances, offer education and nurture networking at an international level.

This year, in particular, organ transplantation is at a critical turning point and ESOT, together with its partners, has the opportunity to communicate to the transplantation community that it continues to be at the forefront of advancing and driving change for the benefit of patients.

### What to expect from participating in ESOT Congress 2021:

- A comprehensive sponsorship offer to showcase your brand to a quintessential market
- The possibility of creating your own tailor-made package
- The option of choosing an exclusive package

### You will also benefit from:

- Being a part of ESOT’s mission to be a unique platform for education and idea exchange for medical professionals and other stakeholders involved in transplantation, including patients, patient advocates, nurses and allied health professionals
- Reinforcing your credentials as a key player in the industry
- Reaching out to KOLs from around the globe
- Discovering current trends, innovations, and challenges for the future of transplantation

## ESOT CONGRESS 2019 STATISTICS



**5,658,328**  
POTENTIAL IMPACT



**1,103,880**  
POTENTIAL REACH



**4.42**  
TWEETS PER CONTRIBUTOR



**1,098**  
CONTRIBUTORS

**1,005,36** average followers per contributor

# Scientific information

Following the theme of “Interplay • Connect • Interface” the ESOT Congress 2021 scientific programme will be based on 5 domains focusing on the most relevant topics in organ transplantation – topics that very often are transversal across disciplines and relevant to multiple organs. Each session of the congress will be assigned to a certain track, allowing delegates to have a seamless journey through the programme.

## **Emerging approaches and technologies**

- Artificial organs
- Organ reconditioning
- Nanotechnology
- Biotechnology
- New Techniques
- Minimally invasive approaches

## **Precision Medicine**

- Big Data Analysis
- Omics
- Biomarkers
- Biomechanisms
- Immunology
- Immunotolerance

## **Regenerative Medicine (Cell Biology)**

- Stem Cell Therapy
- Scaffolds/Organoids
- RNA Interference Therapy
- Nanomedicine in Regenerative Medicine

## **Present and future transplant practice**

- Real-life clinical approaches
- Case based scenarios
- Ongoing Clinical Protocol sharing
- Logistics in transplantation
- Telemedicine in transplantation
- Present & future transplant practice

## **Value-based care**

- Patient and Population outcomes: endpoints and actions for improvements
- Guideline development: methods, results
- Resource optimization and cost effectiveness
- Equitable organ allocation systems
- Disparities and Unequal access to resources
- Transplant system governance

# Sponsorship packages

**ESOT partners are invited to sponsor the ESOT Congress 2021 by choosing various options which are set out in the following pages of this prospectus.**

Supporters of the ESOT Congress 2021 will be able to make the most out of their presence by generating unique leads to expand their business and create awareness of their brand. Most importantly, by joining forces with ESOT, our partners will contribute to medical education for transplant professionals across all fields.

Taking feedback from Industry we have taken the time to build sponsorship packages which include the key elements we have found to be required by most of our past sponsors. In addition, we have considered restrictions from compliance and regulatory bodies and will continue to do so as these are ever changing.

You are welcome to select a pre-built sponsor package or add to it with additional items and exhibition space and build your own package. Those companies who only wish to sponsor individual items on the list below or only wish to exhibit are welcome to do so.

Please note that if any elements of the sponsor package do not suit your current objectives we will be delighted to discuss how we can assist you in building a bespoke package to suit your needs.

Explore the vast and varied sponsorship opportunities and then the ESOT Team will help you put together a package that best fits your requirements. Our bespoke approach to each sponsor will ensure that your investment leads to a successful and rewarding experience.



## PRE-BUILT PACKAGES

ITEMS	Platinum EUR 155,000 (Instead of EUR 185,000)	Gold EUR 120,000 (instead of EUR 145,000)
<b>INDUSTRY SATELLITE SYMPOSIUM</b>		
Satellite symposium (90 minutes) (Plenary symposium)	●	
Satellite symposium (90 minutes) (Parallel symposium)	●	●
Symposium options Please choose from the below options		
Option 1: Webcast		
Option 2: Interactive symposium package		
<b>PROMOTION</b>		
Promotion via ESOT Social media (at discretion of the ESOT Office)	●	●
Symposium promotion via Congress Newsletter	●	●
Permission to use the phrase "Symposium Session of ESOT Congress 2021"	●	●
One (1) push notification announcing the Symposium on the mobile application as allowed by compliance regulation	●	●
Symposia Programmes will be included in a special section of the Final Programme insofar as this is in line with compliance regulations at the time of the event	●	●
<b>EXHIBITION</b>		
Priority assignment of exhibition space (within each level)	●	●
Number of sqm included	50	30
Discount on additional exhibition space	10%	5%
Full page colour conference advertisement in the final programme (e-book version)	●	●
<b>ADDITIONAL BENEFITS</b>		
Office space (up to 20 sqm) within the conference center	●	●
Free registrations	40	20
Possibility of a company welcome desk in the registration area	●	●
<b>ACKNOWLEDGEMENT</b>		
ESOT Congress website	●	●
Enhanced company description in congress mobile application	●	●
Onsite sponsors' board	●	●
Programme	●	●

## ADDITIONAL SPONSORSHIP ITEMS

### SATELLITE ACTIVITIES & SYMPOSIA

<p><b>Plenary symposium</b>                  SOLD OUT                  EUR 75,000                  90 minutes</p>	<p>The perfect opportunity to inspire Congress participants, prompt debate and generate creative new ideas. Staging can be arranged to facilitate a discussion panel or classic symposium format.</p>
<p><b>Parallel symposium</b>                  EUR 55,000                  60 minutes                  EUR 65,000                  90 minutes</p>	<p>Limited availability, with only a few prime slots available (handled on a first-come, first-served basis)</p> <p><b>Benefits include:</b></p> <ul style="list-style-type: none"> <li>— Develop your own symposia, included in the Conference programme</li> <li>— Provision of a room with signage (rooms with various capacity available)</li> <li>— Supply of basic technical equipment</li> <li>— Promotional poster displayed onsite (one day only)</li> <li>— Possibility to display a pull-up banner and promotional material in the room or outside (sponsor is responsible for production and set-up)</li> <li>— Promotion (provided at discretion) from the ESOT secretariat</li> <li>— Permission to use the phrase “Symposium Session of ESOT Congress 2021”</li> </ul>

## ADDITIONAL SPONSORSHIP ITEMS

### SCIENCE & EDUCATION ACTIVITIES

<p><b>Post-session 'meet and greet'</b></p> <p>EUR 40,000</p>	<p>Foster a deeper relationship with your audience and organise a post-session 'meet and greet', giving you the chance to continue the conversation, engage in a longer Q&amp;A, and connect in a relaxed setting. These will be held as an informal reception in a private area of the Conference centre. Price includes standard food and beverage depending on the time of the "meet and greet".</p> <p>Maximum capacity 40 pax.</p>
<p><b>Half-day workshop</b></p> <p>EUR 40,000</p>	<p>Organise an educational and highly-interactive workshop held in conjunction with ESOT Congress 2021. This format is proposed to Medtech and Device companies. Sponsors with clinical data for rare diseases, or with innovative new products will find it a perfect platform to deliver cutting-edge information to key individuals. This option is not suitable for all companies, topics and ESOT reserves the right to prioritise based on the suitability of the application.</p> <p>Pick your own workshop topic, educational objectives, faculty, format and audience to run a day-long course that could be held on the Monday or Tuesday.</p> <p>Workshops are intended to develop in-depth knowledge, skills and/or specific ideas among participants.</p> <p>Limited availability, with only a few slots available (handled on a first come first served basis)</p> <p><b>Benefits include:</b></p> <ul style="list-style-type: none"> <li>— Develop your own workshop and educational content</li> <li>— Provision of a function room</li> <li>— Supply of basic technical equipment in the room</li> <li>— 4 Full delegate badges for your speaker(s) and organiser(s)</li> <li>— Possibility to display a pull-up banner and promotional material in the room or outside (sponsor is responsible for production and set-up)</li> <li>— Food and beverage* for participants and faculty</li> <li>— Recognition of the sponsor and workshop:</li> <li>— Inclusion in the Conference programme and website</li> </ul> <p>Maximum capacity 40 pax.</p> <p>* Provision for 40 people including two coffee breaks and light lunch</p>

## ADDITIONAL SPONSORSHIP ITEMS

<p><b>Webcast Recording Package</b></p> <p>EUR 15,000 per symposium</p>	<p>Increase the reach of your symposium by making it accessible long after the congress. ESOT is offering a very attractive, high value webcast recording package for industry symposia. Publish your recorded symposium in the ESOT Transplant Live platform and increase the awareness of your symposium by reaching out to a huge audience of peers:</p> <ul style="list-style-type: none"> <li>– Audio &amp; video recording of the symposium by filming a headshot of the speaker</li> <li>– Capturing of the projector signal</li> <li>– Provision of webcast of the whole session in one piece as a multi-picture webcast including slide navigation (showing the camera and projection signal together – side by side – in one video with sound)</li> <li>– Publication in the ESOT Transplant Live platform alongside scientific session content post congress</li> <li>– Provision of a link to the recording (embed-code of webcast player) for symposium organiser’s own usage (for publishing on own website)</li> <li>– Provision of recording-file in mp4-format, as 2-in-1-video showing the speaker next to the presentation (with displayed slides but no navigation) for symposium organiser’s own usage post congress</li> <li>– 15 minute briefing during the rehearsal</li> </ul> <p>For more information please contact us directly at: <b>devi.mey@esot.org</b></p>
<p><b>Industry Symposium Live Stream</b></p> <p>EUR 10,000 per symposium</p>	<p>Reach out to non-attendees around the world by broadcasting your symposium in real time Live stream to a virtual audience beyond the congress lecture room. With the live broadcast of your industry symposium non-attendees from all over the world can follow your session remotely. The live stream is to be hosted on a stand alone microsite/ symposium event website.</p> <p>This service can only be offered in combination with our Webcast Recording Package.</p> <p><b>Note: No live stream allowed outside this product. No commercial use of the live stream allowed.</b></p> <p>For more information please contact us directly at: <b>devi.mey@esot.org</b></p>

## ADDITIONAL SPONSORSHIP ITEMS

### ESOT IN-PERSON/ON-SITE CONGRESS OPPORTUNITIES

Our delegates welcome the opportunity to tap into the expertise provided by exhibitors. The exhibition area is located centrally at the congress venue and remains open for the entire scientific programme duration.

#### Exhibition traffic is maximised through the following efforts:

- Catering and coffee stations are located in the exhibition area
- E-poster and working lounge located in the exhibition area
- Relaxation area and charging stations are also placed in the exhibition area

<p><b>COSTS</b> EUR 1,000 per sqm</p>	<p><b>Includes:</b></p> <ul style="list-style-type: none"> <li>– Exhibitors badges (as per contract)</li> <li>– Company / Product profile in Final Programme (200 words max.)</li> <li>– Cleaning of public areas and gangways</li> </ul>
<p><b>CHARITY/ NON-PROFIT BOOTH</b></p>	<p>Registered charities and Non Profit Organisations are offered exhibition space at a flat fee of EUR 1,000 for a 6 sqm booth. There are a limited number of charitable booths available as a shell scheme package, including modular stand and fascia board.</p> <p><b>Company information</b></p> <p>A short description of your company will be published in the congress programme book and in the congress mobile application. Exhibitors are encouraged to complete and return their company profile forms upon request from the ESOT Office.</p> <p><b>Exhibitor registration</b></p> <p>Each company booking an exhibition space is entitled to several free exhibitors' badges. These free registrations are for your staff manning the booth and are only valid for access to the exhibition hall and the meeting rooms areas. Exhibitor badges do not permit access to scientific lectures with the exception of when it is the symposium or workshop organized by your own company.</p> <p><b>Shell scheme booth</b></p> <p>In addition to the raw space, standard pre-built booths are available with the following items included:</p> <ul style="list-style-type: none"> <li>– Separation walls (2.5m high)</li> <li>– 3 closed sides</li> <li>– Carpeting (grey, blue or red)</li> <li>– Customised fascia panel</li> <li>– 1 table 80x80 cm, 2 chairs</li> <li>– 1 spotlight per 4 sqm</li> <li>– 1 triple socket outlet (electric main connection up to 2,0 kW and power consumption)</li> <li>– For shell scheme booths please add EUR 100.00 per sqm (min 9 sqm)</li> </ul>

## ADDITIONAL SPONSORSHIP ITEMS

### ESOT VIRTUAL CONGRESS OPPORTUNITIES

Our partners have the opportunity to promote their brand via the ESOT 2021 'Live Platform' which will serve as the main source of information for all delegates regarding every scientific session, presentation, poster and abstract live and on-demand post-congress.

**The key benefits to sponsors of a virtual presence include:**

- Reach out to a broad and large virtual audience
- Send out direct material to ESOT Congress participants
- Capture new leads
- Acknowledgements through all congress channels

SERVICE	DESCRIPTION	PRICE
<b>Digital Congress Bags</b>	<p>Your company will have the opportunity to curate what goes into attendees' virtual bags, be it coupons or vouchers, a free trial for your software, or an online course. The bag would then be shared directly with the congress attendees for them to access via email, social media, or the event app, either before, during, or following the event.</p> <p>A virtual bag also provides acknowledgements in a personal invitation letter to Congress delegates and reporting data, such as access and interaction information to help inform what materials attendees found most valuable.</p>	EUR 12,500
<b>Virtual Icebreaking Activity</b>	<p>One of the main drawbacks of virtual events is the lack of face-to-face interaction and networking opportunities. In order to make up for that, ESOT and your company can join forces to create icebreaker sessions that give direct contact to attendees, where they can get to know each other and become comfortable with the online format.</p> <p>This can be done by creating games or activities that relate to your brand or product.</p>	EUR 7,500

## ADDITIONAL SPONSORSHIP ITEMS

SERVICE	DESCRIPTION	PRICE
<b>Sponsored Q&amp;A Sessions</b>	<p>ESOT offers its industry partners the opportunity to sponsor a live Q&amp;A session to give attendees the chance to interact with them — and each other — and find out more about the topic.</p> <p>Q&amp;A's are an important part of live events and can easily be incorporated virtually. Alternatively, you can have attendees submit questions throughout the session for presenters to answer at the end, which gives your company direct interaction to session KOLs.</p>	EUR 15,000
<b>Congress Digital Booth</b> (company profile - not 3D)	<p>Having a virtual booth means that companies have the opportunity to showcase their brand and/or product to a much larger audience, not only throughout the Congress but for &gt;3 months post-Congress. The company booths are an opportunity to display material such as videos, documents or anything else relevant that you wish to share with our audience.</p> <p>A virtual booth design and development service is available from the ESOT Team, allowing your company an opportunity to tap into insight and knowledge within the ESOT Team and to maximise your presence on the ESOT Congress platform and beyond. To discuss your design requirements in more detail, please contact: <a href="mailto:devi.mey@esot.org">devi.mey@esot.org</a></p>	EUR 18,000
<b>Banner Ads</b>	A rotating banner advertisement (for a limited number of sponsors per session) is viewable to attendees on the homepage of the virtual ESOT Congress 2021 Digital platform.	EUR 5,000 per ad
<b>Post-Congress Webinars Series</b>	Post-congress, ESOT will host various open and live sessions with key experts and the Scientific Programme Committee to review key moments of the ESOT Congress 2021. This is an excellent opportunity to be associated with on-going ESOT educational activity.	EUR 15,000

## ESOT CONGRESS HUBS

ESOT offers an exciting opportunity to work with its partners in the creation and delivery of remote hubs, where participants physically meet and build a day meeting around the transmitted content. This means that a Company can host an 'ESOT Congress 2021 Hub', anywhere around the globe:

- Acknowledgement as a sponsor
- Company's presence on the ESOT Congress 2021 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 Congress mobile App where the Abstract Book and Final Programme are published
- Company exposure in combination with an 'ESOT Congress 2021 Hub' and/or a 'Virtual Booth' can be tailor made according to preference

If you wish to host an 'ESOT Congress 2021 Hub' please reach out to:  
**[devi.mey@esot.org](mailto:devi.mey@esot.org)**

## ADDITIONAL SPONSORSHIP ITEMS

### ESOT CONGRESS COMMUNICATION & EDUCATION OPPORTUNITIES

	<p>Spread your message to visitors of the renowned ESOT Transplant Live web platform.</p> <p>The Transplant Live platform serves as the main source of information for all members of the ESOT community where they can access the Congress scientific programme, recorded and live stream sessions and all ESOT educational content. As such, it generates a large number of views per year.</p> <p>For this, ESOT will develop a bespoke proposal. Please reach out to: <a href="mailto:devi.mey@esot.org">devi.mey@esot.org</a></p>
<p><b>Dissemination &amp; communication</b> Post-congress material</p> <p>EUR 15,000 per sponsor (minimum 2 sponsors)</p>	<p>Slide decks based on the 5 main topic interfaces of the Congress. will be available for download and will also be accompanied by new ESOT updates and statements.</p> <p>All slide decks will be consistently formatted in the ESOT style, including those provided by the scientific committee, to ensure a professional and consistent finish and will be reviewed and endorsed by ESOT prior to publication. Post-congress, a final summary report will detail the most influential and scientific achievements from the conference, and be delivered as a single slide deck based on the 5 interfaces.</p> <p>These would include written digests, photographs, quotes, core slides and key data, with supplementary video interviews capturing the opinions of leading KOLs and delegates. The purpose of the content is to cover relevant new data for internal training (pharma and academia), external medical education, later conference associated symposia, scientific exchange, and advisory boards.</p>
<p><b>ESOT post-congress report</b></p> <p>Full A4 advert: EUR 5,000 Half-page advert: EUR 3,000</p>	<p>This 20-page booklet features the scientific highlights, providing delegates, non-attendees and stakeholders with a descriptive yet concise overview of the congress. The report which is authored and produced by ESOT will be sent to all ESOT newsletter recipients and will be available on the ESOT website for a whole year and distributed via all channels.</p> <p>Format: digital, publishing period: within 2 weeks of the congress.</p>
<p><b>ESOT Congress Newsletter</b></p> <p>EUR 3,500 per newsletter</p>	<p>Promote your company with your advert banner in a newsletter sent out by ESOT, with a link to your industry symposium or company website.</p> <p>With the ESOT Congress 2021 newsletter, we keep the transplant community up to date regarding all ESOT Congress related information. Choose between newsletters sent out to our database (up to 11,000 addressees) or targeted newsletters to specific audiences.</p> <p><b>Format:</b> Digital, publishing period: between March 2021 until the end of the ESOT Congress.</p>

## ADDITIONAL SPONSORSHIP ITEMS

<p><b>Congress Live Reporting and Daily Recaps</b></p> <p>EUR 15,000</p>	<p>Provide comprehensive social media coverage 'live' from key sessions at the congress and Congress 'Daily Recaps' with key daily highlights (placement on ESOT website, newsletter and social media).</p>
<p><b>Congress Live Reporting and Daily Recaps</b></p> <p>EUR 15,000</p>	<p>Work with the ESOT Team to organise a stakeholder event in Brussels or virtual post-Congress 'Think Tank', taking critical issues and ideas for change to an external policy-based audience.</p> <p>Follow up with an ESOT 'Call for Change' white paper for presentation and dissemination amongst politicians, policymakers, influencers and stakeholders across the EU.</p>
<p><b>E-poster lounge</b></p> <p>EUR 15,000</p>	<p>Sponsors will have the opportunity to promote thier company during a Welcome Reception to be held at the time of the inaugural e-posters session on the first evening to which all conference attendees are invited.</p> <ul style="list-style-type: none"> <li>– Sponsor's logo on invitations</li> <li>– The sponsoring company's logo will feature on the exclusive cocktail buffet and refreshment signage</li> <li>– Sponsor's logo with hyperlink on the conference website</li> <li>– Acknowledgement in the sponsors' list in the final programme</li> <li>– Acknowledgement on sponsors' board on-site</li> </ul>
<p><b>Working area and networking lounge</b></p> <p>EUR 25,000</p>	<p>The working area and lounge are extremely popular features for congress participants. Delegates can access desktop internet ready PCs to download key presentations and catch up on their emails. But it is also an area and opportunity to allow congress attendees to have private seated areas to work and network.</p> <p>Sponsorship includes workstations, printers, signage to reach the internet area, internet set-up, connection and technical support.</p> <ul style="list-style-type: none"> <li>– Opportunity to display company logo on the screen saver</li> <li>– Opportunity to display company logo on the screen background</li> <li>– Opportunity to use your mouse pads in the Internet area</li> <li>– Acknowledgement on sponsors' board on-site</li> <li>– Acknowledgement in the final programme</li> <li>– Sponsor's logo with hyperlink on the conference website</li> </ul>

## ADDITIONAL SPONSORSHIP ITEMS

<p><b>Rising stars Lounge</b> EUR 15,000</p>	<p>The Young Professionals in Transplantation (YPT) are our network of “Rising Stars” who 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 create a dedicated space, organised as a lounge, where members of this group can meet in a friendly atmosphere and invite senior colleagues. The Rising Stars Lounge will be located in the exhibition area and there will be numerous opportunities for branding throughout the space.</p>
<p><b>Water dispenser</b> EUR 5,000 per station</p>	<p>Hydration is important, especially on exhausting Congress days. Help us keep our delegates hydrated with branded water dispensers placed in the venue to maximize your brand awareness.</p> <p>Water dispensers will be provided by the organiser, at no additional cost for the sponsor, with the company logo placed prominently on dispensers placed in the high traffic areas.</p>
<p><b>Charging station</b> EUR 2,000 per station</p>	<p>Batteries sometimes need recharging – just like delegates. We offer recharging areas where delegates can relax and recharge their devices. The recharging areas are a great possibility to increase your visibility with prominent logo placement in these highly popular areas.</p>
<p><b>ESOT Photo Booth</b> EUR 15,500</p>	<p>Embrace your playful side with the Social Media Photo Booth. Provide a social media sharing station where delegates can print their photo booth pictures and send them to Facebook, Twitter, or to their email and create a big buzz!</p> <p><b>Benefits include:</b></p> <ul style="list-style-type: none"> <li>– Your logo included on each printed photo strip</li> <li>– Recognition of the sponsor:             <ul style="list-style-type: none"> <li>– On the Conference website</li> <li>– Acknowledgement of the sponsor in the opening slides</li> <li>– 5 Exhibitor badges</li> <li>– Possibility to display promotional materials at the photo booth stand (sponsor is responsible for design, production and delivery)</li> </ul> </li> </ul>

SOLD OUT

## ESOT AWARDS\*

We cordially invite all ESOT Congress 2021 partners to participate as a supporter and build upon the relationships you have already developed with ESOT and its growing global community.

As part of the ESOT commitment to advancing education and research in transplantation, the following Awards will be given to abstract presenters in recognition of their contribution. All Awardees will be required to be ESOT members for 2021.

<p><b>ESOT Leonardo Da Vinci Transplant Research Innovation Award</b></p> <p>EUR 15,000 (EUR 10,000 for the winner and 2 awards of EUR 2,500 for the runners-up).</p>	<p>Ten outstanding contributions are selected from all submitted abstracts by the Scientific Programme Committee, based on the overall referees' score. The award will be presented during one of the plenary sessions, during which the audience together with a jury of top journal editors selects the winner and two runners-up.</p> <p>The award winners will be celebrated during the presentation Session.</p> <p><b>Supporter visibility:</b></p> <ul style="list-style-type: none"> <li>— Company logo in all communication related to the award.</li> <li>— 1 push notification (through the Congress app) to announce the award.</li> <li>— 3 main posts on ESOT social media platforms (Twitter/LinkedIn/Instagram/Facebook) to announce the award.</li> <li>— Company representation during the session(s) to honor the awardees.</li> </ul>
<p><b>ESOT YIA - Young Investigator Awards</b></p> <p>EUR 15,000</p>	<p>20 bursaries will be given to young clinicians or scientists (under 35 years of age in 2021), who have submitted abstracts.</p> <p>The awards are selected by the Scientific Programme Committee of the ESOT Congress 2021 and advised by email at the same time as the Abstract notification.</p> <p>The award winners will be celebrated during the presentation Session.</p> <p><b>Supporter visibility:</b></p> <ul style="list-style-type: none"> <li>— Company logo in all communication related to the award.</li> <li>— 1 push notification (through the Congress app) to announce the award.</li> <li>— 3 main posts on ESOT social media platforms (Twitter/LinkedIn/Instagram/Facebook) to announce the award.</li> <li>— Company representation during the session(s) to honor the awardees.</li> </ul>

\* For each award category, ESOT will invoice 20% of the award for management fees.

**StrongerTogether PRO Award**

EUR 5,000

This award will be given to the group of abstracts (minimum 5) submitted by a single Transplant Centre/Unit/Institution/Hospital\* with the best average score amongst all the abstracts submitted by single centres/Units/Institutions/Hospitals.

The award winners will be celebrated during the Congress sessions (slot to be defined).

\*The award will be given to a single centre/unit/institution/hospital - not to individuals

**Supporter visibility:**

- Company LOGO in all communication related to the award.
- 1 push notification (through the Congress app) to announce the award.
- 3 main posts on ESOT social media platforms (Twitter/LinkedIn/Instagram/Facebook) to announce the award.
- Company representation during the session(s) to honor the awardees.

## ESOT CONGRESS 2021 MOBILE APP

Become part of the ESOT social media community and reach thousands of people from your target group with your message.

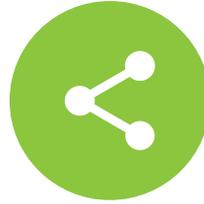
SERVICE	DESCRIPTION	PRICE
<b>App Main Sponsor</b> (exclusive)	Get exclusive access to delegates via an initial full-sized splash screen (approx. 60 seconds of brand exposure).	EUR 40,000
<b>App Supporting Sponsor</b>	Get immediate recognition of your brand and exposure right on the home screen of the app via a banner located in the dashboard area of the home screen which is linked to your company profile. Up to 4 supporting sponsors in the main rotating banner (5 seconds rotation).	EUR 20,000
<b>Interactive Symposium package (Q&amp;A and Interactive Voting)</b>	<p>Make your satellite symposium interactive by adding real-time voting and Q&amp;A functionality 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.</p> <ul style="list-style-type: none"> <li>— Exclusively for companies holding a symposium.</li> <li>— Package includes 1 dedicated staff person to support the interactive tool during your symposium.</li> <li>— Voting screen needs to be activated manually by participants, and list of attendees can be extracted after the symposium.</li> </ul>	EUR 10,000
<b>Enhanced Company description with analytics</b>	Post-congress, ESOT will host various open and live sessions with key experts and the Scientific Programme Committee to review key moments of the ESOT Congress 2021. This is an excellent opportunity to be associated with on-going ESOT educational activity.	EUR 2,000



CONNECT



EMPOWER



ENGAGE



## QUICK PARTNERSHIP OPPORTUNITY LIST

INDUSTRY SATELLITE SYMPOSIA		
Plenary symposium	SOLD OUT	EUR 75,000 90 minutes
Parallel symposium		EUR 55,000 60 minutes EUR 65,000 90 minutes
Post-session 'meet and greet'		EUR 20,000
Half-day workshop		EUR 40,000
Webcast Recording Package		EUR 15,000 per symposium
Industry Symposium Live Stream		EUR 10,000 per symposium
ESOT VIRTUAL CONGRESS OPPORTUNITIES - BRANDING		
Industry partner Sponsor options Post-congress material		from EUR 2,000 to EUR 5,000
ESOT ONLINE EDUCATION & INFORMATION		
Dissemination & communication Post-congress material		EUR 15,000 per sponsor (minimum 2 sponsors)
ESOT post-congress report		EUR 5,000 Full A4 advert EUR 3,000 Half-page advert
ESOT Congress Newsletter		EUR 5,000 per newsletter
ADDITIONAL INDIVIDUAL SPONSORSHIP ITEMS		
E-poster lounge		EUR 15,000
Working area and networking lounge		EUR 25,000
Working area and networking lounge		EUR 15,000
Rising stars Lounge		EUR 15,000
Water dispenser		EUR 5,000 per station
Charging station		EUR 2,000 per station
ESOT Photo Booth	SOLD OUT	EUR 15,500

**ESOT AWARDS**

ESOT Leonardo Da Vinci Transplant Research Innovation Award	EUR 15,000
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ESOT YIA - Young Investigator Awards	EUR 15,000
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StrongerTogether PRO Award	EUR 5,000
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**ESOT CONGRESS 2021 APP**

App Main Sponsor (exclusive)	EUR 40,000
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App Supporting Sponsor	EUR 20,000
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Push notifications	EUR 7,500 (2 notifications) Limited availability
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Interactive Symposium package (Q&A and Interactive Voting)	EUR 10,000
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Enhanced Company description with analytics	EUR 2,000
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**CONTACT US**

Don't miss the opportunity to increase your organisation's visibility during the ESOT Congress 2021 and throughout the year. The sooner you get on board the more exposure you will benefit from. Please contact [info.congress@esot.org](mailto:info.congress@esot.org) to secure your sponsorship opportunity before it's gone.

**We look forward to having your organisation on board.**

# Sponsorship booking

## APPLICATION FOR SPONSORSHIP

Application for sponsorship can be made in writing with the enclosed booking enquiry form to:

<p><b>ESOT OFFICE</b></p>	<p><b>Devi Mey</b>                  Business Development Director                  Riviera dei Mugnai, 8/24 - 35137 Padova - Italy</p> <p>+39 393 164 58 05                  +41 78 234 14 40                  devi.mey@esot.org</p>
<p><b>TERMS OF PAYMENT</b></p>	<p>100% payment upon reception of the invoice                  All payments must be received before the start date of the conference.</p>
<p><b>PAYMENT METHODS</b></p>	<p>Name of account: ESOT Foundation (Steunstichting ESOT)                  Bank account: 61.96.45.105</p> <p>BIC/SWIFT No: ABNANL2A                  IBAN No: NL48ABNA0619645105</p>
<p><b>CANCELLATION/ REDUCTION OF ITEMS POLICY</b></p>	<p>Cancellation/Reduction of items must be made in writing to:</p> <p><b>ESOT Office</b>  <b>Devi Mey</b>                  Business Development Director                  Riviera dei Mugnai, 8/24 - 35137 Padova - Italy</p> <p>+39 393 164 58 05                  +41 78 234 14 40                  devi.mey@esot.org</p> <p>+39 393 164 58 05                  +41 78 234 14 40                  devi.mey@esot.org</p> <p><b>The organisers shall retain:</b></p> <p>50% of the agreed package amount if the cancellation/reduction of items is made after signing of the agreement</p> <p>100% of the agreed package amount if the cancellation/reduction of items is made until 30, November 2020</p>

# Terms & conditions

<p><b>APPLICATION TO PARTICIPATE</b></p>	<p>Application to participate will be considered only if submitted in writing, signed and accompanied by the necessary payment. Registration will be confirmed insofar as space is available. Applicants will be informed in writing of the acceptance or refusal of their application. In case of refusal, all payments shall be fully refunded within 60 days upon notification of refusal.</p>
<p><b>APPLICATION TERMS</b></p>	<p>ESOT reserves the right to accept or reject this application at its own discretion. Upon acceptance, a copy of the countersigned Application (being the sponsorship agreement, hereinafter the Agreement) and an invoice will be sent to the Sponsor/Exhibitor. The first instalment must be paid within 21 days upon receipt of the invoice by the Sponsor/Exhibitor. Cancellation of part of the Agreement does not automatically result in the entire Agreement being terminated. ESOT reserves the right to amend the Conference programme with a possible direct or indirect effect on sponsoring activities. If this is the case, ESOT will ensure that any changes cause as little hindrance as possible to the Sponsor/Exhibitor. Such amendments are not cause for cancellation of the present Agreement. In case of cancellation resulting from a force majeure clause, ESOT's responsibility is limited to any unspent and uncommitted portion of the overall sponsorship amount contracted.</p>
<p><b>CANCELLATION</b></p>	<p>Cancellation must be received in writing and the above policy will apply.</p>

## EXHIBITION

<b>BOOTH ALLOCATION PROCESS</b>	<p><b>1</b> View the exhibition floor plan, select your 3 preferred options and confirm your requirements in writing to <a href="mailto:info.congress@esot.org">info.congress@esot.org</a>.</p> <p><b>2</b> Once your booth space is confirmed by the ESOT Office may you arrange booking of additional items.</p> <p>IMPORTANT: Please note that once the official confirmation of exhibition space has been issued, any request for location change will be considered as a cancellation and new booking, and will therefore be subject to a penalty charge according to the contract policy. Spaces related to major sponsorship packages will receive priority and all further spaces will be allocated based on the reservations received, on a first-come, first-served basis.</p> <p>It is in the interest of ESOT that you are satisfied with the booth allocation but please note that whilst we will strive to allocate the best booth space for your company, ESOT cannot guarantee any preferences on neighboring exhibition booths.</p>
<b>TECHNICAL MANUAL</b>	<p>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.</p>
<b>CONTRACT &amp; CONFIRMATION</b>	<p>Applications for Sponsorship and/or Exhibition must be made in writing by e-mail to the ESOT Office accompanied by a 50% deposit payment. Upon receipt, the organiser will reserve the items ordered. Receipt of a written application for space from an exhibitor shall be considered as a commitment to purchase the items indicated.</p> <p>Once an application is received a confirmation of exhibition will be mailed to you with an accompanying invoice. A contract for exhibition space must be signed within 7 days of receipt.</p>



**ESOT Office**

Riviera dei Mugnai, 8/24  
35137 Padova - Italy

**Congress Management**

Devi Mey  
+39 393 164 58 05  
number: +41 78 234 14 40  
devi.mey@esot.org

For more information on ESOT Congress 2021, please visit [esotcongress.org](https://esotcongress.org)

