



# EAS

# 93<sup>rd</sup> Congress

4-7 May 2025 | Glasgow, UK



## GLOSSARY



# SUPPORT BENEFITS

Congress registrations

Promotional Posters in the Venue

*(location to be coordinated with organizer and subject to approval of Executive Committee, to be provided by the Sponsor)*

Supporter's logo with the hyperlink on the Congress website

Acknowledgement on Supporter's page of Final Programme, On-site and Congress App

## PLATINUM

10

2

✓

✓

## GOLD

5

1

✓

✓

## SILVER

3

0

✓

✓

# SPECIAL REQUESTS

Tailored packages can be arranged to suit your objectives. Please do not hesitate to contact the Support and Exhibition Sales Department to discuss your needs.

Ms. Teresa Casillas Seoane



[tseoane@kenes.com](mailto:tseoane@kenes.com)



+41 22 908 0488

Contact me

 **EAS**  
**93<sup>rd</sup> Congress**

4-7 May 2025 | Glasgow, UK

# EDUCATIONAL ITEMS

## EDUCATIONAL GRANT IN SUPPORT OF A CME-ACCREDITED SESSION

Educational Grant in support of an existing official Scientific CME-Accredited Session organised by the Scientific Committee and supported by a grant from industry.

## ACCESS AND RIGHTS TO RECORDED CME SESSION

The company will be granted access and the rights to the recording of a CME-Accredited Session organised by the Scientific Committee.

## EDUCATIONAL AND PARTICIPATION GRANT

Educational Participation Grants of any amount are appreciated and important to the success of our Congress.

Recipients (HCPs) will need to fulfil the criteria specified by the Committee in order to be eligible to apply for an educational participation grant. Accepted grant recipients will be contacted by the Congress Secretariat.

## E – POSTERS

E-Posters create unique networking and engagement opportunities, generate participants' interest, and are good exposure for authors. The highly trafficked e-Poster terminals, located in prime locations allow attendees to access the electronic presentations easily and conveniently. E-poster support includes:

- Signage at the entrance to the e-Poster area with “Supported by...” and a company logo only.
- Signage “Supported by...” and a company logo only on each individual e-poster station.

## CONGRESS APP (Mobile Application)

The Congress Mobile App engages attendees with personalised planning tools and real-time event updates. The App transforms smartphones, tablets, and laptops into tools for active participation and makes it easy for participants to access congress information to connect with speakers and colleagues. The App includes the scientific programme, abstracts, speakers' information, participants' list, the rating/voting system for sessions and speakers, and a personalised scheduler.

The Mobile App support includes:

- Supporter acknowledgement on the splash/pop-up screen of the App: “Supported by: company name/logo” (product logo not permitted).
- 2 “push notifications” included in the sponsorship package.

# PROMOTIONAL ITEMS

## PLENARY EDUCATIONAL SYMPOSIUM/ PARALLEL EDUCATIONAL SYMPOSIUM/ SPECIAL LECTURE/ BREAKFAST SESSION

- Opportunity to organise an official non-CME Industry Session (Programme subject to the approval by the Congress Committee).
- Physically, it includes hall rental, standard audio/visual equipment and display table.
- Possibility to have your session available in the Congress' virtual platform – with live Q&A and IT support included.
- Permission to use the phrase “Official Session of EAS25 Congress”.
- Sponsored Session Programmes will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Programme as: “Industry Session” not included in the main event CME/CPD credit offering”.

*The supporting company, in addition to the support fee, must cover all speakers' expenses including registration, accommodation and travel expenses. This also applies in case the Sponsored Session speakers have already been invited by the event organisers and have made prior travel arrangements independently.*

## PRE-CONGRESS VIDEO TEASER

- Sponsors will be offered a dedicated webpage including a 4 min video on the official Congress Website.
- Opportunity for sponsors to connect with attendees before the Congress days and create anticipation with a pre-event promotional video/webpage hosted by Congress organisers.
- Product advertising is not permitted.
- **Note:** All pages are subject to review by the Congress Programme Committee.

## HOSPITALITY SUITES / MEETING ROOMS

- An opportunity to hire a room at the venue that may be used as a Hospitality Suite or Meeting Room. Supporter will be able to host and entertain its guests throughout the Congress. Supporters will have the option to order catering and AV equipment at an additional cost.
- Hospitality provided will be in compliance with all relevant industry codes and compliance guidelines.
- Opportunity to brand the hospitality suite.
- Acknowledgement on directional signage outside suite.

# PROMOTIONAL ITEMS

## NETWORKING/RELAXATION LOUNGES

There will be a Lounge where attendees will be able to connect to network, work or even have a quiet corner. Your company's logo will be prominently displayed.

- Signage near the area with "Sponsored by..." and a company logo.
- Opportunity to brand the area.
- Opportunity to distribute branded items.

## BRANDED SEATS

The Branded Seats are stylish and informal. This multipurpose cardboard stool can be customised to match whatever theme you have chosen for your event. The design is subject to approval of the Secretariat and must follow all compliance regulations.

- Opportunity to customize the branded seats.
- 50 or 100 branded seats will be produced, price is according to the amount.
- Location of branded seats onsite to be coordinated with Secretariat.

## CHARGING STATION

Branded Charging Station for multiple devices, including smartphones and tablets. It's a great way to leave a lasting impression on the participants.

- Opportunity to brand the Charging Station with your company name and logo.

## EAS RUN

Join colleagues for a 5km early morning run before the start of the day's sessions.

- Opportunity to have a sponsored t-shirt to be distributed during the EAS run.
- Opportunity to distribute branded materials to all EAS run participants

## ACCESS AND RIGHTS TO RECORDED SESSION

The company will be granted access and the rights to the recording of an Educational Symposium, Special Lecture or Breakfast Session.

# PROMOTIONAL ITEMS

## MAIL BLAST

Gain additional exposure for your industry session, company or exhibition booth by sending out a Mail Blast to the pre-registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Congress Organiser.

- **Exclusive:** Mail blast will be exclusive for the supporting company. The designed mail blast (html format with Kenes design requirements) and the preferred “Subject” to be provided by the Supporter and subject to receipt by 6 weeks prior to the Congress. ”From” field will be Congress EAS 2025.
- **Joint:** Mail blast will be shared with other supporting companies. Supporting company should provide the content for the mail blast following Kenes design requirements. Design of mail blast will be done by Kenes/Organiser.
- **Please note:** Mailshots sent prior to the beginning of the virtual congress cannot be linked to activities within the virtual platform as this one is not live/ available yet, i.e Industry sessions and booths.

## POST-MEETING E-MAILSHOT

Connect with participants after the Congress days by sending out a post-Congress Exclusive Mail Blast to registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Congress Organiser.

- Mail blast will be exclusive for the supporting company. The designed mail blast (html format with Kenes design requirements) and the preferred “Subject” to be provided by the Supporter. ”From” field will be Congress EAS 2025.

*\* In the case where the supporter cannot provide a compliant HTML file, they may provide one pdf/ image, that will be embedded into the congress designed mailshot for an additional charge of €250. Content received after the deadline may be processed for an additional fee of €500.*

*Industry Support Disclosure – will be added to all mailshots*

*This event is supported, in part, by funding from industry. All support is managed in strict accordance with CME/CPD accreditation criteria and standards for commercial support. Industry Sponsored Symposia are organised by industry and not included in the main event CME/CPD credit offering.*

# PROMOTIONAL ITEMS

## ADVERT – CONGRESS APP

- Gain additional exposure for your company, industry session or booth by advertising it in a designated section of the Mobile App.
- The Congress Mobile App will be available for all participants who download the app.

## PUSH NOTIFICATION – APP

- One “push notification” sent to all participants\* onsite through the mobile app and online via the virtual platform.
- Date and time to be coordinated with Congress organiser.
- Specifications will be provided by the Congress organiser.
- The Congress App will be available for all participants who download the app.

*\*Only for those participants who have opted to receive such information.*

**FOR ALL ITEMS:** Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, mobile application and on signage during the event.

## ADDITIONAL INFORMATION

Discover everything you need to know about our exciting exhibition! Whether you're interested in exploring the layout with our detailed floor plan or reviewing the terms and conditions to make the most of your visit, we have all the information you need at your fingertips. Click the links below to dive into each area and enhance your experience with us!

Exhibition