40th Congress of the ESCRS

MILAN

16-20 September 2022
MiCo, Milano Convention Centre, Milan, Italy

EXHIBITION & SPONSORSHIP MANUAL

www.escrs.com
ESCRS 2021 Facts

Our Audience
ESCRS Overview per Continent

Fields of Interest
ESCRS Professional Category
# ESCRS 2021 Facts

## Top 10 Attending Countries at the Amsterdam 2021 Congress

<table>
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<tr>
<th>Country</th>
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<td>Germany</td>
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<td>United Arab Emirates</td>
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<td>Rest of the World</td>
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*Top 10 Attending Countries at the Amsterdam 2021 Congress*
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Welcome Message

Dear Industry Partners,

We are pleased to inform you that the 40th Congress of the ESCRS will take place at the MiCo Milano Convention Centre, Milan, Italy from Friday 16 to Tuesday 20 September 2022.

The Congress will be a primarily face-to-face event, supported by a number of virtual elements. ESCRS is proud to have been among the first international healthcare societies to return to “live” meetings in 2021 and is excited to continue in this direction in 2022. The support of our industry partners is key to ensuring a successful event for all parties. The Congress will take place in conformity with locally applicable sanitary restrictions as of September 2022. We are closely monitoring the situation and will regularly update our industry partners as the situation evolves over the coming months.

We expect approximately 7,500 registered participants to attend the event, subject to applicable local restrictions at that time with an additional 2,500 participating online. ESCRS has taken on board feedback received from its industry partners following the 2021 ESCRS Congress in Amsterdam to the effect that there is a strong desire to refocus on face-to-face exhibiting, networking, and satellite symposia. Consequently, there will not be a virtual exhibition at the ESCRS 2022 Congress, but sessions will still be streamed via the virtual conferencing platform and speakers will have the possibility to present remotely.

Last but by no means least, I would like to highlight my commitment as ESCRS President to focus on sustainability in all areas of our activities as a society. Our vision is that by 2023, we will have a congress with zero waste to landfills, zero net carbon emissions and we will be a role model for social responsibility. We would like to invite you to join us in this journey and to make your exhibition participation more sustainable, and to help fund our initiatives while positioning your brands’ sustainability commitment. As such we are delighted to launch our new Sustainability Partnership Programme, which you can see more about in this document.

We very much look forward to welcoming you to the ESCRS 2022 Congress and hope that your stay in Milan will be informative, educational and enjoyable!

Kind regards,

Prof Oliver Findl
President, ESCRS
Daily Programme
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Saturday 17 September*

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## Sunday 18 September

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### Tuesday 20 September

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<td>08.00-09.00</td>
<td>Presbyopia workshop 08.00-10.00</td>
<td>Orbis Symposium 08.30-10.00</td>
<td>Instructional Courses 08.30-10.00</td>
<td>Free Paper Session 08.30-10.00</td>
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<tr>
<td>09.00-10.00</td>
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<tr>
<td>10.00-11.00</td>
<td>Main Symposium 10.30-12.30</td>
<td>Instructional Courses 10.30-12.00</td>
<td>Free Paper Session 11.00-12.30</td>
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<td>11.00-12.00</td>
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<tr>
<td>12.00-13.00</td>
<td>'Best of the Best' Review Session 12.45-14.45</td>
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<td>13.00-14.00</td>
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<td>14.00-15.00</td>
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<td>15.00-16.00</td>
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<td>20.00-21.00</td>
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</tbody>
</table>

*This grid serves as a general overview of the programme structure. The programme is subject to change.*
Floor Plans
MiCo Milano Convention Centre
General Venue Floor Plans

External links:

Floor plans: [https://www.micomilano.it/en/organize/facilities](https://www.micomilano.it/en/organize/facilities)

Level +2
Floor Plans

The ESCRS 2022 Congress exhibition will take place in Hall 4 on Level +2 of MiCo Milano Convention Centre. An overview floorplan of Level +2 is presented below to provide an indication of the flow of delegates throughout the venue. Additional parallel sessions will take place on Level +3 (directly above) and Level 0 (two floors below) this floor.
MiCo Milano Convention Centre
Level +3 Floor Plans
MiCo Milano Convention Centre
Level +1 Floor Plans
MiCo Milano Convention Centre
Level 0 Floor Plans

Sessions
On-site Exhibition Opportunities

The Exhibition associated with the 40th Congress of the European Society of Cataract and Refractive Surgeons (ESCRS) will take place at the MiCo, Milano Convention Centre, in Hall 4 on Level +2.

Venue information
MiCo, Milano Convention Centre
Piazzale Carlo Magno
1 - 20149 Milano
Italy

Floorplans: https://www.micomilano.it/en/organize/facilities

Congress and Exhibition Dates
Congress: 16-20 September 2022
Exhibition: Friday 16 - Monday 19 September

Exhibition Schedule
Please note: Schedule is subject to change.

<table>
<thead>
<tr>
<th>Dates</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Additional Build-Up</strong></td>
<td></td>
</tr>
<tr>
<td>Tuesday 13 September</td>
<td>08:00 - 22:00</td>
</tr>
<tr>
<td>Wednesday 14 &amp; Thursday 15 September</td>
<td>08:00 - 22:00</td>
</tr>
<tr>
<td><strong>Opening Hours Visitors</strong></td>
<td></td>
</tr>
<tr>
<td>Friday 16 September</td>
<td>13:00 - 18:00</td>
</tr>
<tr>
<td>Saturday 17 to Monday 19 September</td>
<td>09:00 - 18:00</td>
</tr>
<tr>
<td><strong>Opening Hours Exhibitors</strong></td>
<td></td>
</tr>
<tr>
<td>Friday 16 to Monday 19 September</td>
<td>08:00 - 19:00</td>
</tr>
<tr>
<td><strong>Break Down</strong></td>
<td></td>
</tr>
<tr>
<td>Monday 19 September</td>
<td>19:00 - 22:00</td>
</tr>
<tr>
<td>Tuesday 20 September</td>
<td>08:00 - 18:00</td>
</tr>
</tbody>
</table>
General Sales Information & Priority Points System

Exhibition space will be allocated based on a priority points system. Full details on the ESCRIS Priority Points system are available at the following link: CLICK HERE.

Booking will open initially via restricted presales to companies with priority points accumulated in 2021. Thereafter general sales will open to all companies on a first-come-first served basis.

Ordering will take place via an online booking system. Full details will be communicated to all previous ESCRIS sponsors and exhibitors in early March 2022.

If you are new to ESCRIS, please contact escrs.sponex@mci-group.com to request access for the online booking platform.

Exhibition Pricing

Exhibition – Space only (per sqm) Price (EUR) 700 excl VAT

As part of the ESCRIS 2022 Congress, an exhibition space will provide a unique opportunity for exhibitors to showcase their products, services and educational programmes to over 7,000 on-site participants, with an interest in all areas of cataract and refractive surgery. The layout of the exhibition is expertly designed to ensure comfort for the delegates and optimised visitor flow and therefore maximum exposure for the exhibitor.

Fee Includes

• Exhibition floor space only*
• Full company profile in the official ESCRIS 2022 Congress programme
• Full company profile on the ESCRIS 2022 Congress website
• Complimentary exhibitor badges (total number depends on stand size)
• Listing on the ‘You are here’ signage around the exhibition
• One Priority Point per €1,000 spent on booth space rental
• 3 complimentary exhibitor badges for your first 9m² of exhibition space;
  1 additional badge for each additional full 9m² thereafter.
• Additional badges available for purchase.

*If required, shell schemes, furniture, fittings and other services will be available to hire at additional cost, details of which will be available in the technical manual to be provided at a later date.

Contact Details

Sponsorship & Exhibition Secretariat
escrs.sponex@mci-group.com
Exhibition Floor Plan
Hall 4
Sponsorship Opportunities
Sponsorship Opportunities

Eurotimes Satellite Education Symposia

<table>
<thead>
<tr>
<th>Room</th>
<th>Duration</th>
<th>Price (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Room</td>
<td>45 mins</td>
<td>15,000</td>
</tr>
<tr>
<td>Medium Room</td>
<td>45 mins</td>
<td>19,000</td>
</tr>
<tr>
<td>Large Room</td>
<td>45 mins</td>
<td>25,000</td>
</tr>
<tr>
<td>Small Room</td>
<td>60 mins</td>
<td>21,000</td>
</tr>
<tr>
<td>Medium Room</td>
<td>60 mins</td>
<td>29,000</td>
</tr>
<tr>
<td>Large Room</td>
<td>60 mins</td>
<td>38,000</td>
</tr>
</tbody>
</table>

The EuroTimes Satellite Education Programme provides a turnkey solution for your satellite symposium and special event requirements. The goal of this programme is to work with industry to communicate their message, while providing high quality medical education to delegates under the EuroTimes brand. Symposia are organised outside the time of the official congress programme.

All symposia are offered in the congress centre during a break in the scientific programme and sponsoring companies are advised to include some food & beverage items (relevant to the timing of the symposium) for attending delegates.

Innovation session – Short presentation slots (6 available)
Price (EUR) 5,000 excl VAT

A session entitled Focus Groups: Experts discuss latest innovations which will take place on Friday 16th September from 19:15 to 20:15 in the Auditorium. Secure your place among the limited number of invited partners invited to present their very latest cutting-edge innovations during this special session. This opportunity includes:

- 3 minute presentation slot plus 5 minutes of Q & A
- Standard meeting room AV and staging set-up (no alterations possible).

Satellite Meeting Sponsorship Includes:

- Venue rental
- Online promotion from www.escrs.org
- Audiovisual - standard congress package
- Onsite signage
- Programme handout (provided by sponsor)
- Lead retrieval: Virtual symposium attendees’ info captured and retrievable via virtual platform. Portal access and one badge scanner per room door included for on-site leads. Additional scanners available for rent. Combined virtual and physical leads report available for purchase
- Opportunities for follow-up publication in EuroTimes
- Opportunity to place symposia on ESCRS on Demand. This service is available for purchase from ESCRS
- Live online diffusion to the virtual attendees
- Possibility to have some of your speakers attending virtually if required (hybrid session)
- Listing on the ‘You are here’ signage around the exhibition
- 5 complimentary exhibitor badges

Note: Virtual Satellite Symposia will not be allowed
Sponsorship Opportunities

On-site Sponsorship Items & Prices

**Delegate Lanyards**
Price (EUR) **18,000** excl VAT

High visibility opportunity! Your company logo (and your logo only) will appear on the official meeting lanyards. Distributed at the registration desk, all attendees will be given the official lanyard to wear during the Meeting. The lanyards will be pre-printed with your congress logo, keeping your company name visible throughout the event. Additional production and delivery costs of the lanyards are the sponsor’s responsibility.

**Branded Face Masks**
Price (EUR) **16,000** excl VAT

New, innovative and high visibility opportunity! Your company logo (and your logo only) will appear on protective face masks. Distributed at the registration desk, all attendees will be given a protective face mask to wear as an infection prevention measure during the Meeting. The masks will be pre-printed with your congress logo, keeping your company name visible throughout the event. Additional production and delivery costs of the face masks are the sponsor’s responsibility.

**WiFi Sponsorship**
Price (EUR) **25,000** excl VAT

The sponsor of Wireless Access to Internet will have the opportunity to engage with conference participants each time they access the internet. Ensure that ESCRS 2022 Congress delegates will see your online messages at a time you can predict and plan for. This opportunity includes the use of the sponsor’s name for the WiFi login details.

Images shown are for illustration purposes only.
Sponsorship Opportunities

On-site Sponsorship Items & Prices

**Congress e-Blasts - Banner ad**
(2 available)
Price (EUR) **10,000** excl VAT

Be a part of the ESCRS pre-Congress marketing e-Blasts. A high impact branding opportunity for Industry to reach our 40,000+ strong email database. Industry can purchase box or banner advertising within the official ESCRS campaign, enabling companies to communicate directly to the full ESCRS mailing list, including the exclusive Pre-Registration Delegate list. Prior to the Congress in Milan, a series of e-Blasts will be sent communicating information on Registration, the Scientific Programme, Exhibition, Hotels and more.

**Congress e-Blasts - Box ad**
(6 available)
Price (EUR) **8,000** excl VAT

Be a part of the ESCRS pre-Congress marketing e-Blasts. A high impact branding opportunity for Industry to reach our 40,000+ strong email database. Industry can purchase box or banner advertising within the official ESCRS campaign, enabling companies to communicate directly to the full ESCRS mailing list, including the exclusive Pre-Registration Delegate list. Prior to the Meeting in Milan, a series of e-Blasts will be sent communicating information on Registration, the Scientific Programme, Exhibition, Hotels and more.

**Website Advertising**

**Registration Homepage**
Price (EUR) **8,000** excl VAT

ESCRS is pleased to offer Website Advertising opportunities on https://congress.escrs.org exclusively to ESCRS Exhibiting Companies in Milan. Reach thousands of ESCRS Delegates by booking a banner on the ESCRS Congress Website. This is an exclusive opportunity! The booking term is March – September (inclusive).

**Be creative! Come up with your own ideas.**

Do you have an idea for a branding opportunity not listed here? E-mail us at escrs.sponex@mci-group.com to discuss.
If the Organising Committee approves your proposal, you will be granted exclusivity on this opportunity for the ESCRS 2022 Congress.
## Sponsorship Opportunities

### On-site Sponsorship Items & Prices

<table>
<thead>
<tr>
<th>Item</th>
<th>Price (EUR)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Congress App</strong></td>
<td><strong>25,000</strong></td>
<td>The official ESCRS Congress App has a whole range of cutting edge features and will be available for download to mobile devices prior to the congress in Milan. The ESCRS App is designed with our delegates in mind so that they will have all the information that they need at their finger tips! As the official sponsor of the App, you will receive branding opportunities on all eBlasts advertising the ESCRS App, and advertisements in the Final Programme and ET Today. As the official sponsor, your brand/logo will be incorporated into the design of the App along with banners advertising booth location and satellite symposia.</td>
</tr>
<tr>
<td><strong>Branded Bottles of Hand Sanitizer</strong></td>
<td><strong>18,500</strong></td>
<td>A voucher will be issued delegates at registration, inviting them to pass by your booth to pick up a hand hygiene product. This is one of the easiest ways to create traffic and make valuable contacts on your booth. Additional production and delivery costs of the hand sanitizer bottles are the sponsor’s responsibility.</td>
</tr>
<tr>
<td><strong>&quot;You are here&quot; Signage</strong></td>
<td><strong>21,000</strong></td>
<td>Your logo will appear on large ‘You Are Here!’ floorplans of the Congress Centre that will be used to highlight your booth number and the position of your booth on the floorplan itself.</td>
</tr>
<tr>
<td><strong>Central Session Displays</strong></td>
<td><strong>25,000</strong></td>
<td>Provide a live ‘What’s On Now’ digital listing for delegates displayed on screens throughout the Congress Centre, showing what is on in all lecture halls at the current time. Sponsors can include static ads and/or a 30 second silent video in between live programme information.</td>
</tr>
</tbody>
</table>
## Sponsorship Opportunities

### On-site Sponsorship Items & Prices

| **Hand Sanitising Stations**  
(per station) | **Price (EUR)** | 10,000 excl VAT |
|----------------|-----------------|-----------------|

These stations will be strategically placed in high traffic spots to maximize their usage and convenience to the participants to enhance recognition of the sponsor support. Not only will you help to ensure a proper and clean environment, your logo representation will drive awareness and acknowledgement.

| **Indoor and Outdoor Signage**  
(POA, branding opportunities brochure published separately) | **Price (EUR)** |
|---------------------------------------------------------------|-----------------|

Maximise your company’s exposure on-site at the MiCo Milano Convention Centre with indoor and outdoor advertising opportunities. Available for companies wishing to connect immediately with delegates as they enter the Congress Centre, these high visibility signage opportunities can be used to offer a welcome message or to advertise your booth/products in various locations. Information on signage will be made available separately.

<table>
<thead>
<tr>
<th><strong>Online Final Programme</strong></th>
<th><strong>Price (EUR)</strong></th>
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<tbody>
<tr>
<td>Outside Back Cover</td>
<td>13,000 excl VAT</td>
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<tr>
<td>Inside Back Cover</td>
<td>9,000 excl VAT</td>
</tr>
<tr>
<td>Inside Page</td>
<td>7,000 excl VAT</td>
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</table>

A comprehensive guide to the 40th Congress of the ESCRS. The Final Programme includes the presentation schedule of the full scientific programme, including speakers and their presentation titles, as well as satellite symposia listings and a full exhibition guide.

<table>
<thead>
<tr>
<th><strong>Printed Pocket Programme</strong></th>
<th><strong>Price (EUR)</strong></th>
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<tbody>
<tr>
<td>Outside Back Cover</td>
<td>15,000 excl VAT</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>10,000 excl VAT</td>
</tr>
<tr>
<td>Inside Page</td>
<td>9,000 excl VAT</td>
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</table>

The pocket programme is a useful pocket-sized guide including tracks to follow particular areas of interest throughout the programme. It includes a meeting overview, general congress information and the highlights of the scientific programme. The pocket programme is distributed to all delegates with their registration materials.
Sponsorship Opportunities

On-site Sponsorship Items & Prices

ET Today is the daily newspaper published by EuroTimes on site at the 40th Congress of the ESCRS.

Packed with news and photos of the day’s events, ET Today provides Industry with the opportunity to promote their Industry Symposia and attract delegates to their booths.

ET Today is hand delivered to Congress delegates each morning as they enter the Congress Centre. ET Today is often kept as a souvenir and is taken home by delegates to share with colleagues who were unable to attend the meeting.

For information on ET Today advertising opportunities at ESCRS 2022, please contact roo.khan@wearemci.com
Sponsorship Opportunities

Virtual Sponsorship Opportunities

**Virtual Platform Header Bar Banner**  
Price (EUR) **10,000** excl VAT  
Achieve a high level of brand exposure by displaying a digital image on the home page of the virtual platform. This is a limited branding opportunity offered to a maximum of three sponsors.

**Virtual Platform Rectangular Panel Banner**  
Price (EUR) **7,500** excl VAT  
Achieve a high level of brand exposure by displaying a digital image on the home page of the virtual platform.

**Virtual Platform Square Banner**  
Price (EUR) **4,500** excl VAT  
Achieve a high level of brand exposure by displaying a digital image on the home page of the virtual platform.

**Virtual Platform Push Notification**  
Price (EUR) **3,500** excl VAT  
Promote your symposium or your company to website visitors or on the platform during the congress days! This is the perfect way to drive your brand to a specific audience before any of your competitors.

**Virtual Platform 15 Second Skippable Pop-up Video Advert**  
Price (EUR) **7,500** excl VAT  
Promote your company brand with a 15-second, skippable pop-up video that will display as delegates from one area of the ESCRS 2022 Congress virtual platform to another. Production of the video and associated costs are the responsibility of the sponsor.

**Be creative! Come up with your own ideas.**

Do you have an idea for a virtual branding opportunity not listed here? E-mail us at escrs.sponex@mci-group.com to discuss. If the organizing committee approves your proposal, you will be granted exclusivity on this opportunity for the ESCRS 2022 Congress.
Sustainability Partnership
Sustainability Partnership

ESCRS Commitment and Vision

ESCRS and I are committed to improving the sustainability of all our activities as a society. Improving the footprint of our Milan Congress is a priority, and we are working with our partners to organise a socially and environmentally responsible congress.

Our vision is that by 2023, we will have a congress with zero waste to landfills, zero net carbon emissions and we will be a role model for social responsibility. This means we have to work collaboratively to support the wellness of our event participants, give back to local and global communities, regenerate ecosystems and inspire sustainability action from our event participants.

We invite you to join us in this journey.

Prof Oliver Findl
President, ESCRS

Sustainability Partnership

Sustainability only works if we are all involved and working together. We need your help to achieve our sustainability vision of making a zero emissions, zero waste and socially responsible congress. Consequently we would like to invite you to partner with ESCR to achieve these bold and important goals, while positioning your brand as a leader in sustainability.

In return you will receive high international visibility through exposure pre, during and post congress in a variety of digital and physical assets. You will be able to showcase your thought leadership, and how your brand is committed and leading with environmental and social sustainability in the healthcare industry.

Sustainability Partnership Opportunities Summary

<table>
<thead>
<tr>
<th>Package</th>
<th>Price €</th>
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<tbody>
<tr>
<td>Congress Sustainability Partner</td>
<td>40,000€</td>
</tr>
<tr>
<td>Net Zero Partner</td>
<td>25,000€</td>
</tr>
<tr>
<td>Waste Zero Partner</td>
<td>20,000€</td>
</tr>
<tr>
<td>Water Stations and Bottle Partnership</td>
<td>25,000€</td>
</tr>
<tr>
<td>Congress Wellness Partner</td>
<td>20,000€</td>
</tr>
<tr>
<td>Healthy Break Partner</td>
<td>7,500€</td>
</tr>
</tbody>
</table>
Sustainability Partnership

Opportunities Items & Prices

Congress Sustainability Partner
Price (EUR) 40,000 excl VAT

Demonstrate your commitment to sustainability at the highest level by supporting the development of the sustainable event strategy, the audit and coaching of suppliers, environmental measurement and reporting of impacts.

As a lead partner you will positioned as a thought leader and catalyst of change with brand recognition and exposure in the Sustainability report, in the congress app and in the plenary session.

Assets include:
• Logo on the ESCRS website sustainability page
• Official partner of the Congress sustainability report
• Feature in the newsletter leading up to the Congress
• Promotion on the Congress App
• 2 Invitations to the Presidents Dinner
• 1 invitation to the sustainability dinner
• Recognition in the opening ceremony
• Recognition on site in the sustainability area

Net Zero Carbon Offsetting Partner
Price (EUR) 25,000 excl VAT

By being a Net Zero Partner, you will help ESCRS to achieve its goals of making a zero emissions congress.

Your funding will support the measurement and offsetting of the local carbon emissions. As a top level partner, you will receive brand recognition and exposure within the congress and its communication that will help to position your brand as a sustainability thought leader and catalyst of change.

Assets include:
• Logo on the ESCRS website sustainability page
• Official partner of the Congress Carbon Offsetting program
• Feature in the newsletter leading up to the Congress
• Promotion on the Congress App
• Recognition on site in the sustainability area
• 1 invitation to the sustainability dinner
• Recognition in the opening ceremony
Sustainability Partnership

Opportunities Items & Prices

**Waste Zero Partner**
Price (EUR) **20,000** excl VAT

Position your brand as a champion of the circular economy by supporting ESCRS to work towards the goal of zero waste to landfill.

Your funding will help improve the waste recycling stations and efforts within the congress. Your support will be recognised through brand signage on the waste stations, in the sustainability report and on the website:

**Assets include:**
- Signage at each waste diversion station (numbers to be determined) with sponsor branding and waste stream educational info
- Logo on the Congress Website associated with sustainability
- Logo in the final Congress sustainability report

**Water Stations and Bottle Partnership**

**Station A** - Price (EUR) **25,000** excl VAT
Sponsor required to supply 7,500 branded water bottles in line with sustainability guidelines provided by ESCRS and GDS-Movement.

**Station B** - Price (EUR) **75,000** excl VAT
The congress management to provide bottles.

Position your brand as a champion of the circular economy by supporting ESCRS to work towards the goal of zero waste to landfill.

Your partnership will help to reduce the quantity of plastic waste produced at the congress by eliminating the use of single use plastic bottles and replacing them with branded water stations distributed through the congress center.

**Assets include:**
- 20 water stations with your branding places through the Congress venue
- Sponsor-branded water bottle distributed to all attendees at registration/badge pick up area
Sustainability Partnership

Opportunities Items & Prices

**Congress Wellness Sponsor**
Price (EUR) **20,000** excl VAT

Position your brand as champions of wellness for delegates at the congress by sponsoring a branded Wellness area with a team of 6 expert and qualified multilingual masseurs providing short massages in professional massage chairs, a meditation room, Yoga, Qi Gong and wellness talks.

**Assets include:**
- Exclusive sponsorship of the ESCRS Congress Wellness programme
- Branding at the Wellbeing Area
- Logo included on the Congress website
- Logo included in online communications leading up to the Congress
- Sponsorship mention in the dedicated programme of wellbeing
- Wellness Area branded on the event app with a sponsor recognition
- Sponsor can provide a sustainably made giveaways to distribute to attendees at the Lounge (subject to sustainability guidelines provided by ESCRS and GDS-Movement)

Note: Congress Wellbeing Area and wellbeing activities will be provided by the Congress organisers.

**Healthy Break Partner**
Price (EUR) **7,500** excl VAT

Promote healthy breaks for participants in the exhibition area by sponsoring an electric cargo bike that will distribute free fruits and juices to participants.

**Assets include:**
- Branded cargo bike
- Logo included on the Congress website
- Logo included in online communications leading up to the Congress
- Sponsorship mention in the dedicated programme of wellbeing
Sustainability Partnership

Opportunities Items & Prices

**Sustainable Exhibitors Service Package**

**Price (EUR) 7,500 excl VAT**

This unique opportunity is designed for exhibitors who wish to take their organisations sustainability commitment to the next level. Sustainable event experts will support the brand to measure, improve and offset the environmental impacts from their exhibition and congress participation.

**Services include:**
- Consulting support by the GDS-Movement to measure and reduce the environmental impact of your organisations’ participation at the Congress
- Carbon and waste footprint calculation of your Congress participation (travel, stand production, food, and waste)
- Sustainability report detailing your environmental footprint at the Congress and recommendations to improve your performance in the future
- Recommendations on how to offset the CO₂ emissions of the organisations congress footprint

Note: Requires collaboration from the exhibitors suppliers in preparations and post Congress.
Terms & Conditions
Terms & Conditions

ESCRS 2022 CONGRESS OUTLINE / PROJECT DEFINITION
All items listed in this brochure apply to the ESCR S 2022 Congress in the following form and definition:
- Face to face Meeting at the MiCo Milano Congress Centre with a projected “in-person” attendance of 7,000 delegates
- Virtual component hosted on the M-Event platform to facilitate the attendance of delegates who are not able to travel and participate in person.
- Congress dates: 16-20 September 2022

RESERVATION
To be valid, your reservation must be submitted via the ESCR S online booking platform ahead of the applicable deadlines communicated by the ESCR S 2022 Congress Sponsorship and Exhibition Secretariat. Booth space, satellite symposium slots and sponsorship items allocations will be attributed according to the ranking system in place at the ESCR S Congresses based on previous participations. Companies will be requested to make choices, but neither ESCR S nor MCI Suisse SA can guarantee first choice. Once locations, slots and items have been attributed, no change will be possible without MCI Suisse SA’s written agreement.

The submission of an order via the official ESCR S booking platform (or via signed paper order form where exceptionally applicable) constitutes a firm hire commitment and compels the subscriber to pay for the items ordered and accept both the general conditions, rules and regulations outlined here. No verbal or telephone agreement will commit MCI Suisse SA nor the Organising Committee unless confirmed in writing.

PAYMENT TERMS AND GENERAL CANCELLATION POLICY
100% of the total exhibition and sponsorship fees due shall be invoiced. Payment is due within 30 days of receipt of invoice.

Notification of cancellation must be submitted to escrs.sponex@mci-group.com in writing and will only be deemed accepted once written acknowledgement has been confirmed.

The following general cancellation policy shall apply, save for the exceptional scenario described in the section concerning COVID-19 below. This cancellation policy also applies in the event of partial cancellation or reduction of booth space or other items ordered. The cancellation policy shall apply regardless of whether payment has been received or not.

<table>
<thead>
<tr>
<th>Date of receipt of cancellation from sponsor/exhibitor</th>
<th>Cancellation fees applied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Until 150 days prior to the Meeting</td>
<td>50% of total order amount</td>
</tr>
<tr>
<td>Within 149 days of the Meeting</td>
<td>100% of total order amount</td>
</tr>
</tbody>
</table>

COVID-19
Mindful of the evolving situation of the Covid-19 global pandemic and of the potential for restrictions applicable to the staging of live events, the organisers will offer the following exceptional Covid-19 cancellation terms in the event of the scenario outlined below:

<table>
<thead>
<tr>
<th>Scenario description</th>
<th>Cancellation terms applied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancellation of the face-to-face component of the event due to reasons directly, or indirectly, related to Covid-19 and conversion to a fully virtual event, taking place on same dates in 2022. ESCR S and MCI undertake only to cancel the F2F component if, in their opinion and owing to reasons attributable to Covid, not doing so would be unsafe or impracticable.</td>
<td>The organisers will liaise with exhibitors and sponsors to re-assign the value of items relating to the cancelled face-to-face portion of the meeting to virtual opportunities as best as possible. Companies that do not wish to convert their items to virtual shall be reimbursed up to a maximum of 50% of their total order amount. General: There shall be no waiver of applicable cancellation terms for orders of Satellite Symposia or IME Symposia. These orders will be converted to the fully virtual event. There shall be no waiver of applicable cancellation terms for order forms that concern only virtual opportunities. These orders shall carry over to the fully virtual event.</td>
</tr>
</tbody>
</table>

NB: Assuming that the event proceeds as foreseen, the organisers will not waive cancellation terms for any companies who are prevented from travelling to the event by travel restrictions. This applies if such restrictions are imposed due to Covid-19 or if they are imposed for any other reason. Companies are advised to purchase appropriate insurance cover for such a scenario.

In no scenario will the event organisers be responsible for third-party costs engaged by exhibitors or sponsors including, but not limited to, travel expenses, stand builder costs, accommodation, additional on-site service providers etc.
Force Majeure

Outwith the scenarios described in the previous section, neither ESCRs nor MCI are responsible for either the partial or total non-execution of the contract in the event of accident, an act caused by a third party, such as Acts of God including, without limitation, credible threats of natural disaster in the geographic vicinity, war, curtailment or interruption of transportation facilities, threats or acts of terrorism or similar acts, governmental travel advisory, a governmental elevation of the terrorism alert level, civil disturbance, the issue of a Travel Warning by the World Health Organization or any other cause comparable events or disaster beyond the parties' control which prevents the Venue from accommodating the clients of MCI Suisse SA for the event or if for the same reasons the event is cancelled by MCI.

In the event of force majeure, the event dates may be changed, or the latter may be purely and simply cancelled.

In the last event, the disposable funds after payment of expenses will be shared between exhibitors in proportion to their payments without it being possible to take recourse against the Organiser or the producer.

Insurance

The signatory renounces to take recourse against the Organisers or against the owners of the premises and undertakes to underwrite insurance policies covering all the risks incurred by the company's local rules regarding travelling. All Exhibitors are required to have Public / General Liability insurance with a minimum Limit of Indemnity of 2 Million Euro in aggregate in order to participate in the Congress and associated Exhibition. The Exhibitor shall be liable for personal injury and damage to property caused by the Exhibitor, his or her servants or agents, or by his or her equipment and activities. All Risks cover against damage and theft to the Exhibitors own property, and also to property rented/leased by the Exhibitor, shall also be arranged by each Exhibitor. Cover shall also be arranged for injury to exhibitors own employees, where applicable. Exhibitors shall ensure that any subcontractors engaged by them have similar and commercially reasonable insurances in place. It is the responsibility of each Exhibitor to ensure that they have the required insurance policies in place and the ESCRs is only responsible for damages arising from the willful neglect of its permanent staff.

Each Exhibitor is responsible for ensuring that they have the required level of insurance in place and that each external (non-venue) contractor engaged to provide services for their booth also have the required level of insurance cover in places for the duration of the exhibition buildup, open days and dismantle. All relevant documentation must be available for inspection on-site at the booth. In any case, the insurance protection will not be given to the exhibitors by the Organisers.

Local and Site Regulations

Exhibitors shall abide by the local and site regulations with respect to law and order, safety and security. The Organisers will take appropriate action against those who do not comply with the regulations. The organizers have the authority to demand removal/ change of any structure which is not in accordance with the Congress rules or cancel participation. The decision of the organizers will be final and binding.

Technical Manual

A Technical Manual will be sent to every registered exhibitor and sponsor in due time. This manual will contain all information regarding general conditions, safety regulations, setting up of a booth and arrangement conditions, description of the booth, specification documents and maps along with order forms and prices for furniture, decoration and all necessary services (telephone, electricity, transport, storage...)

Access to the Exhibition

Access to the exhibition will only be possible to registered congress participants or exhibition participants. Access is subject to complying with all reasonable Covid related precautions.

Interpretation of the Regulations and Amendments

MCI Suisse SA is the sole competent authority as to problems arising from the interpretation of the here enclosed regulations and their enforcement. Any expenses resulting from the non-observance of the here-enclosed regulations will be chargeable to the sponsor / exhibitor. MCI Suisse SA reserves the right to change or to complete the here-enclosed regulations at any time. If any changes should occur, all participating companies will be informed.

MCI Suisse SA
Rue du Pré-Bouvier 9
1242 Satigny, Switzerland

Data Protection Clause

1. In accordance with European data protection regulation, in particular Regulation (EU) No. 2016/679 on the protection of natural persons with regard to the processing of personal data, MCI Group, as data controller, processes the exhibitor/sponsor’s personal data for the purposes of (i) managing and organising the event, in particular the management of exhibitor/sponsor’s stand, investment opportunities or industry symposium (ii) managing and organising prospecting and loyalty (iii) enabling the exhibitor/sponsor to benefit from our services (iv) enabling the exhibitor/sponsor to receive our news. These data processing have as legal basis the execution of the contract: the information we collect is necessary for the implementation of the contract to which the exhibitor/sponsor has adhered, failing which the contract cannot be executed. Exhibitor/sponsor’s data are retained for the time necessary for processing purposes, namely 5 years from the end of the business relationship.
Terms & Conditions

continued...

For processing purposes, the data of the exhibitor/sponsor’s data – or any transmitted by the sponsor - will be transmitted to the following recipients: management service providers of our Customer Relationship Manager, service providers in charge of management, event service providers (official contractors, security, official freight forwarders, etc.).

The data necessary for MCI Group to fulfil the purposes described above are those appearing on this commitment form. In accordance with the regulations in force, the exhibitor/sponsor benefits from a right of access, rectification, limitation, deletion and portability on his data.

The exhibitor/sponsor may also object to the processing of his personal data concerning him and lodge a complaint with the data protection and control authority. The exhibitor/sponsor may exercise his rights by sending a request to the following address by contacting our Data Protection Officer (DPO):
anne.lesca@mci-group.com

2. In any event, the exhibitor/sponsor acknowledges compliance with European data protection regulations for its own processing, including Regulation (EU) No. 2016/679 on the protection of personal data, foremost among which the integrity and confidentiality of data communicated by participants and compliance with their data-retention periods. In case of communication to MCI by the exhibitor/sponsor of a personal data file, the exhibitor/sponsor acknowledges having informed and obtained the consent of the person(s) concerned by this communication.

PRODUCT DISCLAIMER & COMPLIANCE

The ESCRS reminds sponsors, exhibitors and their agents or designees of their responsibility to be aware of and to abide by all guidelines and codes regarding the relationship between the pharmaceutical and medical device/ equipment industry and healthcare professionals that are applicable to your company.

Recommendations about pharmaceutical guidelines must come from your internal legal departments as ESCRS and MCI Suisse SA may offer no advice that can be construed as legal.

Please make sure that you consult the Codes of Conduct in application which may be found here:
- https://www.efpia.eu/relationships-code/the-efpia-code/
Thank you for attending

40th Congress of the ESCRS

MILAN 2022