17th Congress of the European Society for Organ Transplantation

FROM THE HEART OF EUROPE TO THE WORLD OF TRANSPLANTATION

13-16 September 2015 Brussels, Belgium

Sponsorship & Exhibition Prospectus
The biennial congress of ESOT will take place in the capital of Europe – the theme for the meeting is ‘From the Heart of Europe to the World of Transplantation’. ESOT 2015 will build on the recent very successful meetings in Vienna and Glasgow with all forms of modern educational and training aids in use. Besides different State of the Art sessions dealing with several, still burning questions about organ donation and transplantation, many important European contributions in the field of organ and tissue transplantation as well as procurement will be highlighted. Attention will also be given to the European view in relation to ethical and legal aspects in the field of donation and transplantation.

This is Brussels calling
Brussels is the thriving centre of Europe.

Brussels is home to the European Commission, Parliament and NATO, a buzzing, influential city where history is made. The city is a key European commercial hub too, a base for many progressive international companies. But more than that, Brussels is a compact city, friendly, positive, cosmopolitan, easy to get around. For a major European capital, Brussels is surprisingly eco-friendly too, peppered with parks and green spaces. A walk through Brussels takes you through a potted architectural history, from ancient medieval buildings to strikingly modern edifices, taking in the Art Nouveau styling of illustrious architect Victor Horta along the way.

We look forward to seeing you at a very fruitful and memorable congress in the capital of the European Union!

Jan Lerut and Dirk Van Raemdonck,
Congress Chairs

What we are planning

The Scientific Program Committee is made up of a blend of ESOT leaders, internationally established experts and young and talented transplant physicians, surgeons and scientists, all active in the various fields of transplantation. What are we planning for Brussels 2015? We want to set up a congress that reflects the “global” dimension that transplantation has acquired over the years. Indeed, today transplantation ranges from cells, to isolated organs, multi-organs and even composite tissue allograft transplantation. It is performed on all continents, requires the collaboration of a high number of distinct specialist areas, and is still the focus of burgeoning clinical and basic research. But there is more to it than that!

We are facing exciting times where the idea of organ transplantation is being expanded to a broader concept of functional organ replacement, in which new technologies are likely to play a prominent role in the very near future. Realization of ideas such as organ regeneration, bio-engineering or 3D-printing may be around the corner. The ambition of this Congress is to present the highlights of transplantation today and what we think they might be tomorrow!

We will strive to capture this diversity in the development of the scientific program so that, whether young or old, scientist, surgeon or physician, whether looking for up-to-date knowledge on daily clinical practice or cutting edge research, every attendee can be sure to find a relevant and stimulating session.

We welcome your contributions and to sharing latest researches and clinical cases.

Daniel Abramowicz and Thierry Berney
SPC Chairs
The biennial congress of ESOT will take place in the capital of Europe – the theme for the meeting is ‘From the Heart of Europe to the World of Transplantation’. ESOT 2015 will build on the recent very successful meetings in Vienna and Glasgow with all forms of modern educational and training aids in use. Besides different State of the Art sessions dealing with several, still burning questions about organ donation and transplantation, many important European contributions in the field of organ and tissue transplantation as well as procurement will be highlighted. Attention will also be given to the European view in relation to ethical and legal aspects in the field of donation and transplantation.

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Daniel Abramowicz and Thierry Berney

Overview of sponsorship prospectus

➤ FOSTER EDUCATION & SCIENCE
Focusing on the theme of the conference “From the heart of Europe”, key opinion leaders will be invited to elaborate on developments to come in the future. Take the opportunity to demonstrate the company’s scientific research by sponsoring a symposium.

➤ SUPPORT THE ESOT ECOSYSTEM
Seize the great opportunity to support the most innovative delegate experience at the ESOT 2015 congress. Various opportunities are available to put your brand on display and will ensure immediate recognition among all attendees.

➤ ENHANCE COMPANY VISIBILITY
ESOT congress 2015 provides many facilities to promote your company or your product’s name through branding and advertising. You may also wish to sponsor branded giveaways, which will be distributed officially to all congress participants.

General Benefits

+ Company name and logo on sponsored item(s).
+ Acknowledgment in promotional material.
+ Acknowledgment on the ESOT 2015 website.
+ Acknowledgment in final program.
+ Company name and logo on sponsors’ acknowledgment boards, which will be prominently displayed throughout the congress venue.

As a sponsor or exhibitor ESOT 2015 offers you a strong platform to:

1. Meet your target group with the potential to gain 4000 strong business leads.
2. Be recognized as the ultimate solution provider.
3. To be seen as a principal supporter.
4. Have the fundamental face-to-face conversation.
5. Promote new products.
6. Be associated with the latest medical research in the field of organ transplantation.

17th Congress of the European Society for Organ Transplantation
ESOT 2015 Brussels Congress Local Organizing Committee

**Chairs:**
- Jan Lerut
- Dirk Van Raemdonck

**Members:**
- Olivier Detry, Liège (ULG)
- Vincent Donckier, Brussels (ULB)
- Patrick Eurard, Mont-Godinne (UCL)
- Jacques Pirenne, Leuven (KUL)
- Xavier Rogiers, Ghent (UG)
- Bernard Stockman, Aalst (OLV)
- Martin Wissing, Brussels (VUB)
- Dirk Ysebaert, Antwerp (UA)

ESOT 2015 Scientific Program Committee

**Chairs:**
- Daniel Abramowicz, Antwerp, Belgium
- Thierry Berney, Geneva, Switzerland

**Members:**
- Patrizia Burra, Padua, Italy
- Franco Citterio, Rome, Italy
- Edward Geissler, Munich, Germany
- Denis Glotz, Paris, France
- Maarten Naessens, Leuven, Belgium
- Gabriel Oniscu, Edinburgh, United Kingdom
- Andreas Pascher, Berlin, Germany
- Luciano Potena, Bologna, Italy
- Axel Rahmel, Leiden, The Netherlands
- Olivier Thaunat, Lyon, France
- Teun van Gelder, Rotterdam, The Netherlands
- Thomas Wekerle, Vienna, Austria

ESOT 2015 Sponsorship Advisory Committee

**Chairs:**
- Thierry Berney, Geneva, Switzerland
- John Forsythe, Edinburgh, United Kingdom
- Stefan Schneeberger, Innsbruck, Austria
- Annalisa Ponchia, ESOT Executive Officer

ESOT 2014 – 2015 Council

**President:** John Forsythe, Edinburgh, United Kingdom
**Past President:** Carla Baan, Rotterdam, The Netherlands
**Secretary:** Thierry Berney, Geneva, Switzerland
**Treasurer:** Stefan Schneeberger, Innsbruck, Austria

**Councillors:**
- Marina Berenguer, Valencia, Spain
- Diego Cantarovich, Nantes, France
- Franco Citterio, Rome, Italy
- Aksel Foss, Oslo, Norway
- Robert Langer, Budapest, Hungary
- Ugo Liui, Udine, Italy
- Birgit Sawitzki, Berlin, Germany
- Jonas Wadström, Stockholm, Sweden
- Dirk Ysebaert, Antwerp, Belgium

**Members:**
- Lionel Badet, Lyon, France – VCA Committee Chair
- D.L. Bensdorp – The Netherlands
- Lisa Burnapp, Bristol, United Kingdom – EDTCO Chair
- Undine Gerlach, Berlin, Germany – YPT Committee Chair
- Sir Peter Morris, London, United Kingdom – CET Director
- Paolo Muiesan, Birmingham, United Kingdom – ELITA Chair
- Rainer Oberbauer, Vienna, Austria – EKITA Chair
- Vassilios Papalois, London, United Kingdom – Education Committee Chair
- Rutger Ploeg, Oxford, United Kingdom – Ambassador Committee Chair
- Luciano Potena, Bologna, Italy – ECTTA Chair
- Johann Pratschke, Innsbruck, Austria – EPITA Chair
- Willem Weimar, Rotterdam, The Netherlands – ELPAT Chair
- Thomas Wekerle, Vienna, Austria – Basic Science Committee Chair

**Executive Officer:** Annalisa Ponchia, Padua, Italy
About ESOT

The European Society for Organ Transplantation is a professional organization involved in many aspects of transplantation across Europe. Our Society represents an exceptional opportunity for the transplantation community to confront opinions and to elaborate a European identity in the scientific, therapeutic and ethical domains. Several Organ Expert Sections within ESOT represent expert knowledge on the respective organs. At the heart of ESOT is a focus on education and training. ESOT is the umbrella organization under which all European transplant activities are organized and cooperates with many transplant organizations to structure and streamline these activities in Europe.

ESOT trains and supports its members through an extensive educational and basic science programme and encourages excellence through an award and grant programme. Furthermore ESOT gathers the European and international transplant scene at its biennial congress, as this, organized in Brussels in 2015.

About the Congress

Based on the stimulating rejuvenated format, with a focus on interaction and information exchange on the latest developments in the field of transplantation ESOT 2015 will mark the next milestone. Building on the modern and fresh techniques revitalizing medical conferences and the ground-breaking Ecosystem by ESOT, we will not only pursue the idea of an innovative and digitalized conference but take it to another level. Focusing on the theme of the conference “From the Heart of Europe”, key opinion leaders will be invited to elaborate on developments to come in the future. As transplantation is built on the synergy of the various disciplines, experts and innovative thinkers coming from all fields will be invited. State of the Art, 'Beyond the Horizon' sessions and out-of-the box presentations will be organized to illustrate and discuss the most difficult surgical or immunological courses. To enhance the visibility of a large number of contributions and the level of interaction and exchange, the meeting will feature oral sessions and clinical cases presentations.

A digitalized format for all presentations will be made available during and after the conference to all attendees. Clinical workshops guided and instructed by key opinion leaders in their field will add focused discussions on important topics in transplantation. Translational research and recent developments in the intersection between basic and clinical science will be highlighted.

Our Goals

Promote organ and cell donation and transplantation on a European level

Increase public awareness to stimulate donation and support transplantation

Promote education of physicians, surgeons, scientists and other professionals in the field

Foster European multicenter controlled trials

Facilitate scientific exchange and clinical best practice through a European network

Exchange knowledge and views with non-European regional societies

Facilitate participation of young investigators at its meetings

Recognize new key opinion leaders

Provide information and help European bodies

Establish a broad and transparent grant program
The target audience for this conference includes all fields involved in health care and research with an affiliation in transplantation. This includes but is not limited to:

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

Further, health care professionals with an involvement in treatment of organ failure, cell therapy, tissue and regenerative medicine are warmly welcome to our conference.

### Scientific Program Overview

#### Sunday, September 13

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>09.00 - 12.50 h</td>
<td><strong>SPECIALTY SYMPOSIA</strong>&lt;br&gt;Liver &amp; stomach by ETA&lt;br&gt;Pancreas &amp; bile by EPFIA&lt;br&gt;Hepato-Biliary&lt;br&gt;Joint Symposium&lt;br&gt;Therapeutics, SCTRI&lt;br&gt;MMSC&lt;br&gt;ESOT&lt;br&gt;ESPORE&lt;br&gt;ESPORE-RC&lt;br&gt;Organ Donation Meeting by EDTCO&lt;br&gt;Oncology &amp; Immunology by EORTC&lt;br&gt;Occupational Health and Safety by EORTC&lt;br&gt;Procedural Skills by EPAHP&lt;br&gt;Euro-Asia Committee Committee Campfire&lt;br&gt;Organ Donation Meeting by EDTCO</td>
</tr>
<tr>
<td>13.00 - 14.30 h</td>
<td>Corporate Parallel Symposia</td>
</tr>
<tr>
<td>14.45 - 16.15 h</td>
<td>Corporate Plenary Symposium</td>
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<tr>
<td>16.30 - 19.00 h</td>
<td>Opening &amp; Plenary Session 1&lt;br&gt;ESOT meets the World</td>
</tr>
<tr>
<td>19.00 - 22.00 h</td>
<td>Networking Event&lt;br&gt;A Night at the Square</td>
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</tbody>
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#### Monday, September 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>08.00 - 09.00 h</td>
<td><strong>Full Oral Sessions</strong>&lt;br&gt;State of the Art 1&lt;br&gt;Global warming in transplantation</td>
</tr>
<tr>
<td>09.10 - 10.40 h</td>
<td><strong>Brief Oral Sessions</strong>&lt;br&gt;State of the Art 2&lt;br&gt;Beyond the horizon: humoral responses in transplantation&lt;br&gt;State of the Art 3&lt;br&gt;Decision tree or lottery: allocating grafts and therapies</td>
</tr>
<tr>
<td>10.40 - 11.10 h</td>
<td>Coffee break</td>
</tr>
<tr>
<td>11.10 - 12.40 h</td>
<td><strong>Full Oral Sessions</strong>&lt;br&gt;Best Abstract Challenge&lt;br&gt;The Devil’s Advocate</td>
</tr>
<tr>
<td>13.00 - 14.00 h</td>
<td>Corporate Parallel Symposia&lt;br&gt;Future Leaders Forum by YPT&lt;br&gt;Brief Oral Sessions</td>
</tr>
<tr>
<td>14.05 - 15.35 h</td>
<td>Plenary Session 2&lt;br&gt;Of men and machine</td>
</tr>
<tr>
<td>15.35 - 16.00 h</td>
<td>Coffee break</td>
</tr>
<tr>
<td>16.30 - 17.00 h</td>
<td>Beyond the horizon&lt;br&gt;The future of the human body&lt;br&gt;Beyond the horizon&lt;br&gt;The race of tolerance with regenerative medicine&lt;br&gt;Full Oral Sessions&lt;br&gt;Brief Oral Sessions</td>
</tr>
<tr>
<td>17.00 - 18.00 h</td>
<td>HOTIC Project Workshop&lt;br&gt;ESOT meets the Editors</td>
</tr>
<tr>
<td>18.00 - 19.30 h</td>
<td>Corporate Plenary Symposium</td>
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Plenary Session Symposium

📍 Sunday, 13 September at 14.45 – 16.15
📍 Monday, 14 September at 18.00 – 19.30

The sponsor will have the opportunity to demonstrate the company’s scientific research to a selected audience through an exclusively held Plenary Session Symposium of 90 minutes.

- Includes hall rental, standard audio/visual equipment
- Staff assistance in the room
- Permission to use the phrase “Symposium Session of ESOT 2015 Congress”
- Inclusion of invitation in the congress app to appear as a push notification. Sponsor to provide invitation text and visual according to guidelines
- Up to two poster boards to promote the symposium session outside the meeting room and in the exhibition area. Sponsor to provide poster boards
- Program of the symposium will be included in the final program and on the website

Parallel Session Symposium

📍 Sunday, 13 September at 13.00 – 14.30 (1 Slot available)

The sponsor will have the opportunity to demonstrate the company’s scientific research to a selected audience through a Parallel Session Symposia of 90 minutes.

- Includes hall rental, standard audio/visual equipment
- Staff assistance in the room
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Parallel Lunch Symposium

📍 Monday, 14 September at 13.00 – 14.00
📍 Tuesday, 15 September at 13.00 – 14.00

The sponsor will have the opportunity to hold a Parallel Lunch Symposium of 60 minutes (three slots are available on each day).

- Includes hall rental, standard audio/visual equipment
- Staff assistance in the room
- Permission to use the phrase “Symposium Session of ESOT 2015 Congress”
- Inclusion of invitation in the congress app to appear as a push notification. Sponsor to provide invitation text and visual according to guidelines
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Foster Education & Science

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Support the ESOT Ecosystem

Driven to innovate, at the 2013 Vienna Congress ESOT has introduced the Ecosystem, a dedicated and sophisticated app that allowed ESOT to replace printed matters with a fully digitalized environment and therefore saving 4675 kilograms of paper.

The ECOSYSTEM is a native app with a unique user interface that is designed specifically to allow access to all the tools and pertinent information with one touch. The current session, upcoming sessions, surveys, sponsor links, messages and the rest of the tools are always accessible. This means attendees don’t waste time navigating, they spend time participating.

The result in Vienna was amazing: participants posted 1,246 session comments, made 2284 appointments, exchanged 27,735 messages and used the app to document their event journeys, saving 47,133 abstracts, posters and notes to their online briefcases.

Software Sponsorship Opportunities

**MAIN APP SPONSOR (excl. artwork & customization)**
Being the main sponsor of the ESOT 2015 App, you will get exclusive access to the most prominent screen real-estate for your brand.

For participant owned tablets: Approximately 60 seconds of brand exposure via initial full-sized splash screen for every attendee starting the App for the first time (load- and activation procedure).

For rented (iPad) tablets (50% of participants): A branded full-sized lock screen (screensaver) that is visible each time the device is turned on, as well as a branded wallpaper screen.

- iPad screen resolution: 2048x2048p
- All graphics work (in both landscape and portrait mode) to be provided by the sponsor
- Enhanced company description, push notification for and Q&A and interactive voting during your Satellite Symposium (if applicable) included in this package

**APP SUPPORTING SPONSOR (excl. artwork & customization)**
Supporting the Ecosystem as an App supporting sponsor, you will get immediate recognition of your brand and exposure right on the home screen of the App. A banner located in the dashboard area of the home screen which is linked to your company profile. The 4 supporting sponsors share the same space with their logo rotating continuously (5 seconds rotation).

- Banner Size: 600x250p
- All graphics work (in both landscape and portrait mode) to be provided by the sponsor
- Enhanced company description included in this package

**ENHANCED COMPANY DESCRIPTION (excl. artwork & customization)**
Enhance your company profile by adding additional content and information. The company profile can be accessed over the main menu of the App (Sponsors or Exhibitors section or by scanning a printed QR code located at your booth). You can add pdf files or short movies, contact details for up to 3 company representatives and link to company website and will benefit from 250 words of extended description (instead of 50 words).

- Maximum 3 pdf files with 2 MB each
- Maximum Video size of 10 MB
- All graphics work (in both landscape and portrait mode) to be provided by the sponsor
**PUSH NOTIFICATION (for Symposia only / 1 per symposium)**
Advertise your company, your product or a specific activity during the congress with a timed, pre-programmed notification message. Messages can go out to everyone or to a target group only. The notification can also be used as a session reminder (e.g. for Specialty Symposia), in which case a link can allow participants to add the session to their Personal Agenda.

- Pre-programmed notifications will be triggered regardless of the current WiFi connection status
- Exclusively for companies holding a symposium
- When participants are using their own device, local notifications must be enabled on the device

**Q&A AND INTERACTIVE VOTING (available also for Corporate Symposia)**
With this package, you make your satellite symposium interactive by adding real time voting and Q&A facility 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. The interactive tool is versatile, easy to use and includes a moderation layer.

- Package includes 1 dedicated staff person to support the interactive tool during your symposium
- Voting screen needs to be activated manually by participants, choosing the correct symposium from a list
- List of attendees can be extracted in xls format after the symposium
- Exclusively for companies holding a symposium

**Hardware Sponsorship Opportunities**

- **iPad HARDWARE (for rented devices only)**
  Every time a device is turned on, the lock-screen will show the company’s logo in full size. Approximately 50% of attendees who do not bring their own device will get a rented new iPad with a high resolution retina screen.

- **FULLY BRANDED ECOSYSTEM BAR**
  The Ecosystem bar will serve as a device distribution area as well as a help-desk for attendees and those requiring assistance. High brand recognition is given by a logo placed on the wall of the Ecosystem bar and thus also serving as an extended exhibit space.

- **BRANDED SCREENS**
  The content of the screens will include the explanation of the Ecosystem concept, instructions as well as equal support recognition through a company logo (banner) at the bottom of the screen.

- **BRANDED T-SHIRTS**
  The Ecosystem bar will be staffed to guarantee a smooth flow and staff-shirts can be branded with the company’s name and logo.

- **BRANDED COVERS (replacing congress bags for all delegates)**
  Special sleeves will replace the traditional congress bags allowing you to comfortably carry your device and have it at hand every time you need it. It offers an attractive opportunity for brand exposure.
Hybrid ESOT 2015: 
The ESOT Congress wherever you are!

ESOT aims to reach a very high number of participants, however realistically many will not be able to attend the meeting on site, in Brussels. Taking from the successful experiences started in Glasgow and continued in Vienna, we plan to cast live a good number of sessions, in order to offer a good vision of the meeting.

The innovative plan is to offer a real broadcasted transmission, with an expert to present the sessions and entertain those at home with live interviews and other spots from the live congress.

We aim at producing a high quality program being offered for free or for a small amount. Further, ‘hybrid participants’ regularly registered would have access to the congress App providing the connectivity with speakers and moderators but interaction with the participants in Brussels by sending questions as well as hearing the answers from the live transmission.

The captured content will be published in the ESOT Education Channel, on the ESOT website and made available on demand.

In addition, a ‘virtual booth’, designed for online interaction and where your staff can be contacted can be built in the ESOT Ecosystem. Hosting the ‘Hybrid’ meeting in combination with a ‘virtual booth’ further provides the opportunity to meet all those who could not physically attended but in fact will virtually participate.

By supporting this innovative meeting format, the company would be acknowledged as the exclusive sponsor, clearly under fully unbiased conditions and for the entire duration the company will be visible on the ESOT website (http://www.esot.org) with a permanent hyperlink to the company’s homepage and acknowledgement of support.

Moreover, the supporting company is entitled to be acknowledged under the company’s name in the following congress publications: Call for Abstracts and Registration Brochure/Preliminary Program as well as in the ESOT 2015 App where the Abstract Book and Final Program are published.

The company will be visible at the ESOT Biennial Congress on dedicated banners and on the ESOT 2015 Brussels Congress website.
Feature Areas

Hospitality Suites (3 rooms available)

Many meeting rooms will be available to hire for companies to use as a hospitality suite. The suites are available on a daily basis and will be allocated on a “first-come, first-served” basis.

Exclusive brand exposure in front of and inside the suite.

Poster Lounge & ‘Speed dating with the Author’ Session

An important completion to the scientific lectures is the represented by submitted works, which are presented as oral presentations and posters. More than 700 posters will be digitalized in their original format and available in the ESOT 2015 App. For the FIRST TIME AT AN ESOT CONGRESS, the interchange with presenters is organized as a ‘Speed dating with the Author’ Session. Throughout the congress and with the aid of the App appointments can be made with posters presenters. The meeting point is a beautiful Poster Lounge arranged at the last floor of the Venue, with a great view of the surrounding monuments. The lounge will feature monitors and seating areas, here the participants can meet to present the poster and discuss with peers.

Benefits:

+ Sponsor prominently acknowledged on ESOT signage in the poster area
+ Branding on every monitor (5 – 6 discussion areas are envisaged)
+ Recognition in the Poster Area appointment setting in the App

Rising Stars Lounge

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

A company could simply support but also elect the lounge as its exhibit area: Numerous opportunities for branding around the entire area.
Enhanced Company Visibility

**Speaker Ready Room**
A speaker preview room will be available for speakers and abstract presenters to check their presentation.

- The sponsor’s name/logo will appear on all signs for the speaker ready room and will be prominently displayed in the room
- Sponsor’s logo on all screen savers
- Opportunity to provide branded mouse pads, USB sticks or laser pointer

**Staff Uniforms**
All support staff will wear special uniforms at the registration desks, during sessions and in the exhibition area and are highly visible throughout the duration of the congress. This is a unique opportunity for a company to sponsor the shirts which will bear the congress name and logo.

**Directional signposting**
There will be directional congress signage around the venue and the opportunity to support this service and have the company logo on all congress directional signs.

**Congress website**
The sponsor will have its logo displayed on the web pages of the official Brussels 2015 website, and in addition on a number of electronic alerts sent to the delegates before the congress. Reach a wider audience as this website has an extremely high number of visitors in the run up, during and after the congress as all delegates, online participants and interested parties regularly check it for updated news on registration, accommodation, scientific program, abstract submission, networking events and useful general information.

**Branding**
Various branding opportunities around the venue will be available. Branding these spots will put your company or your company’s product name on prominent display and will raise awareness among all ESOT 2015 attendees.

**Delegate badge & lanyards**
Sponsors will have the opportunity to provide lanyards displaying their name and logo which will be distributed to delegates with their delegate badges. The required figure will be determined by the number of confirmed delegates. Shipping costs to Brussels must be met by the sponsor.

**Joining Instructions**
These will be distributed electronically to delegates three weeks prior to the Congress and will provide them with useful information to help with the journey to and arrival in Brussels. The sponsor will have a banner featured prominently at the top of the page with a link to their own site.

**Pocket programme**
The Pocket programme will be distributed to all delegates on site and will contain a handy overview of the congress. The sponsor’s logo will appear on the back cover.

**Advertising**
There will be a number of advertising opportunities within the ESOT 2015 preliminary program.

- Standard inside half page
- Standard inside single page
- Standard inside double page
- Inside front cover page
- Inside back cover page
- Outside back cover page

**Phone charging stations**
Delegates will be able to charge their mobile devices during Congress by utilising lockable charging stations. Whilst being a useful tool, the stations offer an excellent branding opportunity.

**Water dispensers**
Water dispensers will be located in various areas of the venue and will be highly frequented by delegates thus posing a great & highly visible branding opportunity.
A commercial exhibition will run alongside the sessions and will be close to the poster and refreshment areas.

A wide range of products and services will be displayed.

Further information regarding exhibition space and rates will be available at: brussels.esot.org
Exhibition plan
The exhibition will take place in the Grand Hall 1 and Grand Hall 2 at the Square, which will form the hub of the congress. This provides an excellent opportunity for delegates to interact with company representatives and to familiarise themselves with the latest advances in technology and therapeutics.

**Provisional Exhibition Opening Hours**

- **Saturday, 12 September** 08.00 – 20.00 Exhibition build up
- **Sunday, 13 September** 08.00 – 16.00 Exhibition build up
- **Sunday, 13 September** 16.30 – 19.30* Exhibition open / Poster opening & Networking
- **Monday, 14 September** 10.00 – 18.00 Exhibition open
- **Tuesday, 15 September** 10.00 – 18.00 Exhibition open
- **Wednesday, 16 September** 10.00 – 13.00 Exhibition open
- **Wednesday, 16 September** 14.00 – 24.00 Exhibition breakdown

* Networking will take place in the exhibit hall. End time may be extended to offer wider opportunities to both exhibitors and attendees.
The exhibition will take place in the Grand Hall 1 and Grand Hall 2 at the Square, which will form the hub of the congress. This provides an excellent opportunity for delegates to interact with company representatives and to familiarise themselves with the latest advances in technology and therapeutics.

Provisional Exhibition Opening Hours
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  - Exhibition open
- Tuesday, 15 September
  - Exhibition open
- Wednesday, 16 September
  - Exhibition breakdown
  - Networking will take place in the exhibit hall. End time may be extended to offer wider opportunities to both exhibitors and attendees.

Networked Opportunities
Our delegates increasingly welcome the opportunity to tap into the expertise provided by exhibitors to answer questions and provide hands-on product demonstrations. In addition to the commercial exhibits, snacks, tea and coffee will be served in the exhibition hall and delegate lounges.

The Rising Stars Lounge and poster area will be located on the different levels, further ensuring a good and constant delegate circulation.

Commercial Booth
- € 1,000.00 + VAT per m²
  - This rate is subject to VAT at the prevailing rate. A deposit of 60% will be required upon signing the contract and the remaining 40% – payable in April 2015.

The stand fee is inclusive of the following exhibitor services on-site:
- Shell Scheme Package: Modular stand and fascia board
- Company name badges*
- Company logo & free editorial entry (50 words) in the final program / in the ESOT Ecosystem
- Exhibition Technical Manual
- Attendance at the Poster Opening & Networking
- Access to Corporate Satellite Symposia
- Access to the scientific sessions

* An allocation of exhibitor badges will be issued based on the reserved size of the booth; full details will be provided within the Exhibition Technical Manual.

Charity/Non-Profit Booth
Registered charities and Non Profit Organisations are offered exhibition space at € 1,000.00 + VAT for a 6m² booth. There are a limited number of charitable booths available.

Information Exchange
The information exchange area will be located within the Exhibition and will be an opportunity for companies who cannot attend ESOT as an exhibitor to submit a leaflet for delegates to collect during the Congress. The cost to submit an information leaflet is €1,000.00 + VAT.

Exhibition Terms and Conditions
Terms and Conditions relating to exhibiting can be found on the reverse of the Exhibition and Sponsorship Application Form which you will find on the website in due course.

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

Please use block letters

Name of Company: .................................................................................................................................................................................................................................................................

Name of Contact: .............................................................................................................................................................................................................................................................

Position: .................................................................................................................................................................................................................................................................

Address: .................................................................................................................................................................................................................................................................

Postal code/ Zip code: ........................................ Country: ..................................................................................................................................................................................................

Telephone: ........................................................ Fax: ..................................................................................................................................................................................................

Please tick the items which you would like to sponsor:

<table>
<thead>
<tr>
<th>Foster education &amp; science</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plenary Session Symposium</td>
<td>SOLD</td>
</tr>
<tr>
<td>Parallel Session Symposium</td>
<td>45,000</td>
</tr>
<tr>
<td>Parallel Lunch Symposium</td>
<td>SOLD</td>
</tr>
<tr>
<td>Hybrid ESOT 2015</td>
<td>SOLD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Featured Areas</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitality Suite</td>
<td>10,000</td>
</tr>
<tr>
<td>Poster Lounge &amp; ‘Speed dating with the Author’ Session</td>
<td>20,000</td>
</tr>
<tr>
<td>Rising Stars Lounge</td>
<td>20,000</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Support the Ecosystem</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Sponsorship</td>
<td></td>
</tr>
<tr>
<td>Main App sponsor</td>
<td>SOLD</td>
</tr>
<tr>
<td>App supporting sponsor/ per slot</td>
<td>20,000</td>
</tr>
<tr>
<td>Enhanced sponsor listing/ per listing</td>
<td>5,000</td>
</tr>
<tr>
<td>Enhanced exhibitor listing/ per listing</td>
<td>5,000</td>
</tr>
<tr>
<td>Push notification/ per notification</td>
<td>7,500</td>
</tr>
<tr>
<td>Q&amp;A and Interactive voting</td>
<td>9,000</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Hardware Sponsorship</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPad hardware</td>
<td>SOLD</td>
</tr>
<tr>
<td>Full branded Ecosystem bar</td>
<td>SOLD</td>
</tr>
<tr>
<td>Branded screens</td>
<td>SOLD</td>
</tr>
<tr>
<td>Branded shirts</td>
<td>SOLD</td>
</tr>
<tr>
<td>Branded iPad covers</td>
<td>SOLD</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Enhance Company Visibility</th>
<th>Price in €</th>
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</thead>
<tbody>
<tr>
<td>Speaker Ready Room</td>
<td>16,000</td>
</tr>
<tr>
<td>Staff uniforms</td>
<td>SOLD</td>
</tr>
<tr>
<td>Branding on request</td>
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</tr>
<tr>
<td>Delegate badge &amp; lanyards</td>
<td>SOLD</td>
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<tr>
<td>Joining instructions</td>
<td>5,000</td>
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<tr>
<td>Directional signposting</td>
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<tr>
<td>Congress website</td>
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<tr>
<td>Phone Charging Stations</td>
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<td>Water Dispensers</td>
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<td>Preliminary program</td>
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<td>Inside front cover page</td>
<td>4,000</td>
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<tr>
<td>Inside back cover page</td>
<td>4,000</td>
</tr>
<tr>
<td>Outside back cover page</td>
<td>4,500</td>
</tr>
<tr>
<td>Opening &amp; Poster</td>
<td></td>
</tr>
<tr>
<td>Networking Event</td>
<td>20,000</td>
</tr>
<tr>
<td>Rising Stars &amp; Posters</td>
<td>10,000</td>
</tr>
</tbody>
</table>

Terms of payment
§ 60% of total fees due with contract raised after application.
§ 40% remaining will be invoiced in April 2015.

Cancellation policy
§ Cancellation received in writing up until 9 months before the congress: 10% cancellation fee of total amount.
§ Cancellation received in writing up until 6 months before the congress: 50% cancellation fee of total amount.
§ Cancellation received in writing later than 3 months before the congress: the sponsor will be liable for the total charge.

This application is legally binding

Date: ..............................................................

Signature of applicant: ..............................................................

Name printed: ..............................................................

Country: ..................................................................................................................................................................................................

Confirmation
Confirmation of your reservation and stand allocation will be mailed to you with an accompanying VAT invoice for the deposit due. VAT – all companies are required to pay VAT at the prevailing rate.
Exhibition Application Form

PLEASE USE BLOCK LETTERS

Name of Company: 

Name of Contact: 

Position: 

Address: 

Postcode/ Zip code:  Country: 

Telephone:  Fax: 
Including country and area code Including country and area code

E-mail: 

I would like to apply for exhibition space at ESOT 2015. 

Please indicate your preferred choice of exhibition site:  
□ Space only  □ Shell Scheme

Size of Area: m²  Preferred booth number:  1st  2nd  3rd

□ Regular Booth  (€ 1.000,00 + VAT per m² x Stand size)  €

□ Charitable/ Non Profit Booth  (€ 1.000,00 + VAT per 6 m²)  €

* All prices above are subject to VAT

Terms of payment
$ 60% of total fees due with contract raised after application.  
$ 40% remaining will be invoiced in April 2015.

Exhibition layout
The organizers reserves the right to change the exhibition floor layout if necessary. The organizers reserve the right in unforeseen circumstances to amend or alter the exact site of the location and/or booth and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the organizers.

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Signature of applicant: 

Date: 

Name printed: 

17th Congress of the European Society for Organ Transplantation
Notes
Visit: esot.org

Contacts & Information

**ESOT 2015 Brussels Congress Secretariat**
ESOT Office
Corso del Popolo, 8 - 35131 Padova, Italy
Phone +39 049 300 5796
Fax +39 049 2106307
esot2015@esot.org

**Congress Administrative Secretariat**
AIM Group International
Phone +43 1 402 77 55 – 613
esot2015@aimgroup.eu