



42ND CONGRESS OF THE  ESCRS

BARCELONA

6-10 SEPTEMBER 2024

Fira de Barcelona, Spain

**EXHIBITION &
SPONSORSHIP
MANUAL**

www.escrs.org



Fira Barcelona - Gran Via Congress Centre Floor Plan

42ND CONGRESS OF THE ESCRS
BARCELONA
 6-10 SEPTEMBER 2024
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VENUE PLAN

	REGISTRATION		CHARGING STATION
	SPEAKER PREVIEW		TOILETS
	EXHIBITION		CATERING
	SESSIONS ROOMS		CLOAK ROOM
	WETLABS		ESCALATORS
	E-POSTERS / PRESENTED POSTERS		WATER FOUNTAINS
	MEETING ROOMS		
	LOUNGES		



Branding Opportunities

Branding Opportunities – Registration Area

On-site Signage Items & Prices Indoor Branding

Your branding on North Access Drop Banners

Double-sided drop banner – Eco Canvas

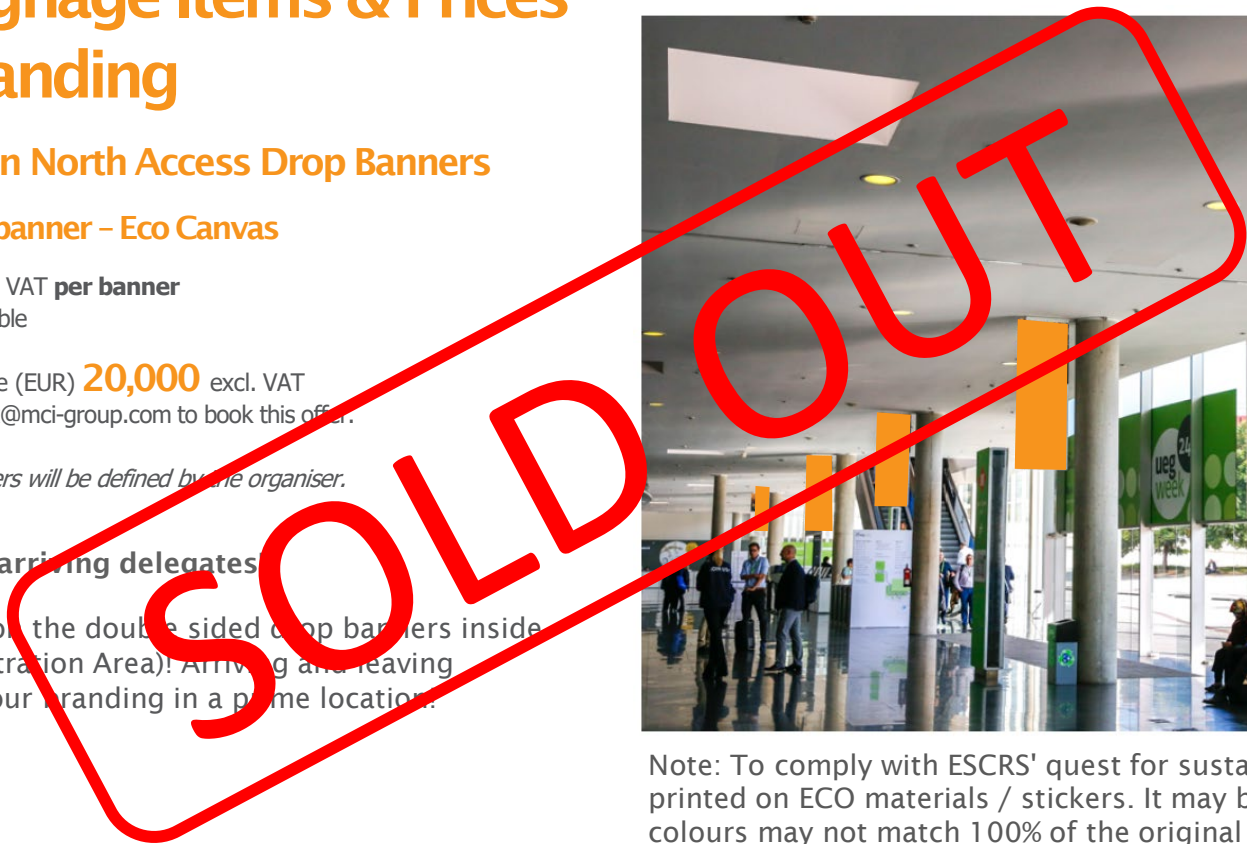
Price (EUR) **2,000** excl. VAT **per banner**
DB8-1 -> 13 banners available

For all 13 banners > Price (EUR) **20,000** excl. VAT
Please contact escrs.sponex@mci-group.com to book this offer.

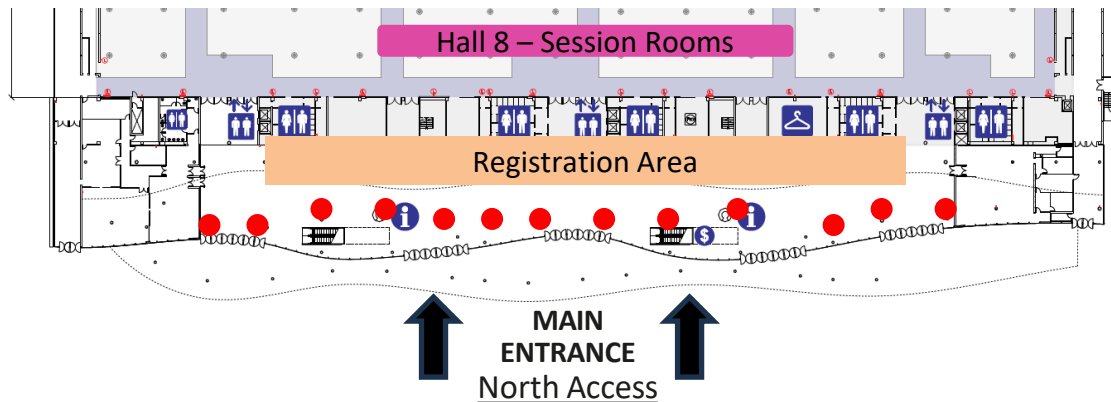
Final location of each banners will be defined by the organiser.

Prime visibility for arriving delegates

Add your branding on the double sided drop banners inside North Access (Registration Area)! Arriving and leaving delegates will see your branding in a prime location!



Note: To comply with ESCRS' quest for sustainability, the visuals will be printed on ECO materials / stickers. It may be, that the rendering of the colours may not match 100% of the original print files.



Branding Opportunities – Registration Area

On-site Signage Items & Prices Indoor Branding

Your branding on North Access Escalators

Escalator glass railing – Eco Vinyl

Price (EUR) **20,000** excl. VAT per escalator

ER8-1 → 1 escalator available: 3 sides (2 in, 1 out) – **Best visibility**

ER9-1 → 1 escalator available: 3 sides (2 in, 1 out) – **Best visibility**

Price (EUR) **15,000** excl. VAT per escalator

ER8-2 → 1 escalator available: 3 sides (2 in, 1 out)

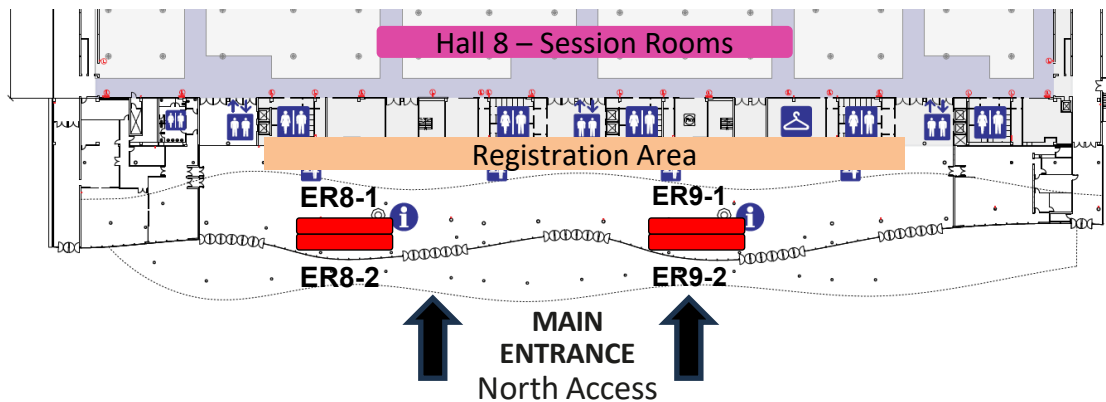
ER9-2 → 1 escalator available: 3 sides (2 in, 1 out)

Prime visibility for arriving delegates!

Placed in the main entrance - North Access (Registration Area), the escalators are in a prime high traffic location. When using the escalators delegates get to the Hall 8.1 (Session rooms) as well as the walkway to the Exhibition.



Note: To comply with ESCRS' quest for sustainability, the visuals will be printed on ECO materials / stickers. It may be, that the rendering of the colours may not match 100% of the original print files.



Technical specs upon request.

Branding Opportunities – Walkway

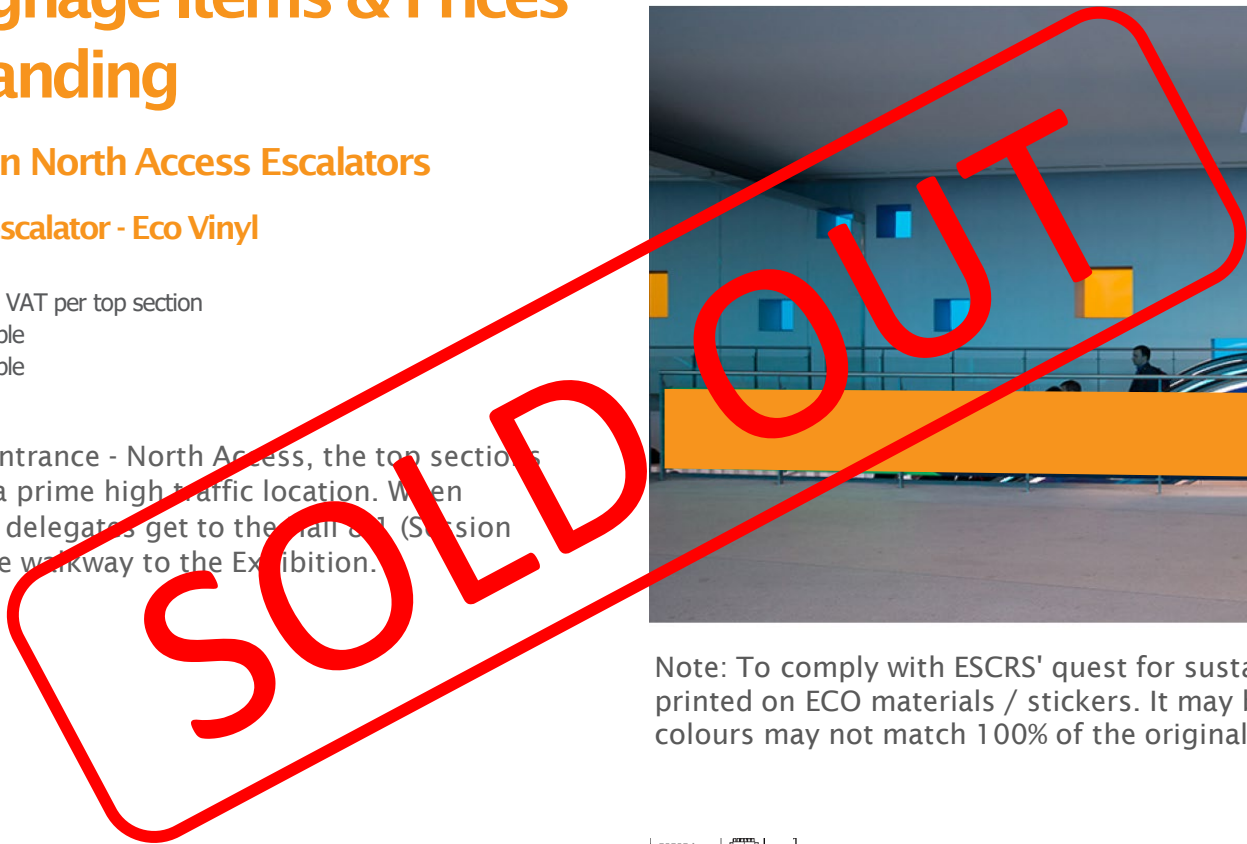
On-site Signage Items & Prices Indoor Branding

Your branding on North Access Escalators

Top section of the escalator - Eco Vinyl

Price (EUR) **9,000** excl. VAT per top section
ET8 -> 1 top section available
ET9 -> 1 top section available

Placed in the main entrance - North Access, the top sections of escalators are in a prime high traffic location. When using the escalators delegates get to the Hall 8.1 (Session rooms) as well as the walkway to the Exhibition.



Note: To comply with ESCRS' quest for sustainability, the visuals will be printed on ECO materials / stickers. It may be, that the rendering of the colours may not match 100% of the original print files.



Technical specs upon request.

Branding Opportunities – Walkway

On-site Signage Items & Prices Indoor Branding

Your branding on North Walkway Drop Banners

Double sided drop banners - Eco Alveolar 4,5 mm

Price (EUR) **2,000** excl. VAT **per banner**
DB9-1 -> 13 banners available

Final location of each banners will be defined by the organiser.

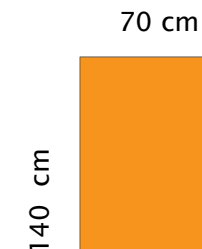
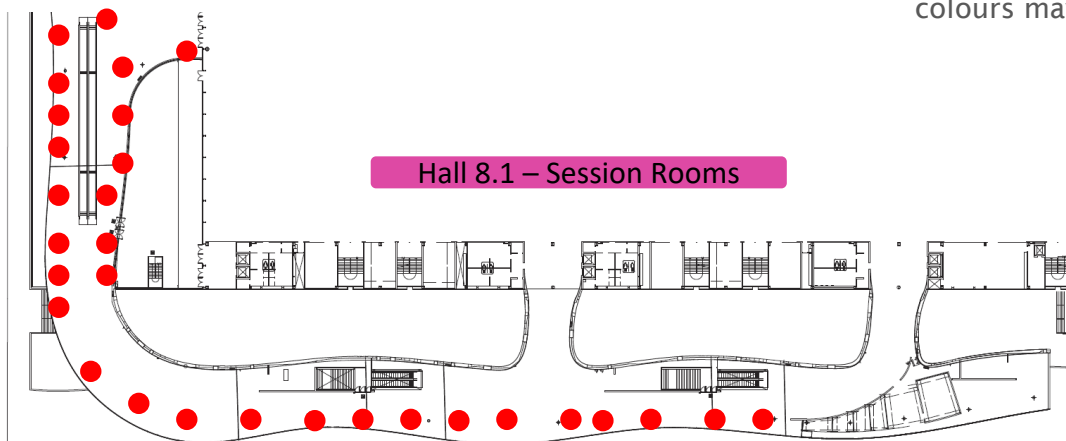
Price (EUR) **18,000** excl. VAT **per set of 10 banners**
DB9-2 -> 2 sets of 10 banners available

Prime visibility opportunity!

Placed in the walkway, the drop banners are in a strategic location where delegates get to the Exhibition (Hall 6 & 7) as well as the Plenary and Wetlabs (Hall 6) and back to Session rooms & Exit.



Note: To comply with ESCRS' quest for sustainability, the visuals will be printed on ECO materials / stickers. It may be, that the rendering of the colours may not match 100% of the original print files.



Branding Opportunities – Walkway

On-site Signage Items & Prices Indoor Branding

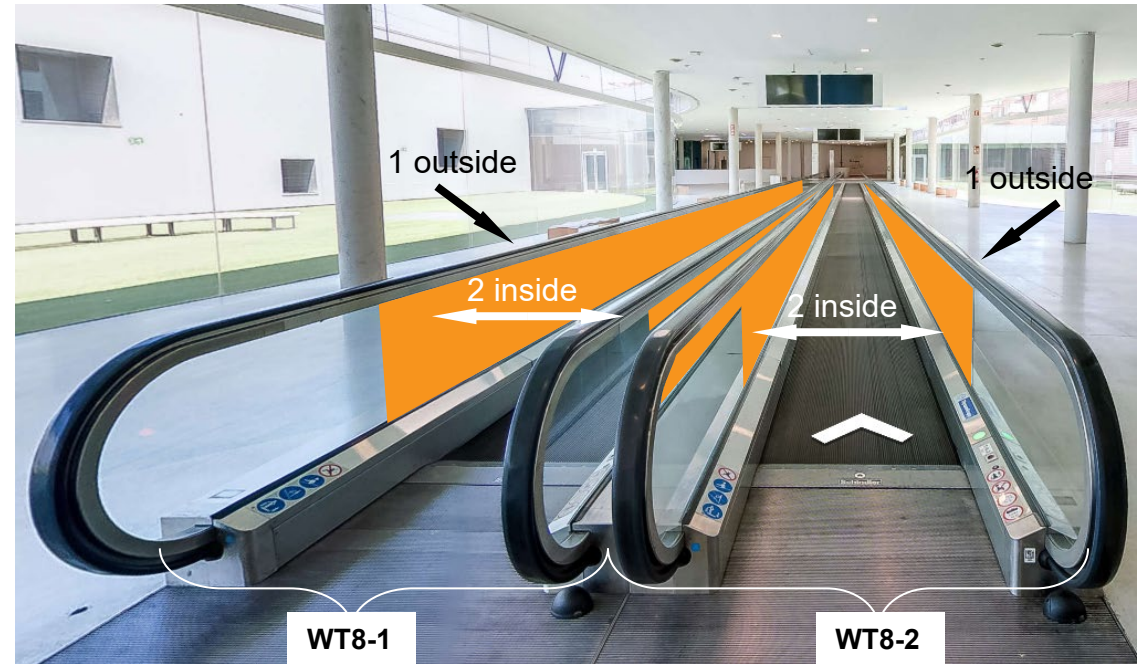
Your branding on North Walkway Travelator

Travelator glasses in walkway Hall 8 – Eco Vinyl

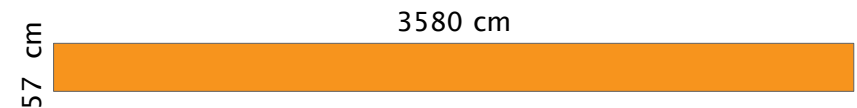
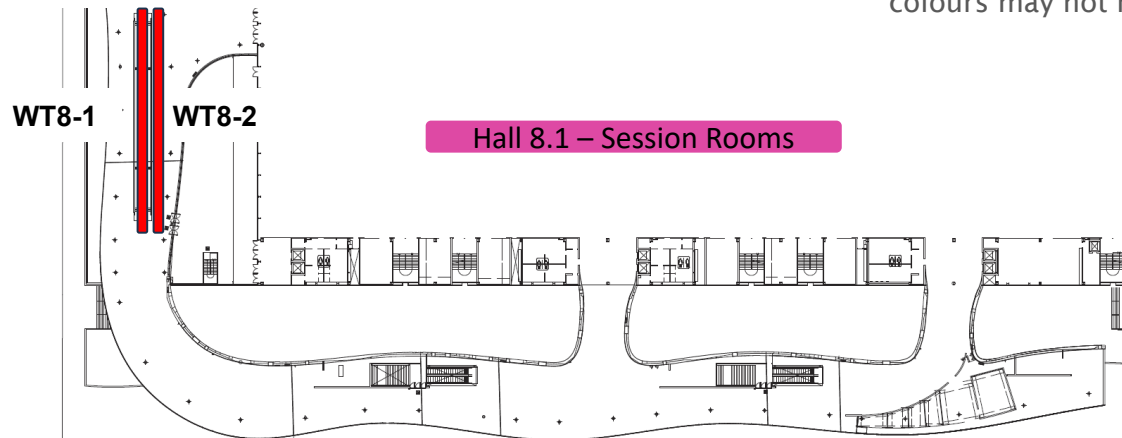
Price (EUR) **25,000** excl. VAT per Travelator
 WT8-1 -> 1 Travelator available: 3 sides (2 in, 1 out)
 WT8-2 -> 1 Travelator available: 3 sides (2 in, 1 out)

Prime visibility opportunity!

Placed in the walkway, the travelators are in a prime high traffic location. When using these travelators delegates get to the Exhibition (Hall 6 & 7) as well as the Plenary and Wetlabs (Hall 6) and back to Session rooms & Exit.



Note: To comply with ESCRS' quest for sustainability, the visuals will be printed on ECO materials / stickers. It may be, that the rendering of the colours may not match 100% of the original print files.



Branding Opportunities – Walkway

On-site Signage Items & Prices Indoor Branding

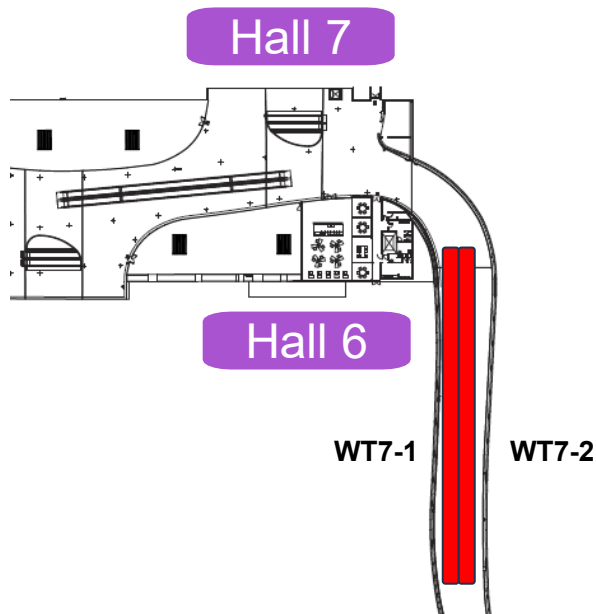
Your branding on North Walkway Travelator

Travelator glasses in walkway Hall 8 – Eco Vinyl

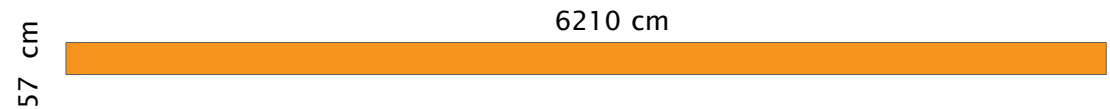
Price (EUR) **25,000** excl. VAT per Travelator
 WT7-1 -> 1 Travelator available: 3 sides (2 in, 1 out)
 WT7-2 -> 1 Travelator available: 3 sides (2 in, 1 out)

Prime visibility opportunity!

Placed in the walkway, the travelators are in a prime high traffic location. When using the travelators delegates get to the Exhibition (Hall 6 & 7) as well as the Plenary and Wetlabs (Hall 6) and back to Session rooms & Exit.



Note: To comply with ESCRS' quest for sustainability, the visuals will be printed on ECO materials / stickers. It may be, that the rendering of the colours may not match 100% of the original print files.



Branding Opportunities – Walkway

On-site Signage Items & Prices Indoor Branding

Your branding on Walkway Escalators

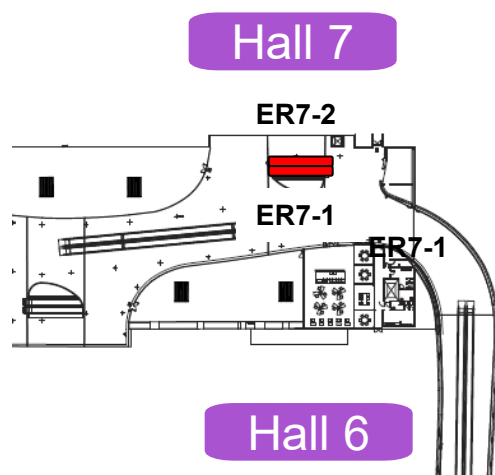
Escalator glass railing – Eco Vinyl

Price (EUR) **20,000** excl. VAT per escalator
ER7-1 → 1 escalator available: 3 sides (2 in, 1 out) – **Best visibility**

Price (EUR) **15,000** excl. VAT per escalator
ER7-2 → 1 escalator available: 3 sides (2 in, 1 out)

Prime visibility opportunity!

Placed in the walkway, the escalators are the main access to get down to the Exhibition (Hall 6 & 7) as well as the Plenary and Wetlabs (Hall 6) and back to Session rooms & Exit.



Note: To comply with ESCRS' quest for sustainability, the visuals will be printed on ECO materials / stickers. It may be, that the rendering of the colours may not match 100% of the original print files.

Technical specs upon request.

Branding Opportunities – Walkway

On-site Signage Items & Prices

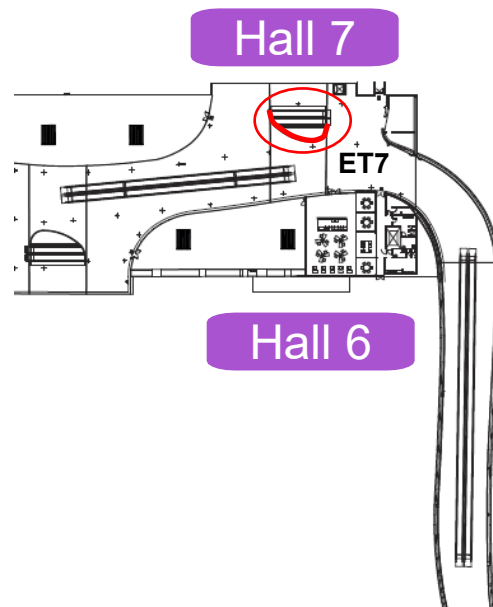
Indoor Branding

Your branding on Walkway Escalators

Top section of the escalator – Eco vinyl

Price (EUR) **12,000** excl. VAT
 ET7 -> 1 available (ext. only)

Placed in the walkway, the escalators are the main access to get down to the Exhibition (Hall 6 & 7) as well as the Plenary and Wetlabs (Hall 6) and back to Session rooms & Exit.



Note: To comply with ESCRS' quest for sustainability, the visuals will be printed on ECO materials / stickers. It may be, that the rendering of the colours may not match 100% of the original print files.

Technical specs upon request.

Branding Opportunities – Hall 7

On-site Signage Items & Prices Indoor Branding

Your branding on Columns Hall 7

Column branding - Fabric - 100% Recycled Polyester

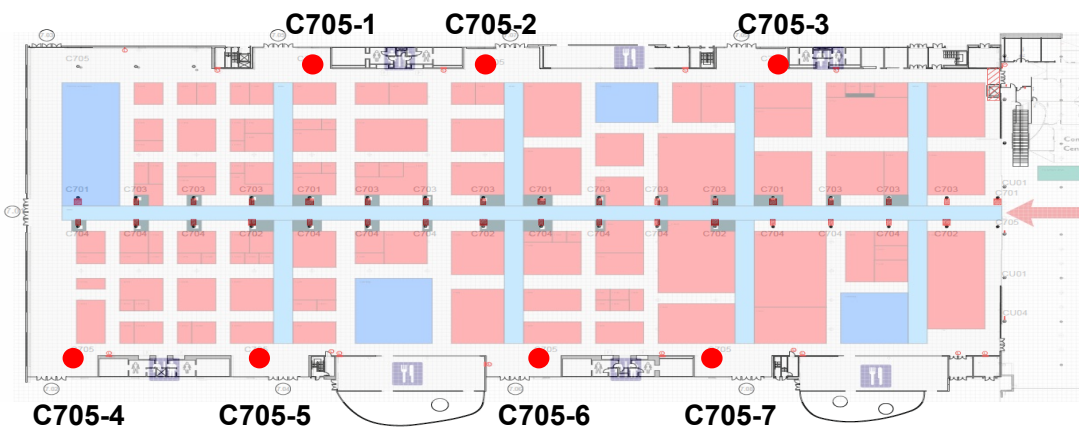
Price (EUR) **5,000** excl. VAT per column – **Top Section**
C705 → 7 columns available (C705-1 to C705-7)

OR

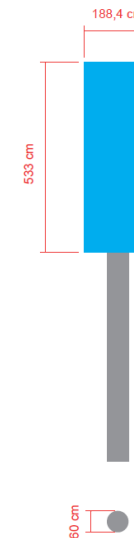
Price (EUR) **7,500** excl. VAT per column – **Full column**
C705 → 7 columns available (C705-1 to C705-7)

Note: The pillars are round

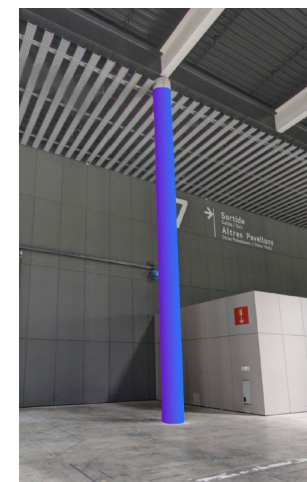
Placed all around Hall 7, these columns will be visible to delegates walking around the exhibition area.



Top Section



Full column



Note: To comply with ESCRS' quest for sustainability, the visuals will be printed on fabric. It may be, that the rendering of the colours may not match 100% of the original print files.

Technical Specifications & Printing Delivery

Technical Specifications

Formats accepted

ILLUSTRATOR, INDESIGN, PHOTOSHOP or a high resolution PDF, with all fonts and logos embedded.

- ✓ **Images** in TIFF or Photoshop EPS in CMYK, at a minimum resolution of 72 dpi at 1:1 scale.
- ✓ **Colour:** We print using ISO COATED V2 colour profile, following the guidelines of ISO 12647. For specific or corporate colours please use Pantone Coated colour codes
- ✓ **Documents** can be true to size and if needed, 5cm bleed with cropmarks can be added

Fire extinguisher equipment and related sign must remain visible and accessible at all times.

Printing Delivery

- ❑ All files must be uploaded [HERE](#).
- ❑ Deadline to submit your files is **12 July 2024**

Terms & Conditions

Terms & Conditions

ESCRS 2024 CONGRESS OUTLINE / PROJECT DEFINITION

All items listed in this brochure apply to the ESCRS 2024 Congress in the following form and definition:

- Face to face Meeting at the Fira Barcelona Gran Via with a projected "in-person" attendance of over 8,000 healthcare professionals
- 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: 6-10 September 2024

RESERVATION

To be valid, your reservation must be submitted via the ESCRS online booking platform ahead of the applicable deadlines communicated by the ESCRS 2024 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 ESCRS Congresses based on previous participations [Click here for further information](#). Companies will be requested to make choices, but neither ESCRS 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 ESCRS 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 on booking. 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.

Date of receipt of cancellation from sponsor/exhibitor	Cancellation fees applied
Until 150 days prior to the Meeting	50% of total order amount
Within 149 days of the Meeting	100% of total order amount

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:

Scenario description	Cancellation terms applied
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 2024. ESCRS 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.	<p>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.</p> <p>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.</p>

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.

Terms & Conditions

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 wilful 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.

INDUSTRY COMPANY MEETINGS & COMPANY EVENTS

It is strictly forbidden to hold company meetings and company events outside the congress venue during the official congress programme times.

Non-compliance may affect the companies' participation in future ESCRS meetings. Company meetings can be held at the congress venue subject to available meeting spaces and their capacities.

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

Terms & Conditions

continued...

DATA PROTECTION CLAUSE

In accordance with the "applicable data protection laws", including but not limited to laws and regulations of the European Union, the European Economic Area and their member states, Switzerland, the United Kingdom and the State of California, MCI, as data controller, processes the exhibitor/sponsor's personal data for the purposes of (i) managing and organizing the event, in particular the management of exhibitor/sponsor's stand, investment opportunities or industry symposium (ii) managing and organizing prospectation and loyalty (iii) enabling the exhibitor/sponsor to benefit from MCI services (iv) enabling the exhibitor/sponsor to receive MCI news.

In accordance with the applicable data protection laws, 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 competent supervisory authority. The exhibitor/sponsor may exercise his rights by sending a request to the following address by contacting our Data Protection Officer (DPO): privacy@mci-group.com.

As part of their contractual relationship, MCI and the exhibitor/sponsor (hereinafter referred to as the "Parties" and individually as a "Party") undertake to comply with the applicable data protection laws. Each Party acts as an independent controller with respect to its processing of personal data in connection with this agreement. Each Party will comply with its respective obligations under applicable personal data regulations with respect to its processing of such personal data. To the extent that either Party provides personal data to the other Party pursuant to this agreement, the Party supplying the personal data confirms that it has consent or another legal basis to provide the personal data to the receiving Party and for the receiving Party to process the personal data consistent with this agreement, and in accordance with its applicable privacy policy. For clarity, nothing in this agreement limits a Party's ability to use an individual's personal data to the extent directed by, consented to or requested by such individual.

In case of personal data transfers from the European Union, the European Economic Area and/ or their member states, Switzerland and the United Kingdom to countries which do not ensure an adequate level of data protection within the meaning of applicable data protection laws of the foregoing territories, such transfers shall be based on the terms of the European Union Standard Contractual Clauses and UK Addendum or based on any other legal means allowed by applicable data protection laws. Parties shall ensure data transfers are protected through appropriate mechanisms.

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.medtecheurope.org/resource-library/medtech-europe-code-of-ethical-business-practice/>
- <https://www.efpia.eu/relationships-code/the-efpia-code/>



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