

47th
ESPEN
CONGRESS



47th ESPEN Congress on Clinical Nutrition & Metabolism

Prague, Czech Republic • **13-16 September 2025**

Prague Congress Centre



REVOLUTION
IN NUTRITION

 [espen_european_society](https://www.instagram.com/espen_european_society)  [ESPEN](https://www.linkedin.com/company/ESPEN)

 www.espen.org www.espencongress.com

Partnership Opportunities



Welcome message

Dear participants of the 47th ESPEN Congress,

Welcome to the enchanting city of Prague, the heart of Europe where history whispers through the cobblestone streets and ancient spires stand as guardians of a storied past. As you gather here for the 2025 ESPEN Congress at the Prague Congress Centre, amidst the architectural splendor and cultural richness of the city, you are not just participants but also partakers in an experience that transcends borders and time.

Nestled along the banks of the Vltava River, Prague is a city that wears its history proudly, showcasing a blend of Gothic, Baroque, and Renaissance architecture that tells tales of centuries gone by. The very streets you walk upon are pathways to the past, each building and monument a testament to the creativity of the human spirit.

Directly from the Congress Centre you see the skyline of the iconic Prague Castle, one of the largest castle complexes in the world, with its centuries-old walls and treasures such as St. Vitus Cathedral, a masterpiece of Gothic architecture, a testament to the dedication and vision of those who came before us.

Walk through the winding narrow streets of the Old Town, where the Astronomical Clock stands as a marvel of medieval engineering, with its intricate dance of figures and symbols. Pause at the Charles Bridge, where statues of saints gaze out over the flowing waters below, another timeless link between the past and the present.

As you explore the city, you will encounter not just monuments and landmarks, but also stories of innovation and discovery that resonate with the theme of the congress. The Charles University in Prague was founded by King Charles IV in 1348 as the sixth oldest European university. Consider the legacy of Jan Evangelista Purkyně, a pioneering

anatomist and physiologist who made significant contributions to the field of medicine. His spirit of curiosity and relentless pursuit of knowledge embody the essence of scientific inquiry that we celebrate and nurture in our own work. In the realm of medical history, Prague has a lot to tell. From the groundbreaking work of Ignaz Semmelweis in the field of obstetrics to the innovative research of Carl Cori and Gerty Cori in biochemistry, this city has been a cradle of medical innovation and progress. As you gather here to share your knowledge and research, you are following the footsteps of these trailblazers, continuing the legacy of excellence and discovery that defines the medical profession.

Beyond its historical landmarks, Prague is a city of vibrant culture and artistic expression. Immerse yourself in the music of Antonin Dvorak, Bedrich Smetana and Bohuslav Martinu, visit the National Gallery or make a choice from many other museums and exhibitions, follow the footsteps of Franz Kafka.

As you engage in presentations, discussions and debates at the congress, take a moment to appreciate the unique atmosphere of Prague, where the past mingles with the present in a harmonious dance of continuity and change.

In the embrace of Prague's timeless beauty and historical grandeur, let us come together united in our quest for knowledge and commitments to advancing the frontiers of the field of clinical nutrition and metabolism which connects all medical disciplines. May this congress be a gathering of minds, as we work together to shape a healthier and more prosperous future for all.

47th ESPEN Congress on Clinical Nutrition & Metabolism

Welcome to Prague, where history is not just a sight to behold, but a living presence that inspires us to explore new horizons, guided by the wisdom of the past and the promise of the future.

Pavel Tesinsky
47th ESPEN Congress
President





47th ESPEN Congress

on Clinical Nutrition & Metabolism

Committees

Central Executive Committee

- Stanislaw Klek, *Chairman*
- Cristina Cuerda, *General Secretary*
- Stéphane Schneider, *Treasurer*
- Pavel Tesinsky, *President 2025*

Central ESPEN Scientific Committee

- Mireille J. M. Serlie, *Chair*
- Stéphane Walrand, *Permanent Member*
- Claudia P. Heidegger, *Permanent Member*
- Frantisek Novak, *Rotating Member*
- Emanuele Cereda, *Permanent Member*
- Nicolaas E.P. Deutz, *Editor Clinical Nutrition*

Central Educational and Clinical Practice Committee (EC/PC)

- Rosa Burgos Pelaez, *Chair*
- Simon Lal, *Physician*
- Michela Zanetti, *Physician*
- Burcu Kelleci, *Pharmacist*
- Kerstin Möcking, *Nurse*
- Darija Vranesic, *Dietitian*
- Pavel Kohout, *Rotating Member*

Associated Members

IT Communication Officers

- Maria Ballesteros-Pomar
- Marcin Folwarski

Clinical Nutrition Editors

- Pierre Singer
- Nicolaas E. P. Deutz
- Ronan Thibault

ESPEN Guidelines Officers

- Stephan C. Bischoff
- Laurence Genton
- Arved Weimann

LLL Board Members

- Alessandro Laviano, *LLL Course Director*
- Liana Poulia, *LLL Course Director*
- Regina Komsa & Rémy Meier, *LLL Co-Directors*

NEMS (Nutrition Education in Medical Schools)

- Maurizio Muscaritoli
- Cristina Cuerda

Nutrition Day

- Michael Hiesmayer
- Silvia Tarantino

Local Organising Committee

- Pavel Tesinsky, *Local President*
- Frantisek Novak
- Pavel Kohout
- Vladimir Blaha
- Betr Benes
- Kamil Bezdek
- Eduard Havel
- Jan Manak
- Vaclav Pospisil
- Lucie Ruzickova
- Igor Satinsky
- Michal Senkyrik
- Lubos Sobotka
- Petr Szitanyi
- Stepan Tucek
- Petr Wohl
- Zdenek Zadak
- Pavla Jezkova

Local Scientific Committee

- Frantisek Novak, *Chair*
- Vladimir Blaha
- Martin Matejovic
- Jan Gojda
- Marcela Kanova
- Filip Fencel

Local Educational Committee

- Pavel Kohout, *Chair*
- Michal Senkyrik
- Petr Wohl
- Luboš Sobotka
- Stepan Tucek
- Peter Szitanyi
- Jiri Vejmelka
- Jan Kopecky
- Ivana Prazanova



Essential information

47th ESPEN Congress on Clinical Nutrition & Metabolism

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Important dates & deadlines

(final dates to be communicated on the ESPEN website)

Opening of abstract submission

January 2025

Registration opens

January 2025

Closing of abstract submission

9 April 2025, 23:59 CEST

Opening of late breaking abstract submission

15 May 2025

Registration early bird deadline

30 April 2025

Deadline for late breaking abstract (posters only)

13 June 2025

Venue

Prague Congress Centre
5. kvetna 1640/65, Nusle
140 21 Prague 4
Czech Republic

www.praguecc.cz/en/homepage

Organising secretariat

MCI has been selected by Central ESPEN as the official Congress Organiser to process registrations, abstract submissions and hotel reservations.

Information on the commercial exhibition as well as organisation and sponsorship of special events may also be obtained from the Organizing Secretariat.

Fees and hotels

The registration fees and full list of hotels will be available on the ESPEN website.

www.espencongress.com

www.espen.org

Correspondence should be sent to

ESPEN 2025 c/o MCI Suisse
9, Rue du Pré-Bouvier
1242 Satigny
Switzerland

Tel. +41 22 33 99 580
ESPEN@mci-group.com



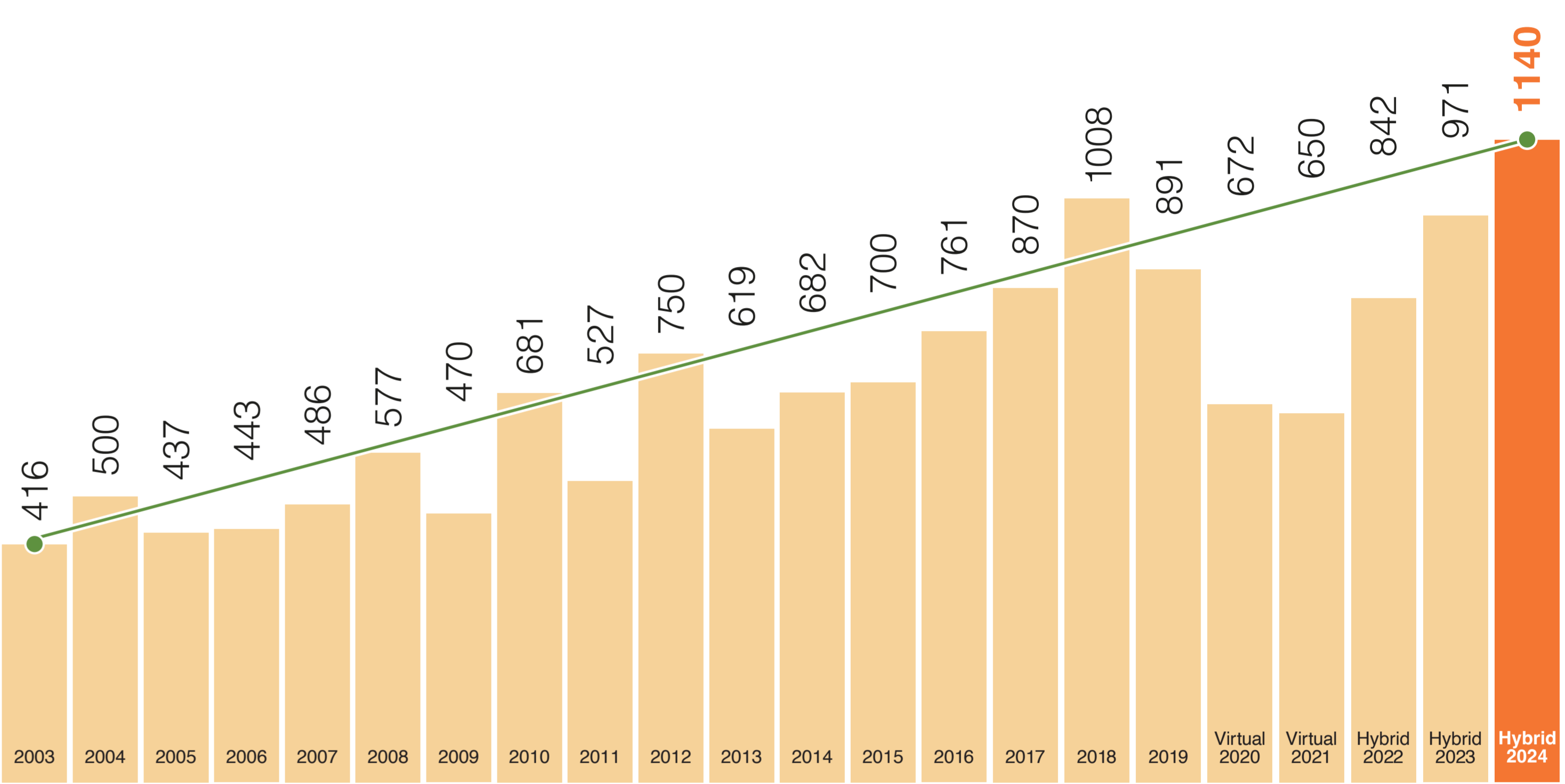
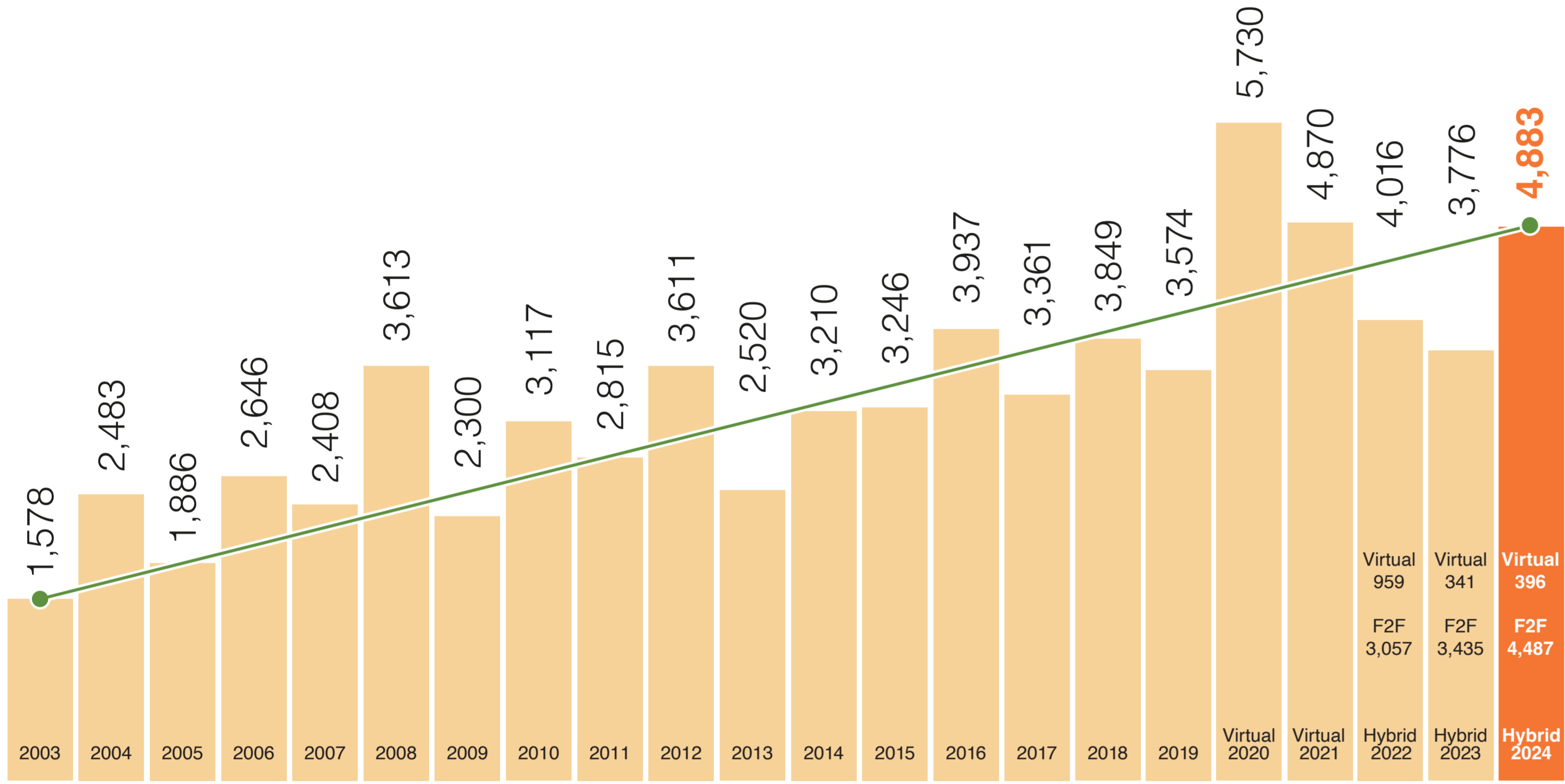
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47th ESPEN Congress

on Clinical Nutrition & Metabolism

What makes ESPEN unique



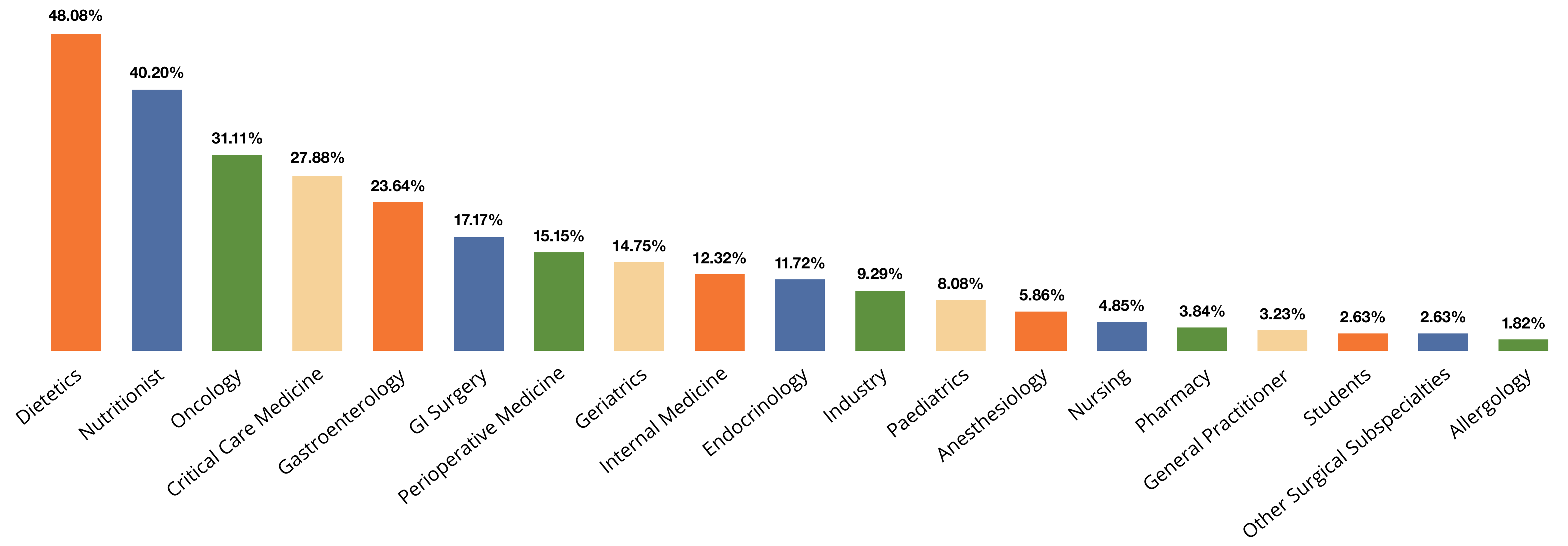
Our audience

ESPEN attendance history 2003-2024

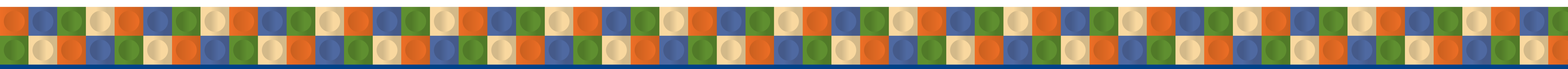
Regular abstracts

2003-2024

What makes ESPEN unique



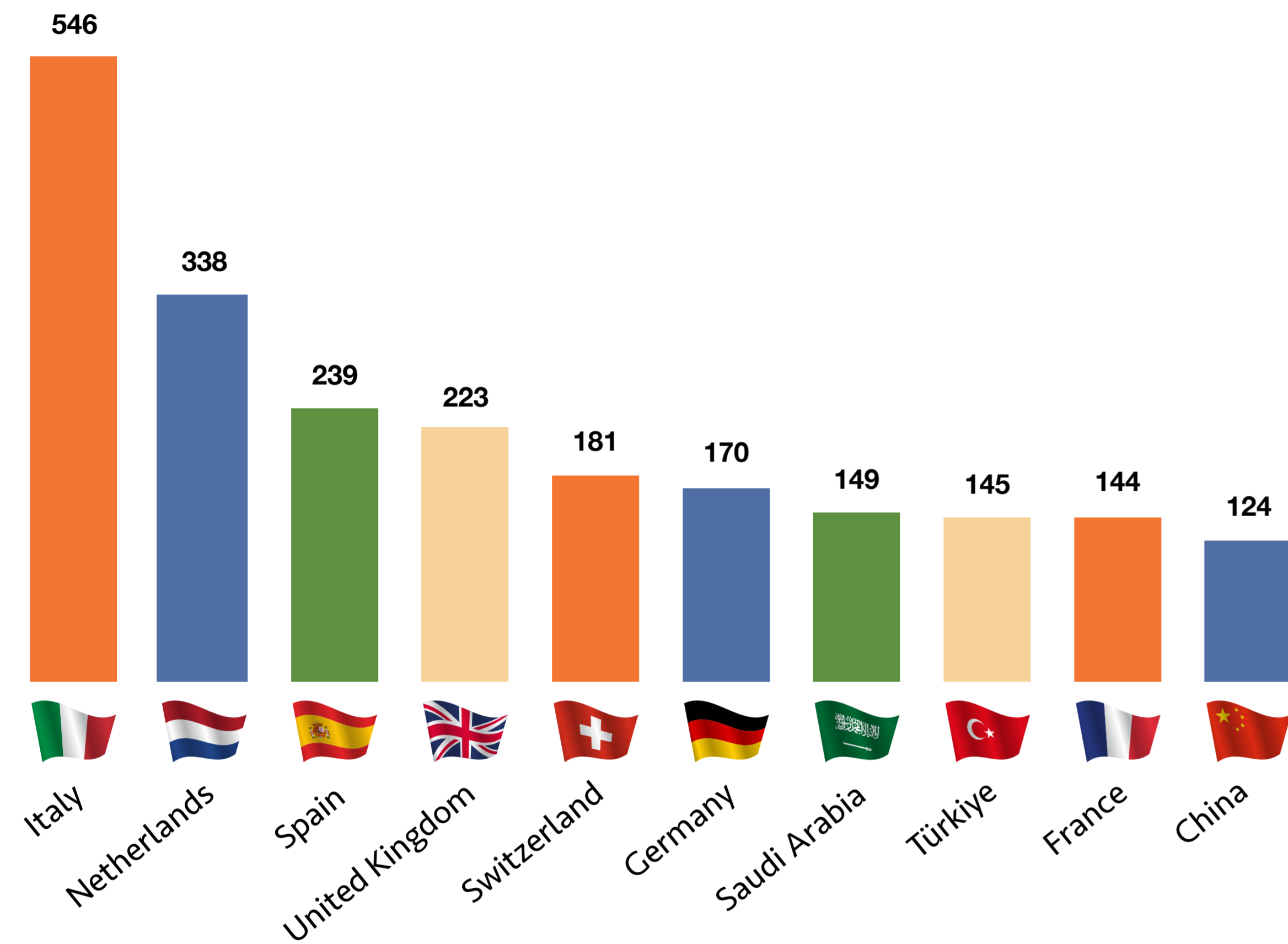
Delegates fields of interest



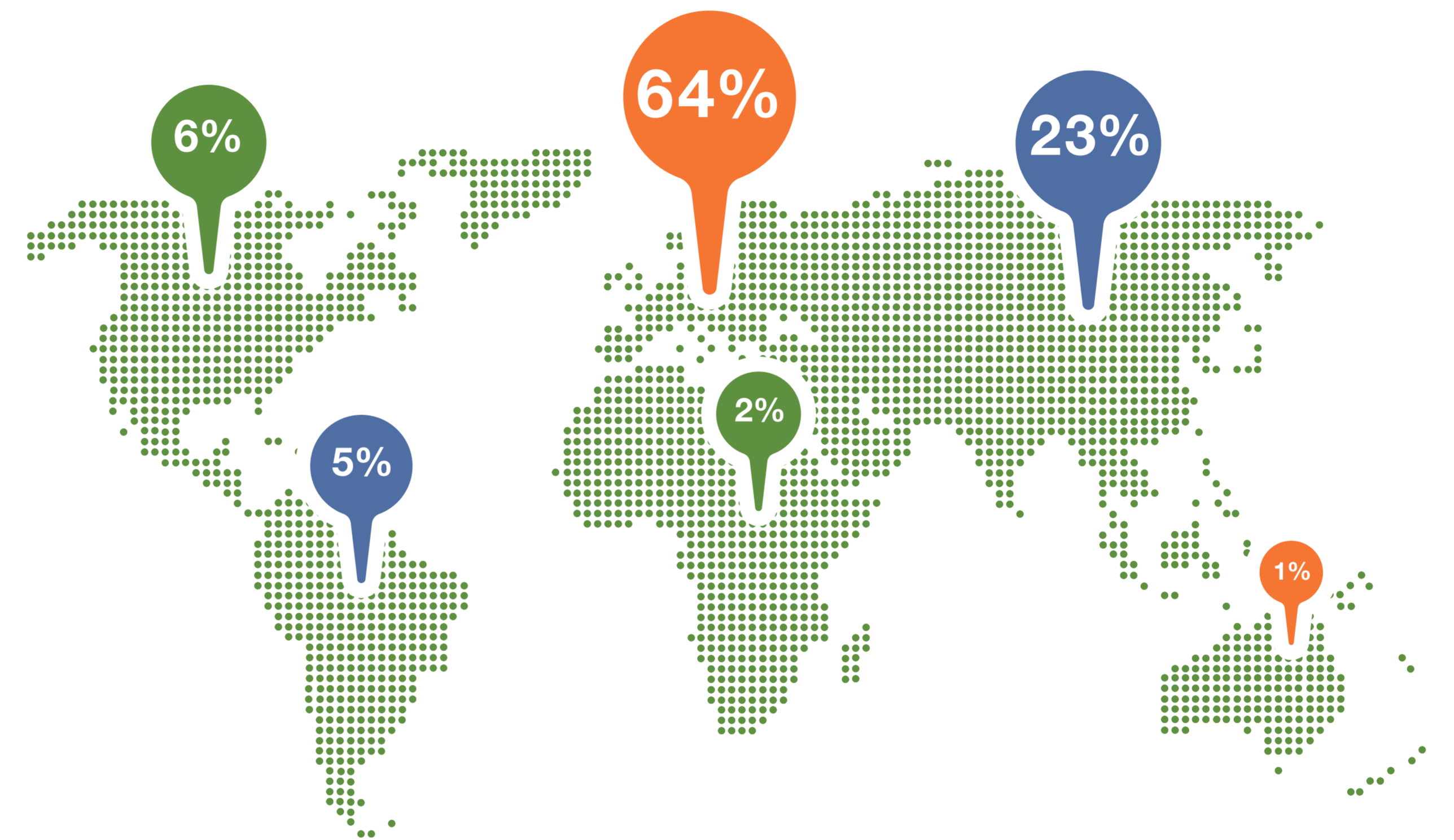


What makes ESPEN unique

Geographical breakdown



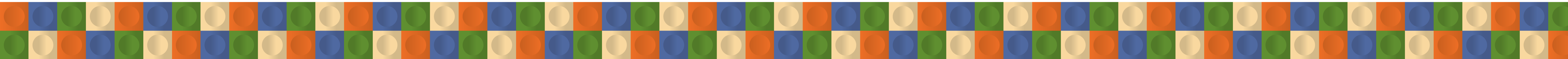
Top 10 attending countries
at the 2024 hybrid congress



Top continent overview
at the 2024 hybrid congress



128 Distinct
countries





47th ESPEN Congress

on Clinical Nutrition & Metabolism

Past ESPEN industry partners

A

9 Meters Biopharma
Abbott Nutrition Health Institute
Aguettant
AKERN SRL
Almarai
Alveolus
Alzchem Group
AMINOGRAM
AMT
Applied Medical Technology
Art Medical
Avanos

B

B. BRAUN MELSUNGEN
BASF
Baxter
BD
BioParhom
Biopharm
Bodystat

C

Cair LGL
Carbery
Cardinal Health
Carefusion
Carezzo
Cedic
COSMED

D

Danumed Medizintechnik
DEKAsvitamins.com
DSM
Dutch Medical Food

E

En Clean
Enteral Access Technologies
European Milk Forum

F

Fresenius Kabi

G

Gaba Schweiz
GBUK Enteral
GEDSA
Geistlich

H

Halyard
Hanmi Pharm
Hawk Medical
Hospira

I

InBody Co. LTD

K

Kruunuhaka Medical Center

L

Laboratoires Aguettant
Laboratoires Grand Fontaine
LVF

M

Maltron International
Medcaptain Medical Technology
MDK Med
Medicina
Medtrition
Medtronic
Mercodia AB
Micrel Medical Devices
MNI

N

Nestlé Health Science
N-GENE
NorthSea Therapeutics
Nutricia
Nutricion

P

PACIFHAN
PaKuMed Medical Products
PALL MEDICAL
PIAM Farmaceutici s.p.a
PreKULab
Prodiet

S

Shin-Etsu Polymer Europe B.V.
SterileCare Inc.

T

Takeda
TANITA EUROPE B.V.
TauroPharm
TCB - Technology Consult Berlin
Techno Medica
Terachon
TransCutan
TriBsyn – CarnoSyn Brands

V

VectivBio AG
Vesco Medica
Vivisol SRL
Vonco Products

W

Wisepress

Z

Zealand Pharma

Programme topics

Topics of the programme

Scientific

- Plenary: Cuthbertson Lecture & Wretling Lecture
- ESPEN Symposia: Research Fellows' & Clinical Trials
- Best Abstracts Session - MNI Joint Session
- GLIM Session
- 7 Oral Communications Sessions

Preliminary Scientific Sessions

- Ketones as nutritional substrates
- Nutritional strategies in gastrointestinal dysfunction in ICU
- Nutrition and healthy ageing
- Nutritional interventions during prehabilitation for cancer surgery
- Iron, the old new kid on the block
- Nutritional approaches to enhance exercise benefits
- Liver disease: does nutritional treatment improve the outcomes
- Feeding the gut to modulate irritable bowel syndrome and inflammatory bowel disease
- Time-restricted eating in management of disease
- Biogenic amines: from fermented food to metabolism
- Implications of sensory perception taste and eating behavior in chronic diseases
- Alternative nutrient sources in clinical nutrition
- Nutrition update in renal and cardiovascular diseases
- Nutritional considerations in childhood
- Multiple aspects of malnutrition in cancer
- Novel insights in aspects of obesity treatment
- Energy metabolism in ICU

Educational

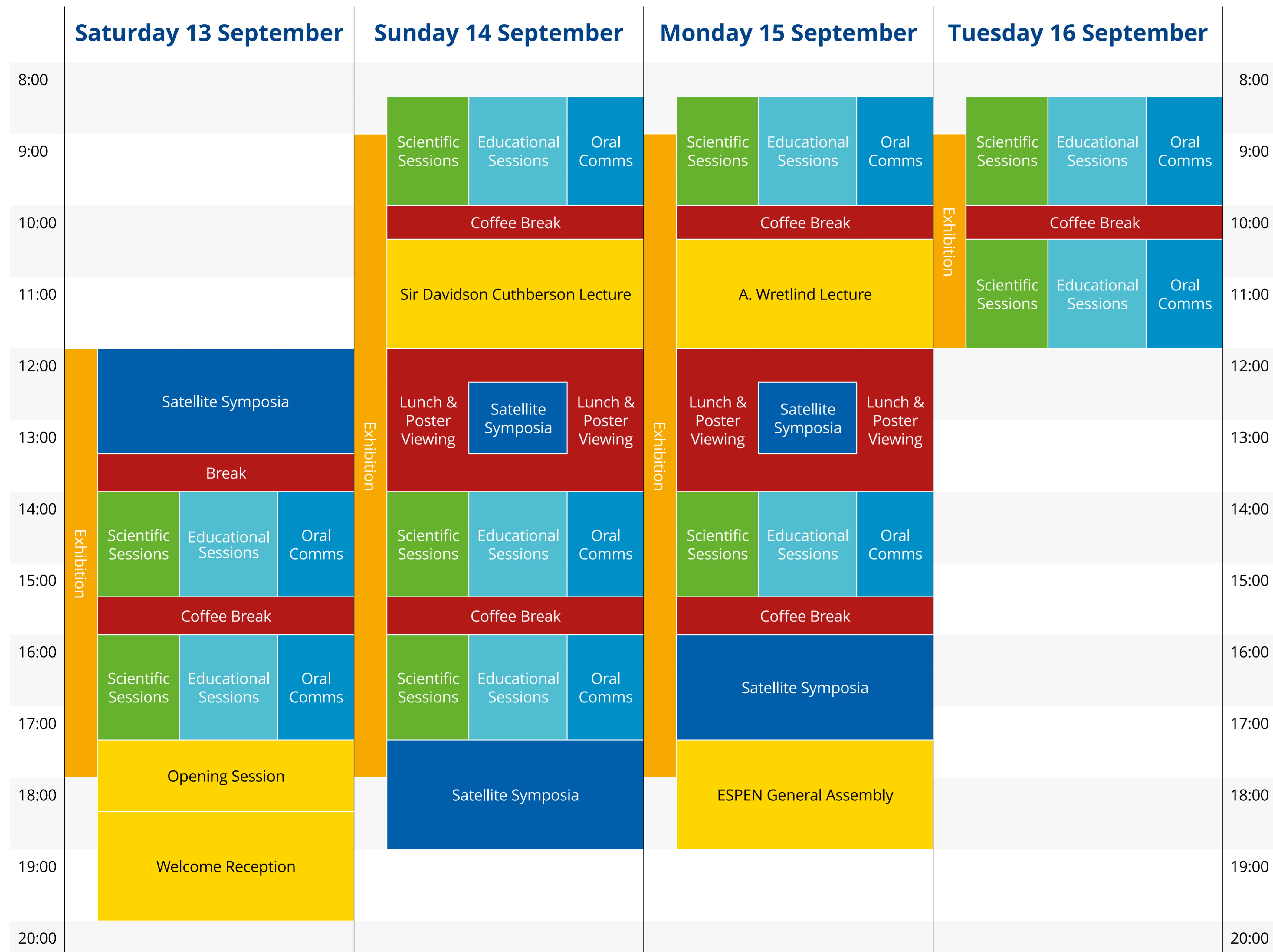
- **LLL Courses:**
16 LLL Courses and 1 TLLL Course
- **ESPEN Guidelines Presentation of new guidelines & consensus meetings**
- **2 Case Discussions**
Abdominal catastrophe (pelvic exenteration) & Elderly patient with chronic kidney disease

Preliminary Educational Sessions

- Refeeding syndrome: when too little can be too much
- Challenges with long-term home parenteral feeding
- Not too early, not too much in ICU
- Nutritional consequences of elimination diets in GI diseases. Adverse reactions to food
- Update in artificial nutrition components
- The impact of obesity in cancer outcomes
- Inflammation, from lab to the bedside
- Obesity in children: a growing problem
- Polypharmacy and malnutrition in older people
- Hospital nutrition organization

Programme overview

47th ESPEN Congress on Clinical Nutrition & Metabolism



Why partner with ESPEN

47th ESPEN Congress
on Clinical Nutrition & Metabolism



Worldwide exposure

ESPEN allows you to connect with a global audience and offers you the chance to be part of a dynamic business focused exhibition which is part of the association's annual Congress.

ESPEN provides you with a unique opportunity to carry out business face-to-face with professionals from the clinical nutrition and metabolism industry. While the heartland of ESPEN's activities remains in Europe, ESPEN extends its interests, collaboration and programmes far beyond.

Connecting you

The ESPEN Congress will again bring together medical doctors, Nurses, Dietitians and students with different backgrounds to learn about the latest trends in clinical nutrition and metabolism.

With an ever-increasing interest in this area there are indeed a lot of questions related to this field. ESPEN will of course focus on addressing as many of these as possible.

Different positioning

The ESPEN congress will continue to help bridge the gap between professions, to provide a 360° approach and understanding of the current challenges and proposed measures.

It is a chance to take a helicopter view to observe and learn from the world of clinical nutrition and metabolism surrounding us.

An organisation at the forefront of the clinical nutrition and metabolism industry

ESPEN is the leading force in channeling the knowledge and foresights of professionals to help determine the top priorities and actions to enhance the effectiveness of prevention and treatment of metabolic problems associated with acute diseases.



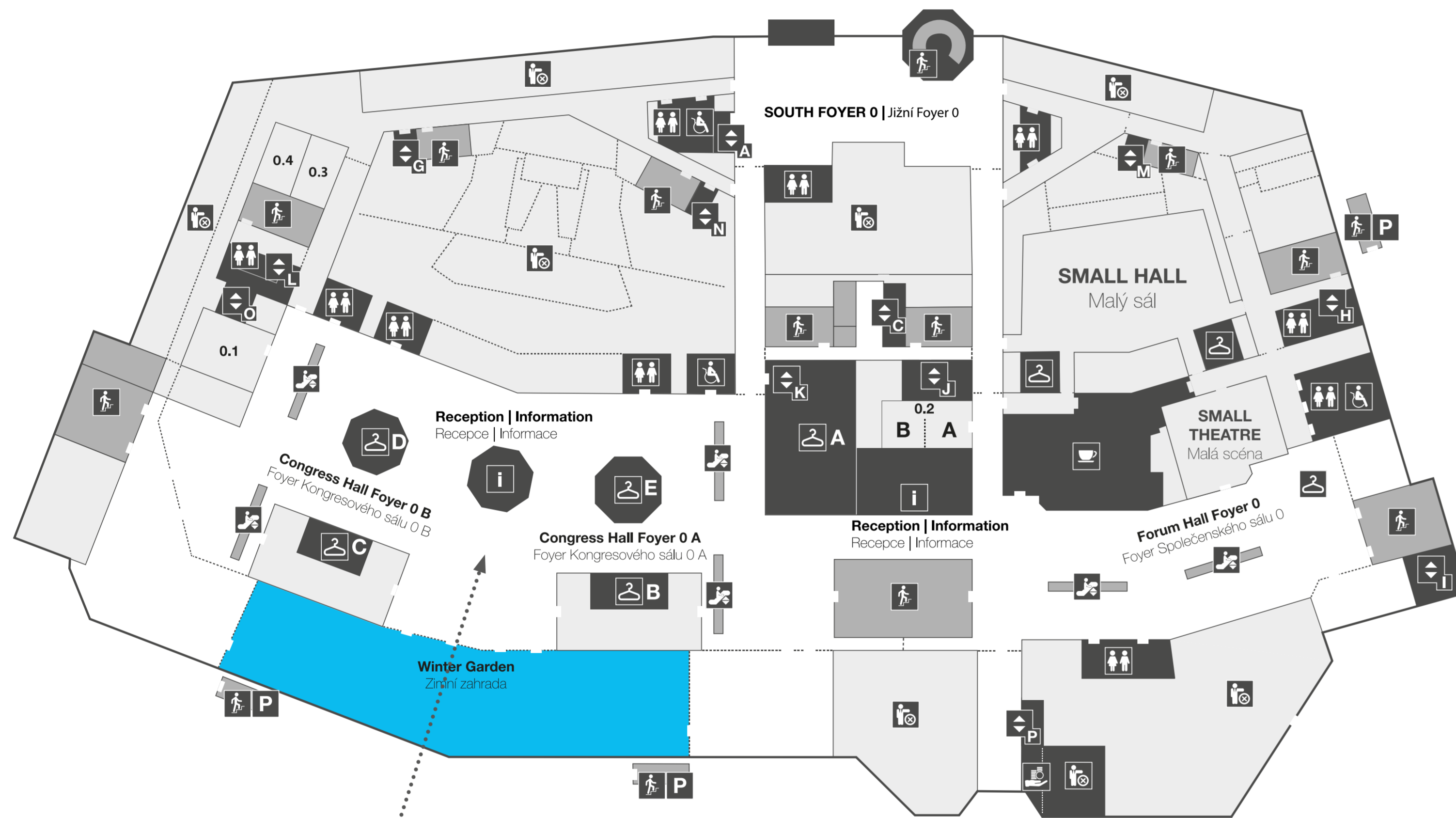
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General floorplans

47th ESPEN Congress on Clinical Nutrition & Metabolism

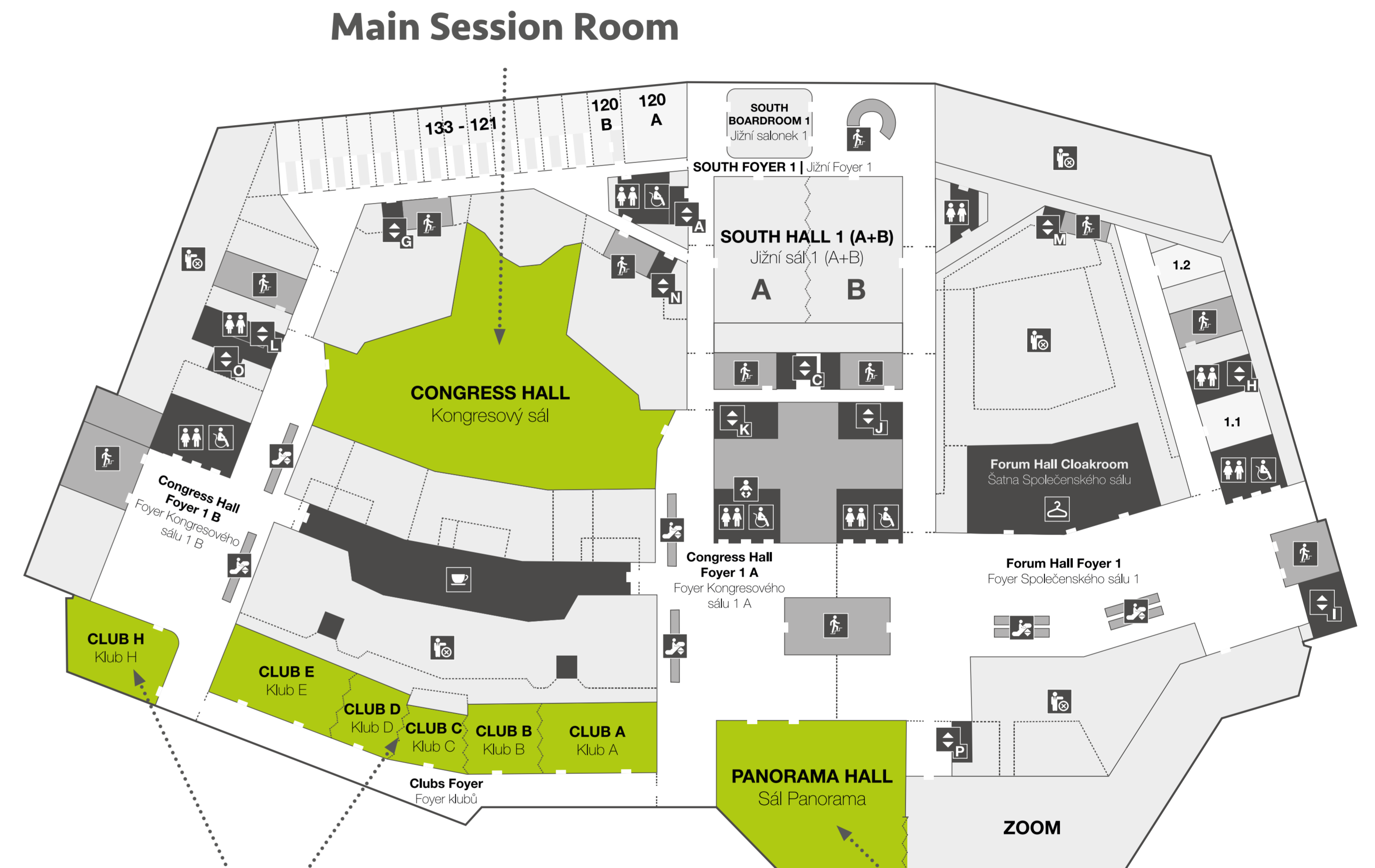


Ground floor



Registration
Main Entrance

1st floor



Hospitality Suites

Session Room

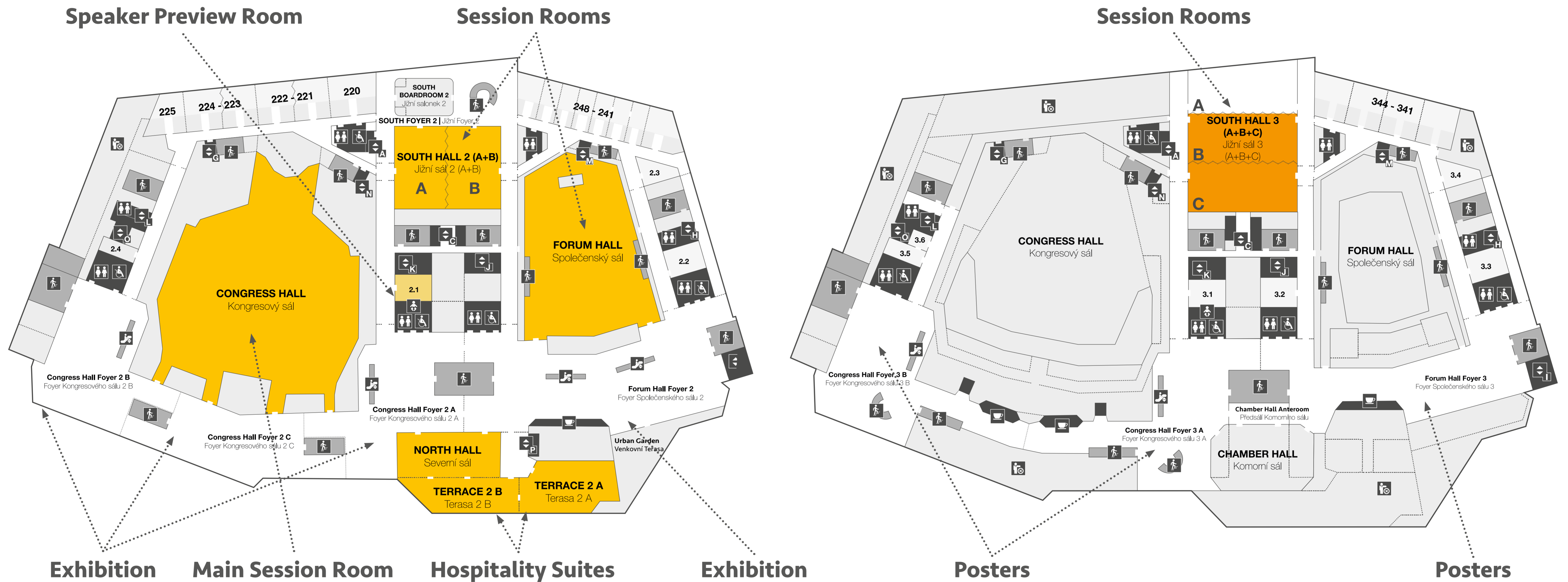
General floorplans

47th ESPEN Congress on Clinical Nutrition & Metabolism



2nd floor

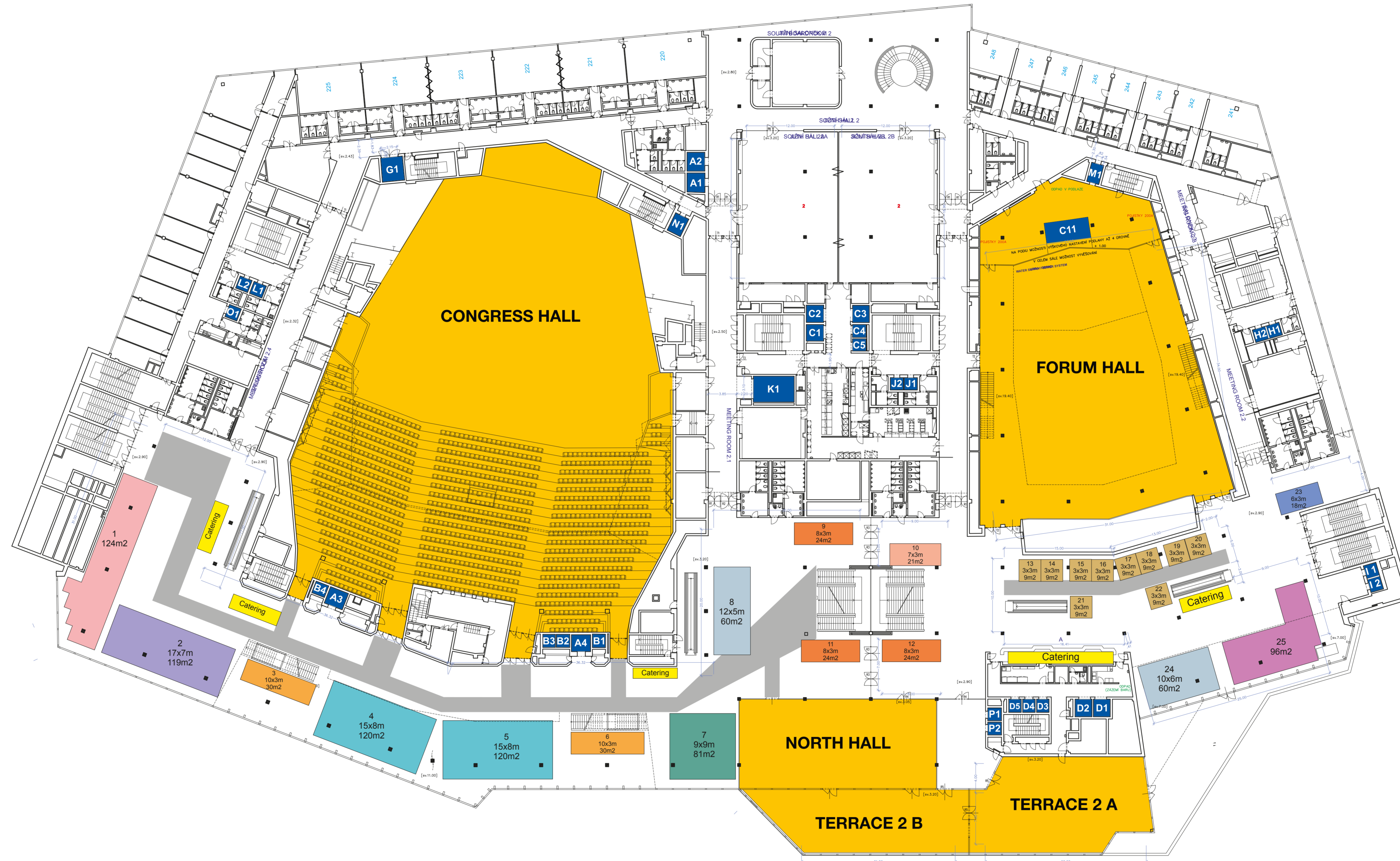
3rd floor





Exhibition floorplan

47th ESPEN Congress on Clinical Nutrition & Metabolism



Floor plan subject to change.



47th ESPEN Congress

on Clinical Nutrition & Metabolism

Exhibit at ESPEN

Shell scheme €899

per SQ. METRE (VAT Not Included)

- ✓ Exhibition floor space
- ✓ Shell scheme frame (2.50m high)
- ✓ Fascia board for company name
- ✓ Lighting (3x spotlight for a 9sqm booth)
- ✓ Electrical supply 3,5 kW
- ✓ Carpeting
- ✓ Stool
- Waste bin
- Coat hanger
- Lockable cabine
(100x50x100, lockable with shelf)
- 1 Round table 80cm
- 3 Chairs
(for a 9sqm booth)
- ✓ Stand cleaning
- ✓ Company logo in Congress Final Programme



Non-contractual image

- ✓ Company logo and company profile on the ESPEN congress website
- ✓ 2 Complimentary exhibitor badges for the first 9sqm booked
- ✓ 1 Additional badge for each additional full 9sqm booked
- ✓ Welcome reception
- ✓ Coffee breaks
- ✓ Lunches

Selection of space is allocated on a first come first served basis.

Space only €750

per SQ. METRE (VAT Not Included)

- ✓ Exhibition Floor Space Only
- ✓ Company logo in Congress Final Programme
- ✓ Company logo and company profile on the ESPEN congress website
- ✓ 2 Complimentary exhibitor badges for the first 9sqm booked
- ✓ 1 Additional Badge for each additional full 9sqm booked
- ✓ Welcome Reception
- ✓ Coffee Breaks
- ✓ Lunches

Exhibiting provides unlimited opportunities to:

Drive Sales, Heighten Visibility, Create Positive Publicity, Differentiate from the competition and broaden competitive advantage by increasing credibility, Image and Prestige to a highly targeted audience.



47th ESPEN Congress

on Clinical Nutrition & Metabolism

Exhibition general information

Exhibition layout

Exhibitors buying only the space will be required to submit a detailed plan of their stand as well as a 3D plan to MCI for approval. It is mandatory to have widely open and accessible stands. Walls/structures cannot exceed 65% of each open side/length of the stand).

For all exhibitors, sides adjacent to aisles must remain open/follow the above rule. This allows to keep an open exhibition area and fairness amongst all exhibitors.

Rigging is NOT permitted. Maximum building height is 2.50m mainly everywhere in the exhibition foyer. Central self standing structures allow up to 4m on specific areas.

All booths that do not comply with the rules can and will be required to adapt/dismantle their construction prior to the official opening of the exhibition.

There are several pillars in the exhibition foyer, which are

indicated on the exhibition floorplan. Exhibitors with pillars on their stand surface, if any, are allowed to clad them according to the branding brochure rules. The distribution boxes/mains and/or emergency signs on the columns, if any, have to remain accessible via e.g. doors, windows, curtains.

When booking the space, it is the responsibility of the exhibitor to check if there are any pillars on its stand and to take the necessary measures according to the above.

Exhibitor registration

All exhibitors must be registered and will receive a badge displaying the exhibiting company name (for exhibitor badges only). Two exhibitor badges are given for the first 9 square meters booked and one additional badge for each additional full 9 square meters booked. Any additional exhibitor(s) will be charged an exhibitor registration fee of €200 (€250 for late/onsite registrations).

Exhibitors' staff who don't have an "exhibitor badge", will not be granted access to the exhibition, outside opening hours, unless they get an early/late access card from the registration desks onsite.

Company profile

A complete listing of all exhibitors, including a 100-word entry profile will be featured on the congress website. Procedure for companies to provide their company profiles and logo will be included in the technical manual. Should the profile not have been received and confirmed by MCI, it will not be included.

Amendments to exhibition layout

While every effort is made to preserve the initial published layout of the exhibition, the Organizers shall be entitled to vary the layout if this is in the general interest of the exhibition. (move or remove booths, adjust open/closed sides, etc).

Manning of stands

Exhibitors will be required to ensure that their stands are manned during the opening hours of the exhibition and must not dismantle their stands before the published closing time.

Noise

Exhibitors may not use audible electronic, mechanical apparatus, or open audio systems which may be heard outside the exhibitor's assigned space. The Organizers reserve the right to require any exhibitor to discontinue any activity that may cause annoyance or interference with others.

Sharing of stands

Exhibitors are not allowed to share with others, or sublet, any booth space allotted to them without prior written consent from MCI Suisse SA.

Stand activities

"Meet the expert" sessions or press briefings at the stand are not allowed during the official

scientific programme. Activities during coffee breaks are accepted **as long as they do not disturb the other exhibitors**. When designing their stand layout, exhibitors must ensure that the planned activities and the participating audience do not go beyond the boundaries of the stand, i.e. the audience must not stand in the aisles. This is for security reasons and fairness over the neighbouring booths. A request to hold such sessions must be submitted to the organisers (MCI) for approval. Stand activities such as quizzes, contests, etc. can take place throughout the exhibition opening hours only. If a pre-approved activity is deemed to be a nuisance to other exhibitors during the congress, the organisers (MCI) may decide to stop it at any point.

Stand activities must not compete with any of the partnership opportunities proposed by ESPEN (eg. flash symposium, healthy breaks).

Give-aways and distribution of printed materials

Give-aways and printed material may only be distributed in the space rented by the exhibitor in the exhibition hall, in hospitality suites, or at satellite symposia. It is strictly forbidden to distribute printed materials in the exhibition hall, catering areas, any other areas of the Congress and any hotel used by the event. Product identification is permitted on give-aways. Contests, lotteries, raffles and any other incentives are subject to approval by the Organisers and need to be compliant under EFPIA/Med-tech and national rules and regulations.

Product disclaimer & compliance

The acceptance of a product or service for exhibition does not in any manner constitute an endorsement by the Organisers. Each exhibitor and/or sponsor is responsible for the material and



47th ESPEN Congress

on Clinical Nutrition & Metabolism

Exhibition general information cont.

information they make available at the Congress. Exhibitors and sponsors should only present material and information which has been approved by their legal departments and which is in compliance with the legislation of the host country of the ESPEN congress.

It is the responsibility of the exhibitors and sponsors to address these issues and any conflicts arising from such matters directly among themselves as the Organizers will not arbitrate in any way in legal issues of this nature. The International Pharmaceutical Congress Advisory Association's (IPCAA) Code of Conduct, Medical Congress Guidelines and Housing Guidelines, and the Code of Practice of the European Federation of Pharmaceutical Industries and Associations (EFPIA) should also be adopted.

Please make sure that you consult the Code of Conduct in application which may be found here: <https://www.efpia.eu/>

[relationships-code/the-efpia-code/](https://www.efpia.eu/relationships-code/the-efpia-code/)

Security and insurance*

The Organizers and the venue will not be held responsible for any loss or damage to exhibitors' goods and exhibitors are reminded that they should take out their own insurance to cover for their belongings.

Health and safety at work regulations*

It is the responsibility of the exhibitor/sponsor to ensure that his contractor, employees, displays and exhibits comply with the latest legislation regarding Health and Safety at Work regulations.

Cancellation of exhibition and congress

It is mutually agreed that in the event of total or partial cancellation of the Congress due to fire, strike,

natural disaster (either threatened or actual), government regulations or causes which would prevent its scheduled opening or continuance, the agreement between the exhibitors and ESPEN will be terminated immediately, and ESPEN shall determine an equitable basis for the refund of a portion of the exhibit or other fees, after due consideration of expenditures and commitments already made.

Please refer also to the Terms and Conditions at the end of this brochure.

Under no circumstances is ESPEN responsible for any exhibitor's expenses (such as travel, lodging, or exhibit shipping), or any other incidental or consequential damages.

In the event of cancellation of an exhibitor booth by the exhibitor, the cancellation policy indicated at the end of this brochure, on the order form and on the invoice, will apply.

*The additional security, insurance, and health & safety conditions, published with the technical manual, must be considered.



Satellite symposia

Saturday, 13 September 2025				
Room*	Capacity**	Time	Duration	Euro
Congress Hall	1775	12:00-13:30	01:30	€ 59,500
Forum Hall	1000	12:00-13:30	01:30	€ 54,450
South Hall 2	430	12:00-13:30	01:30	€ 50,300
Panorama	400	12:00-13:30	01:30	€ 50,300

Sunday, 14 September 2025				
Room*	Capacity**	Time	Duration	Euro
Congress Hall	1775	12:30-13:30	01:00	€ 48,150
Forum Hall	1000	12:30-13:30	01:00	€ 38,115
South Hall 3	500	12:30-13:30	01:00	€ 36,575
South Hall 2	430	12:30-13:30	01:00	€ 35,500
Panorama	400	12:30-13:30	01:00	€ 35,500

Congress Hall	1775	17:30-19:00	01:30	€ 59,500
Forum Hall	1000	17:30-19:00	01:30	€ 54,450
South Hall 3	500	17:30-19:00	01:30	€ 52,750
South Hall 2	430	17:30-19:00	01:30	€ 50,300
Panorama	400	17:30-19:00	01:30	€ 50,300

*room allocation subject to change **capacity subject to change

Monday, 15 September 2025				
Room*	Capacity**	Time	Duration	Euro
Congress Hall	1775	12:30-13:30	01:00	€ 48,150
Forum Hall	1000	12:30-13:30	01:00	€ 38,115
South Hall 3	500	12:30-13:30	01:00	€ 35,805
South Hall 2	430	12:30-13:30	01:00	€ 35,500
Panorama	400	12:30-13:30	01:00	€ 35,500
Congress Hall	1775	16:00-17:30	01:30	€ 59,500
Forum Hall	1000	16:00-17:30	01:30	€ 54,450
South Hall 3	500	16:00-17:30	01:30	€ 52,750
South Hall 2	430	16:00-17:30	01:30	€ 50,300
Panorama	400	16:00-17:30	01:30	€ 50,300

TIME SLOTS

The time slots are outside of the main congress sessions which maximises the number of people that can attend your symposium session.

Satellite symposia

What's Included?

Rooms

- ✓ **Room Rental**
- ✓ **Basic Congress Audio-visual equipment and on-site management**
- ✓ **Display of your roll-up to advertise for the symposium at the Congress Centre**
(on the day of the symposium, roll-up supplied by sponsor)
- ✓ **Opportunity to brand the speaker lectern and the presidential table**
(at sponsor's cost)
- ✓ **Display table at the entrance of the meeting room** (on request)
- ✓ **Recording of your symposium as a downloadable file for your own company use**
- ✓ **Live Streaming** (to registered delegates) **and availability of your symposium on the virtual platform until the end of the year, following the congress**
- ✓ **2 badge scanners per symposium**

Registration

- ✓ **Complimentary full registration**
(full access to Congress)
(number depends on the size of the room)
- ✓ **Complimentary symposium access cards**
(number depends on the size of the room)

Acknowledgement

- ✓ **Acknowledgement in the Final Programme**
- ✓ **Acknowledgement on the ESPEN congress website and Congress app**
- ✓ **Use of the ESPEN congress logo on your satellite symposium invitation**
- ✓ **Symposium programme in the Final Programme and the ESPEN website**



Satellite symposia general information

Satellite symposia, the benefits to you

- ✓ Captive audience of decision makers
- ✓ High visibility
- ✓ Respected congress for presenting innovations and cutting-edge research
- ✓ Increased recognition among thought leaders in the clinical nutrition field

Important satellite symposium information

- ✓ Satellite symposia are sponsored sessions, which offer scientific/educational/product information through presentations.
- ✓ Satellite symposia are events held in between sessions of the official scientific programme.
- ✓ All satellite symposia must be held at the Congress Centre during the official time slots offered by the ESPEN. Companies holding a Satellite Symposium during the Congress days (13-16 September) outside the Congress Centre and/or outside the official Satellite Symposia slots will be fined with EUR 50,000, and they will not be invited to participate at the following Congress.

- ✓ All programmes must be submitted to the Scientific Committee for approval not later than April 2025 (exact deadline to be communicated in the technical manual).
- ✓ All Satellite Symposia Programmes will be published in the Final Programme, and on the Congress website, as submitted by the company/ sponsor.
- ✓ Additional bar code readers can be rented and will entitle companies to track their potential visitors.
- ✓ The organisers (ESPEN / MCI) are not responsible if the room is full or not at its maximum capacity and cannot guarantee that all interested delegates can attend.

Speakers' important information

- ✓ Sponsors of Satellite Symposia may select topics and speakers.
- ✓ Gender and geographical criteria must be considered upon selection of the speakers, chairs and moderators.
- ✓ All the speakers of the Satellite Symposium must be registered prior to the Congress by the Company/Sponsor taking a Symposium slot. The

expenses (hotel, travel, registration) of Satellite symposium' speakers, whether or not they are speakers of the ESPEN scientific programme, must be covered by the Company/Sponsor. The costs to be covered must be agreed with MCI at the time of confirming the programme of the symposium.

- ✓ Speakers, chairpersons/moderators of the Satellite Symposia must be contacted by the companies themselves, to notify them of the time and place of the sessions.
- ✓ ESPEN does not require speakers of the Satellite Symposia to submit abstracts of their lectures as they will not be published in the Congress Abstract book. Companies can, however, publish their abstracts for distribution at the entrance of the Satellite Symposium lecture room.

Times and dates of the satellite symposia

- ✓ Sessions will be announced on the congress website, in the final programme and on the congress app.
- ✓ The full session programme will be published in the final programme and on the congress website. Any promotional material to be placed in the Congress Centre will require approval from ESPEN (please refer to guidelines in the technical manual).



Lead retrieval

Make sure to get the most out of your participation at ESPEN with the lead retrieval solutions.

With various packages adapted to your needs for your booth, your hospitality suite or your symposium room, the scanning devices will allow you to collect the key information from all the leads you engage with during the Congress, in a secure, easy and compliant way.

Contact: badgereader@mci-group.com
with your needs & questions to obtain your quote
and/or place your order directly here



Order early to benefit from the best available rates!

Hospitality suites

[Click here for details and pricing](#)





Sponsorship opportunities

Pre-Event Exposure

Target the delegates in advance of the event with this unique opportunity and provide them with the tools to make the most out of the scientific content before and during the congress.

Opportunity	Benefits	EUR
Online Programme	■ ■ ■ ■ ■	€11'000

Share Science

Promote the scientific content of the congress while increasing your brand's visibility with these opportunities.

Opportunity	Benefits	EUR
Poster Zone	■ ■ ■ ■ ■	€11'000
Flash Symposium	■ ■ ■ ■	from €12'500

Create the Perfect First Impression

These opportunities will allow you to catch the delegate's attention upon arrival at the event.

Opportunity	Benefits	EUR
Congress Bags	■ ■ ■	€18'000
Final Programme	■ ■ ■ ■ ■	From €3'000
Lanyards	■ ■ ■	€16'000
Notepads & Pens	■ ■ ■	€6'600

Maximum Brand Impact

These opportunities will allow you to really make your brand/product stand out on the exhibition/congress floor.

Opportunity	Benefits	EUR
Photo Booth	■ ■ ■	€10'000
Charging Stations	■ ■ ■ ■	€8'000
Charging Lounge	■ ■ ■ ■	€20'000
Internet Corner	■ ■ ■ ■	€20'000
Meeting Stools	■ ■ ■ ■ ■	€15'000
Healthy Networking Breaks	■ ■ ■ ■	€9'500 per coffee break
Congress Wellness	■ ■ ■	€19'000
Water Stations and Bottle Sustainable Partnership	■ ■ ■	€20'000

- High Volume Contact
- Be Different
- Scientific
- Drive Brand
- Longevity
- Network Opportunities
- Inter Session

All prices are shown VAT excluded

Branding Opportunities

are available at the end of this brochure

[Click here for details and pricing](#)



47th ESPEN Congress

on Clinical Nutrition & Metabolism

Sponsorship opportunities cont.

Drive Stand Traffic

These opportunities will allow you to drive additional traffic to your stand by reaching out to a high volume of delegates.

Opportunity	Benefits	EUR
Branded bottles of hand sanitizer	■ ■ ■	€16'500
App Challenge	■ ■ ■	€5'000

Marketing

Maximise your brand's visibility with these highly impacting opportunities.

Opportunity	Benefits	EUR
Sponsor e-Driver to Registered Delegates	■ ■ ■	€7'500
Sponsor e-Driver to Full Database	■ ■ ■	€15'000
Congress App	■ ■ ■	€11'000
Wifi Sponsorship	■ ■ ■	€15'000
Banner Ad - Congress e-Driver	■ ■ ■	€5'000
Square Ad - Congress e-Driver	■ ■ ■	€3'500
Pre-session Video Adverts	■ ■ ■ ■ ■	€18'000 for 3 sessions
Registration Webpage Advertising	■ ■ ■ ■ ■	€5'000
Inter-Session Adverts	■ ■ ■	€12'500

Digital

Maximise your brand's visibility with these highly impacting opportunities.

Opportunity	Benefits	EUR
ESPEN Congress Website Push Notifications	■ ■ ■	from €2'200
Public Streaming Link	■ ■ ■	from €8'000
Congress App Push Notifications	■ ■ ■	from €2'000



Be Creative!

Come up with your own idea!

Do you have an idea for a branded opportunity not listed here? email us at amel.benmabrouk@wearemci.com to discuss.

If the Organising Committee approves your proposal, you will be granted exclusivity for the ESPEN 2025 Congress.



- High Volume Contact
- Be Different
- Scientific
- Drive Brand
- Longevity
- Network Opportunities
- Inter Session

All prices are shown VAT excluded





47th ESPEN Congress

on Clinical Nutrition & Metabolism

Pre-Event Exposure

Online Programme

EUR 11'000 + VAT

EXCLUSIVE

Put your name right in front of the largest European gathering of clinical nutrition specialists.

The online programme contains the final definitive scientific programme and abstracts along with the satellite symposia. It is used daily by delegates to help plan their sessions and makes the perfect reference tool before and after the meeting.

High Volume Contact

Scientific

Drive Brand

Longevity

This Opportunity Includes :

- Acknowledgement in the Congress Final Programme, Website and App.
- Banner on the Online Programme page.

Share Science

Flash Symposium

20 min EUR 23'500 + VAT

10 min EUR 12'500 + VAT

Interactive educational sessions with target audience of up to 110 people, providing a more commercially oriented exposure.

Opportunity available during coffee breaks only.

This type of session will only happen if a minimum of three sessions in total is booked by sponsors.

Network Opportunities

Be Different

High Volume Contact

Scientific

Refer to satellite symposia section in this brochure for rules related to speakers

This Opportunity Includes :

- Dedicated room with standard audio-visual equipment
- Possibility to display 1-2 rollups the day of the symposium (supplied by sponsor).
- Opportunity available during coffee breaks only
- Symposium programme in the Congress Final Programme and website
- Acknowledgement in the Congress Final Programme, Website and App

Poster Zone

EUR 11'000 + VAT

EXCLUSIVE

With over 800 posters during the event; the strategically located Poster Zone is sure to be one of the main attractions of the congress.

High Volume Contact

Be Different

Scientific

This Opportunity Includes :

- Acknowledgement in the poster area
- Signage at the entrance of the poster area (with your company logo)
- Acknowledgement in the Congress Final Programme, Website and App

47th ESPEN Congress

on Clinical Nutrition & Metabolism

Create The Perfect First Impression

ESPEN Congress Bags

(Supplied by Sponsor) **EUR 18'000 + VAT**

EXCLUSIVE

Attach your brand to every ESPEN Congress Bag

Put your name in the hands of the largest gathering of gathering of Clinical nutrition and metabolism specialists from Europe and around the world.

Each delegate will receive a Congress Bag, providing you with close to 4500 brand impressions!

High Volume Contact

Drive Brand

Longevity

This Opportunity Includes :

- Sponsor logo/branding on the bags
- Acknowledgement in the ESPEN Congress Final Programme
- Acknowledgement on the ESPEN Congress Website and App

ESPEN Final Programme A5

from **EUR 3'000 + VAT**

The final programme is distributed to all delegates on-site inside the official ESPEN Congress Bag.

It contains the final programme overview, definitive scientific programme, the social program and general information about the congress.

Use this opportunity to advertise your satellite symposium, products or invite delegates to your hospitality suite.

High Volume Contact

Be Different

Drive Brand

Network Opportunities

Final Programme Advertising Opportunities (A5):

- 4th Cover page – 11'000 EUR + VAT
- 2nd or 3rd Cover page – 6'600 EUR + VAT
- Inside full page – 4'000 EUR + VAT
- Inside half page – 3'000 EUR + VAT

This Opportunity Includes :

- Acknowledgement in the ESPEN Congress Final Programme
- Acknowledgement on the ESPEN Congress Website and App

ESPEN Lanyards

(Supplied by Sponsors) **EUR 16'000 + VAT**

EXCLUSIVE

Put your brand around the neck of each and every delegate

Sponsoring the ESPEN Lanyards is a highly visible branding opportunity. The lanyard will be attached to each delegate's badge therefore offering prominent branding exposure.

Delegates must wear their badges throughout the whole conference.

High Volume Contact

Drive Brand

Longevity

This Opportunity Includes :

- Sponsor logo on the Lanyards
- Acknowledgement in the ESPEN Congress Final Programme
- Acknowledgement on the ESPEN Congress Website and App

ESPEN Notepads and Pens

(Supplied by Sponsor) **EUR 6'600 + VAT**

EXCLUSIVE

During the congress, each delegate is provided with a Notepad and Pen in the congress bag to take notes during the congress sessions.

Align your brand with this highly requested and appreciated item.

High Volume Contact

Drive Brand

Longevity

This Opportunity Includes :

- Sponsor logo/branding on the notepads and pens
- Advertisement on the inside notebook cover
- Acknowledgement on the ESPEN Congress Final Programme, Website and App

Maximum Brand Impact

Photo Booth

EUR 10'000 + VAT

EXCLUSIVE

Elevate your congress experience by partnering with us to provide your brand on our photo booth.

Create lasting memories and engage attendees with fun, branded photo opportunities. Perfect for networking, social sharing and creating a buzz!

High Volume Contact

Be Different

Drive Brand

This Opportunity Includes :

- Logo or custom design on the photo
- Acknowledgement in the Congress Final Programme, Website and App

Charging Stations

EUR 8'000 + VAT

With all the daily schedule planning, texting, tweeting, e-mailing and countless other activities we use our mobile devices for, the delegates are bound to need a re-charge! Place your logo where everyone will gather by sponsoring the Charging Stations.

High Volume Contact

Be Different

Drive Brand

Network Opportunities

This Opportunity Includes :

- Opportunity to brand 3 Charging Stations
- Acknowledgement in the ESPEN Congress Final Programme
- Acknowledgement on the ESPEN Congress Website and App

Charging Lounge

EUR 20'000 + VAT

EXCLUSIVE

Partner with us to sponsor our charging lounge and showcase your brand as the exclusive sponsor. Empower our visitors and let your brand shine as they re-charge and stay connected.

High Volume Contact

Be Different

Drive Brand

Network Opportunities

This Opportunity Includes :

- Opportunity to brand the charging lounge with your logo or custom design
- Opportunity to position a custom free-standing banner in the Charging Lounge
- Opportunity to distribute mobile device related giveaways at the Charging Lounge (e.g. screen cleaners)
- Acknowledgement on the ESPEN Congress Final Programme, Website and App

Internet Corner

EUR 20'000 + VAT

EXCLUSIVE

The Internet Corner is a special area that allows participants to stay connected while attending the meeting.

Attendees can use the Internet Corner to check email, print airline boarding passes and search the Internet. As a sponsor of the Internet Corner, your logo will be prominently displayed on all signage and terminal screensavers.

Be Different

Drive Brand

Longevity

Network Opportunities

This Opportunity Includes :

- Naming rights to the Internet Corner
- Branding of Internet Corner, including signage, screensavers
- Sponsor can provide (at their own expense) branded mouse pads for use at the Internet Corner stations
- Opportunity to leave promotional material in the Internet Corner (provided by sponsor and to be approved by ESPEN)
- Acknowledgement in the ESPEN Congress Final Programme, Website and App

Maximum Brand Impact

Meeting Stools – Sitting Outside the Box!

EUR 15'000 + VAT

EXCLUSIVE

Offer our attendees the option to sit down, relax and/or meet and discuss with other participants during the meeting – and give your company very prominent visibility.

The Meeting Stools will be fully branded by the sponsor. ESPEN will produce, assemble and distribute 100 Meeting Stools around the exhibition hall. Stools are made of recycled cardboard (holding up to 200 kg each).

Dimensions: 12 x 12 x 14 inches (30 x 30 x 34 cm), weight about 1 kg.

- Be Different
- Scientific
- Drive Brand
- Longevity
- Network Opportunities

Benefits :

- Sponsor's corporate logo/branding (Max. one PMS colour uncoated) on the surface of the Meeting Stools
- Acknowledgement in the Congress Final Programme, Website and app

Congress Wellness

EUR 19'000 + VAT

EXCLUSIVE

Position your brand as champions of wellness for delegates at the congress by sponsoring a branded wellness area, for example with qualified masseurs providing shor massages or Yoga or wellness talks.

- High Volume Contact
- Be Different
- Drive Brand
- Network Opportunities

This Opportunity Includes :

- Branding at the Wellbeing Area
- Acknowledgment in the ESPEN Congress Final Programme
- 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

Healthy Networking Breaks

(Per Coffee Break) EUR 9'500 + VAT

Become the most popular organisation of the Congress by providing delegates with a fulfilling and refreshing experience: sponsor healthy coffee breaks during the allocated networking times.

Take this opportunity to promote healthy eating habits amongst all participants.

- Be Different
- Drive Brand
- Network Opportunities

This Opportunity Includes :

- Acknowledgement at all coffee break tables during the sponsored break
- Branded napkins at the catering stations
- Acknowledgement in the ESPEN Congress Final Programme, Website and App

Water Stations and Bottle Sustainable Partnership

EUR 20'000 + VAT

Bottles to be provided by sponsor

EXCLUSIVE

Position your brand as a champion of the circular economy by supporting ESPEN 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 centre.

- Be Different
- Drive Brand
- Longevity

This Opportunity Includes :

- 10 water stations with your branding placed through the Congress venue
- Sponsor-branded water bottle distributed to all attendees at registration/badge pick up area
- Acknowledgement in the Congress Final Programme, Website and App

Drive Stand Traffic

Branded Bottles of Hand Sanitizer

EUR 16'500 + VAT

EXCLUSIVE

A voucher will be issued to 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.

- Be Different
- Drive Brand
- Longevity

This Opportunity Includes :

- Opportunity to distribute hand sanitizer bottles from your booth
- Acknowledgement in the Congress Final Programme, Website and App

App Challenge

EUR 5'000 + VAT

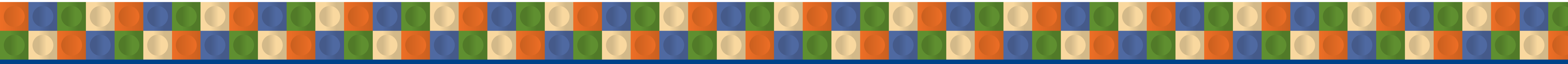
The App Challenge allows all Congress participants to join a competition throughout the event by scanning QR codes, completing tasks, and earning points.

The competition occurs at various locations within the venue, offering you the chance to become a key "must-stop to earn points" spot.

- High Volume Contact
- Be Different
- Drive Brand

This Opportunity Includes :

- App Challenge QR code on your booth
- Acknowledgement in the Congress Final Programme, Website and App





47th ESPEN Congress

on Clinical Nutrition & Metabolism

Marketing

Sponsor e-Driver to Full ESPEN Database

EUR 15'000 + VAT

Send a survey, promote your symposium or exhibition booth to all the ESPEN database with over 92,000+ contacts!

Opportunity Limited to a maximum of 5 e-drivers in total

High Volume Contact

Drive Brand

This Opportunity Includes :

- An HTML email provided by the sponsor will be sent to the ESPEN database at a requested date and time (first come first served).
- This is the perfect way to drive your brand to a specific audience before any of your competitors
- These emails are sent out directly by MCI - no email lists are provided to sponsors
- Full report on penetrability of the e-Driver provided to Sponsor

Sponsor e-Driver to Registered Delegates

EUR 7'500 + VAT

Send a survey, promote your symposium or exhibition booth to Registered Delegates!

Opportunity Limited to a maximum of 5 e-drivers in total

High Volume Contact

Drive Brand

This Opportunity Includes :

- An HTML email provided by the sponsor will be sent to the ESPEN Congress Registered Delegates at a requested date and time (first come first served).
- This is the perfect way to drive your brand to a specific audience before any of your competitors
- These emails are sent out directly by MCI - no email lists are provided to sponsors
- Full report on penetrability of the e-Driver provided to Sponsor

Banner Ad - Congress e-Driver

EUR 5'000 + VAT

(price for one banner in one e-driver)

Be a part of the ESPEN pre-Congress marketing e-Drivers. A high impact branding opportunity for Industry to reach our 92'000+ strong email database.

High Volume Contact

Drive Brand

This Opportunity Includes :

- Banner advertising in 1 ESPEN campaign/e-driver sent before Congress
- Reach: full ESPEN mailing list

Square Ad - Congress e-Driver

EUR 3'500 + VAT

(price for one Ad in one e-driver)

Be a part of the ESPEN pre-Congress marketing e-Drivers. A high impact branding opportunity for Industry to reach our 92'000+ strong email database.

High Volume Contact

Drive Brand

This Opportunity Includes :

- Square advertising in 1 ESPEN campaign/e-driver sent before Congress.
- Reach: full ESPEN mailing list



47th ESPEN Congress

on Clinical Nutrition & Metabolism

Marketing

WiFi Sponsorship

EUR 15'000 + VAT

EXCLUSIVE

The sponsor of Wireless Access to Internet will have the opportunity to engage with conference participants each time they access the internet.

Ensure that ESPEN Congress delegates will see your online messages at a time you can predict and plan for.

High Volume Contact

Be Different

Drive Brand

This Opportunity Includes :

- The use of the sponsor's name for the WiFi login details
- Acknowledgement in the Congress Final Programme, website and app

Congress App

EUR 11'000 + VAT

EXCLUSIVE

The official ESPEN Congress App has a whole range of cutting edge features and will be available for download to mobile devices prior to the congress.

The ESPEN App is designed with our delegates in mind so that they will have all the information that they need at their finger tips! As sponsor, your brand/logo will be incorporated into the design of the App along with banners advertising booth location and satellite symposia.

High Volume Contact

Be Different

Drive Brand

This Opportunity Includes :

- Your logo on the congress app
- Acknowledgement in the Congress Final Programme, website and app

Inter-Session Adverts

EUR 12'500 + VAT

Don't miss the opportunity to showcase your brand and reach a large and engaged audience, by having your advert visible in ALL scientific session rooms during EVERY break. This is an unbeatable platform to gain maximum visibility.

Be Different

Scientific

Drive Brand

This Opportunity Includes :

- The advert will need to be created by the sponsor (1 slide).
- This opportunity will grant you a tremendous amount of visibility towards the delegates. It can be used to attract them to your booth, your symposium or simply to advertise your brand.



Pre Session Video Adverts

3 Sessions EUR 18'000 + VAT

Just like you would on YouTube or to the Cinema, don't miss the opportunity to include a video advert before the start of three sessions (to be agreed with ESPEN), to showcase your brand and reach a large and engaged audience.

- Be Different
- Scientific
- Drive Brand
- Longevity

This Opportunity Includes :

- The video advert will need to be created by the sponsor (15 seconds maximum).
- This opportunity will provide you with significant visibility among the delegates, which you can leverage to draw them to your booth, your symposium, or to promote your brand.
- Make sure to take a good look at the programme to ensure that you choose the session(s) that is/are the most relevant to your brand (to be confirmed with ESPEN).
- Your advert will still play before the session on the on-demand version

Registration Webpage Advertising

EUR 5'000 + VAT

ESPEN is pleased to offer Website Advertising opportunities on <https://congress.espen.org>.

Reach thousands of ESPEN Delegates by booking a banner on the ESPEN Congress Registration Webpage.

- High Volume Contact
- Be Different
- Scientific
- Drive Brand
- Longevity

This Opportunity Includes :

- Acknowledgement in the Final Programme, website and app





47th ESPEN Congress

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Digital Sponsorship Items

Public Streaming Link For Your Satellite Symposium

EUR 8'000
per link + VAT

Benefit from a public streaming link during your live satellite symposium. The link will enable anyone to view your session live without being registered to the ESPEN 2025 Congress, providing you with a unique opportunity to increase your symposium's visibility and impact.

The Q&A and polling features will not be available to the viewers through the public link.

High Volume Contact

Scientific

ESPEN Congress Website Push Notifications

(Max 2 per company) EUR 2'200
per notification + VAT

Take advantage of the ESPEN Website's high traffic (over 100'000 unique visitors over the last year) to promote your activities with a push notification.

High Volume Contact

Drive Brand

This Opportunity Includes :

- With currently over 2'000 users subscribed to push notifications, this is a great opportunity for you to share your information quickly and efficiently to the right audience.
- Push notifications through the ESPEN website will show-up on all devices used by each registered user. As long as a user has accepted to receive the ESPEN notifications, they will appear even if the user is not browsing the ESPEN website at the time of the notification.

Congress App Push Notifications

(Max 3 Notifications per company.)

Price for 1 push notification: EUR 2'000

Price for 2 push notifications: EUR 3'750

Price for 3 push notifications: EUR 5'000

Promote your symposium, your booth or simply your company on the ESPEN Congress App during the congress days!

High Volume Contact

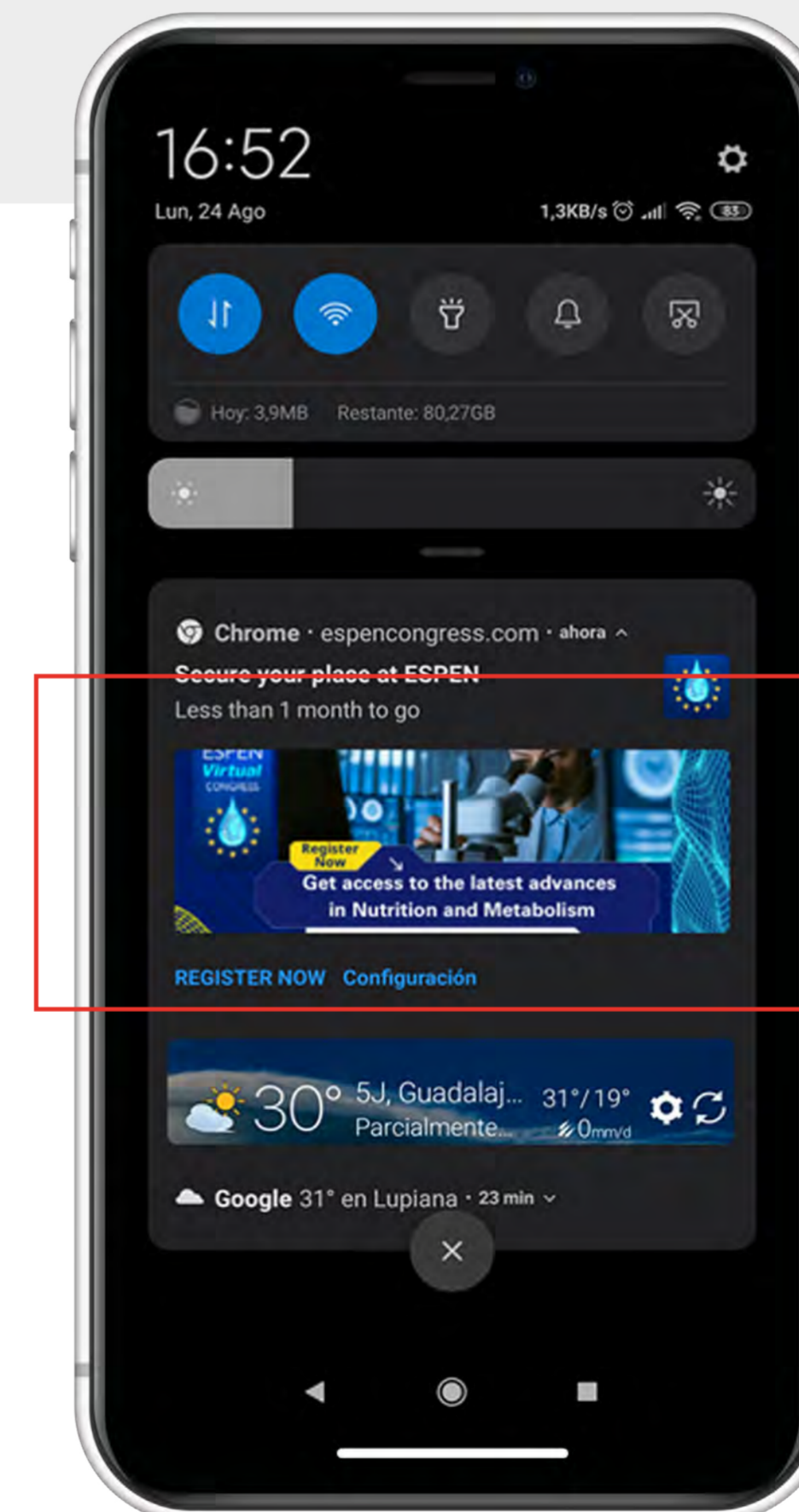
Scientific

Drive Brand

This Opportunity Includes :

- This is the perfect way to drive your activity to a specific audience before any of your competitors.
- The push notifications will appear on each delegates mobile at the time of the notification or connecting within 10 minutes beyond that time.
- The push notifications are text only, up to 400 characters including spaces.

[View sample here >>>](#)



These notifications can be :

TEXT + LOGO

- Title: 35 Characters
- Content: 70 Characters
- Logo: 192x192 pixels
- Call to action button: Up to 14 Characters

TEXT + LOGO + IMAGE

- Title: 35 Characters
- Content: 70 Characters
- Logo: 192x192 pixels
- Image: 360x180 pixels
- 1 x Call to action buttons: Up to 14 Characters each (second call to action button on image design is possible, but needs to link to the same place).



47th ESPEN Congress

on Clinical Nutrition & Metabolism

Partner Boost Package

Unlock your full potential!

Looking for a compliant way to generate visibility and attract participation to make your investment count?

Harness the power of digital advertising and create measurable engagement with your target audience beyond the event!

- Boost your brand exposure, visibility, and awareness before, during, and after the event
- Expand your reach, attract new profiles, and grow your audience
- Spread your message to registrants and thousands of additional potential delegates active in your field
- Drive higher market share vs. your competitors and increase your symposium and/or booth participation

This opportunity grants success by:

- Reaching 92,000+ more targeted professionals in the field in addition to those attending the congress. As a result, you will attract an entirely new target audience while also educating a wider audience regarding your research and findings.
- Driving interest prior to your symposium and/or booth, keeping your brand top of mind, and increasing the likelihood of attendance.
- Providing thorough metrics on your event's performance and audience engagement so that your team may make informed future decisions.

Sophisticated insights and metrics help your sales force by providing:

- Advertising reach figures and display frequency
- Overall visibility and engagement with the content of your ads
- Click through and view rates of a highly targeted audience
- Breakdown by country, in helping to shape future campaign strategies
- Post-event promotion to reinforce your message
- We guarantee your message is seen not only by the congress registrants but also by our extensive GDPR database of targeted professionals in the field.



47th ESPEN Congress

on Clinical Nutrition & Metabolism

Partner Boost Package

Unlock your full potential!

To Unlock the full potential of digital marketing, the following packages are available:

➤ **Exclusive Digital Advertising Package**

Only your company will have its ads displayed and have an edge over all competitors

➤ **Top 3 Digital Advertising Campaign**

Limited to maximum of 3 companies

Case Study #1

Digital campaigns increased by 65%, the views to their dedicated landing page

Click link:
<https://kabloom-agency.com/high-profile-sponsors-65-views-surge-2023/>

Innovative digital strategy drives positive engagement with key audience for sponsor

Written by the CEO of Kabloom, Richard Torriani. Updated on June 8th, 2024.
A large medical congress had to transform their physical event to a fully virtual experience due to the COVID-19 pandemic, meaning that the offerings to sponsors had to be adapted as well. We were able to provide one of the sponsors with an innovative digital advertising strategy, allowing them to reach their key audience – access that would not have been possible otherwise.



Case Study #2

Targeted digital advertising campaign increases visits to sponsors symposium by 86% year-on-year

Click link:
<https://kabloom-agency.com/targeted-digital-ad-boost-symposium-visits/>

Targeted digital ad campaign increases visits to sponsors symposium by 86% year-on-year

Written by the CEO of Kabloom, Richard Torriani. Updated on June 8th, 2024.
By harnessing an innovative targeted digital ad strategy, Kabloom is able to generate a high awareness of a sponsor's symposia and drive visitors to engage with the content before, during and after the event. The campaigns are focused on creating high visibility and generating new leads in order to bolster symposium attendance and virtual booth visits during an online event. Building on the previous edition, digital brought an 86% growth in visits to the symposia compared to the previous year. This was made possible through clear messaging, targeting the right audience and sparking interest in the content.



Case Study #3

Innovative digital strategy drives positive engagement with key audience for sponsor

Click link:
<https://kabloom-agency.com/innovative-sponsor-digital-strategy/>

Two high-profile sponsors saw over 65% increase in views to their dedicated landing page in comparison to 2021

Written by the CEO of Kabloom, Richard Torriani. Updated on June 6th, 2024.
By focusing on key elements of each sponsor's personalised package, Kabloom was able to generate two high-awareness, digital campaigns to drive visitors to engage with the content before, during, and after the event. By doing so, both sponsors saw a year-on-year growth that exceeded their expectations. By fundamentally focusing on what each sponsor's core messaging was, Kabloom was able to curate custom experiences to fit the right target audience. By working closely with each sponsor, the campaigns were able to start early and were provided sufficient time for increased optimization and budget management.



How does Digital Advertising work?

Digital ads generate high visibility before, during and after the event and attract new participation to make your investment count.

Sponsor advert appears while delegate browses the web
Delegate clicks the ad

Delegate then lands on sponsor page with details of exhibition and symposia




For further information and to discuss pricing for digital advertising service packages, please contact amel.benmabrouk@wearemci.com



Partner Boost Package

Unlock your full potential!

Our Top 8 Value Adds



1

Access to a digital database of 5 million+ congress attendees




2

Exponentially increasing your delegate pool



3

Audience growth across new profiles



4

E-commerce optimisation




5

Insights into audience and engagement



6

Clearly defined marketing strategy, metrics & transparent ROI reports



7

Driving brand visibility



8

Real digital advertising performance





Digital Advertising Package

ENSURE YOUR COMPANY IS SEEN!

Investment
seen by
92,000
potential delegates

Premium

Eur 39,000

Customizable Plan

Optimised

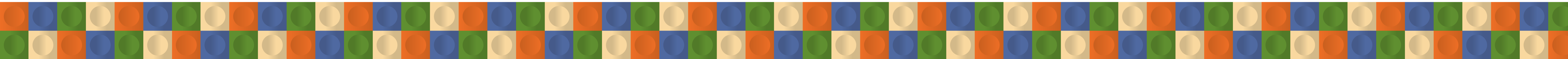
Eur 28,000

Popular Plan

Basic

Eur 20,000

Economic Plan





47th ESPEN Congress

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Branding opportunities

A selection of branding opportunities are available.

[Click here for details and pricing](#)

Level 2
Gold Plenary
Amber rooms
Brown rooms
Suites 1-5



47th ESPEN Congress

on Clinical Nutrition & Metabolism

Terms & Conditions

Reservation

In order to be valid, your reservation **must be completed, signed and submitted to MCI Suisse SA, via the official order forms**. An invoice will be issued upon completion of your order, to be paid within 30 days of receipt.

The completion of an order constitutes a firm hire commitment and compels the subscriber to accept both the general conditions and the exhibition rules and regulations. **No orders or pre-bookings will be accepted by e-mail or phone calls**. The full amount for your booking(s) must be received by 10 June 2025 at the latest. Non-payment by this stated deadline will lead to the cancellation of your booking. Payments not received by the start of the Congress will lead to set-up of the booth not being allowed onsite. Booths, satellite symposium slots, and sponsorship items will be allocated on a first come first served basis (by order of reservations). Companies will be invited to indicate their preferences, but please note that ESPEN and MCI Suisse SA cannot ensure the availability of the first choice. Once locations are assigned, any changes will need written approval from MCI Suisse SA.

Cancellation policy

Cancellations and changes to your original booking must be made in writing to MCI. For cancellations made:

- From confirmation date to 31 January 2025, 50% of the total cost of each item will be retained.
- From 01 February 2025, 100% of the total cost of each item will be retained. No refund will be possible.

Technical Manual

A Technical Manual will be made available on the Congress website to every registered exhibitor and sponsor in due time. It will include 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...)

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 organisers have the authority to demand removal/ change of any structure which is not in accordance with the local and Congress rules or cancel participation. The decision of the organisers will be final and binding.

Entry to the Exhibition

Access to the exhibition will only be possible to registered congress participants or exhibitors.

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 material exhibited (theft, damage, etc...) along with public liability covering the permanent or occasional staff employed by the company, present at the congress. In any case, the insurance protection will NOT be given to the exhibitors by the Organisers.

Force Majeure

In the event of force majeure, the exhibition 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 Organizer or the producer.

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 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
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1242 Satigny
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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.

* The additional security, insurance, and health & safety conditions, published with the technical manual, must also be considered.