

ITEMS' FULL DESCRIPTION

# GLOSSARY



# ESTS

*European Society of Thoracic Surgeons*  
*BUDAPEST, 25 - 27 MAY 2025*



# EDUCATIONAL OPPORTUNITIES



## LUNCH SYMPOSIUM

- Opportunity to organise an official non-CME Industry Session (Programme subject to the approval by the Congress Committee).
- Includes hall rental, standard audio/visual equipment and display table.
- Permission to use the phrase “Official Symposium of ESTS 2025”.
- Sponsored Symposia Programmes will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Programme as: “Industry Session” not included in the main event CME/CPD credit offering”.

PLEASE NOTE: “Name of Congress” will not cover the expenses for speakers in the industry session(s). In addition to the support fee, the sponsoring company is responsible for covering all expenses for their speakers, including registration, accommodation, and travel. This obligation remains even if the sponsored session speakers had previously been invited by the organisers and had made prior travel arrangements independently. MedTech/EFPIA regulations will be considered if applicable.



## TRAINEES NETWORKING EVENT

Join us in a very exciting evening session especially addressed to our trainees and junior members. A must at the ESTS Annual Meeting where all the trainees meet in a very relaxed networking atmosphere as one of the most attractive events during the ESTS Congress.

- Sponsor one of the most attractive sessions for our ESTS trainee members and junior delegates.



## WOMEN IN THORACIC SURGERY NETWORKING EVENT

Join us in this evening session especially addressed to Women in General Thoracic Surgery. This networking event is showing the effort from female leaders across different countries and cultures to dedicate, encourage, enable and inspire women to fulfil their surgical career ambitions.

- By Sponsoring this attractive session you are encouraging and inspiring women in Thoracic Surgery to provide educational and mentorship opportunities across Europe.



## EDUCATIONAL GRANT IN SUPPORT OF EXISTING SCIENTIFIC SESSION

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



## *MOBILE APP PACKAGE (SPONSOR APP, INVITATION EMAIL, PUSH NOTIFICATION)*

- Acknowledgement on the splash / pop-up screen of the Sponsor App: “Supported by: company name/logo” (product logo not permitted).
- By partnering with us on this digital marketing opportunity, your brand will be front and centre in the inbox of every participant, maximizing your reach and impact. The Registration Confirmation Email Banner is an integral part of our Conference's registration process. As soon as participants complete their registration, they will receive a confirmation email, providing them with essential event details. This email will also feature a prominent and eye-catching banner space reserved exclusively for the sponsor.
- One “push notification” sent to all participants\* onsite through the mobile app, to be coordinated with Meeting Organizer. Specifications will be provided by the congress organizers.

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



## *WORKSHOP SUPPORT*

Supporters have the opportunity to have their equipment used in an existing Workshop Session.

- Supporter must supply the equipment for the Workshop.
- Supporter should bring a technician to ensure the correct use of the equipment in the Workshop.\*
- Workshop speaker(s) is (are) chosen by the Scientific Committee.

PLEASE NOTE: Sponsor will not have any input regarding the content of the workshop. The support is only for the opportunity to provide equipment. All expenses of the technician are paid by the supporting company, as well as shipping and insurance.

## *PROMOTIONAL OPPORTUNITIES*



### *BADGE PRINTING STATION (VIDEO)*

As a registered participant approaches kiosks to print their event badges, a video of your company will be prominently displayed on the kiosk monitors and your brand will enjoy significant exposure, making a lasting impression on attendees as they collect their badges.

Industry Support Disclosure - This event is supported, in part, by funding from industry. All support is managed in strict accordance with CME/CPD accreditation criteria and standards for commercial support.



## *WATER DISPENSERS*

Water dispensers at the exhibition area and lecture hall entrances.

- Your company logo on all water dispensers for high visibility.



## *COFFEE BREAK (EXCLUSIVE SPONSOR PER DAY)*

Coffee will be served during breaks in the exhibition area. Hospitality provided will be in compliance with all relevant industry codes.

- Opportunity to have a one-day display of company's logo at the catering point located within the exhibit area.
- Opportunity to provide items bearing company logo for use during the supported break.



## *PRODUCT THEATRE / TRAINING VILLAGE: HANDS ON*

Meet with attendees and key decision makers to share your new research outcomes, discuss your clinical protocols, and conduct product demonstrations of your new products and services. Product Theatre / Training Village sessions will take place during the coffee breaks and will be held in a designated area in the virtual and/or physical exhibition hall.

These sessions provide a high value educational opportunity for hosts to reach engaged healthcare professionals. They deliver a platform to gather and discuss issues on patient education, specific products and therapeutic areas.

Located in the Exhibition hall, the sessions provide an opportunity to:

- Highlight and demonstrate new and existing products.
- Provide up-to-date research findings.
- Give product details in-depth.
- Demonstrate products.



## *CONGRESS LANYARDS STAND*

Place your company logo on the lanyard stand located in the registration area. The Organizing Committee will select the type and design of the lanyards.

- Supporter's logo to be printed on the lanyards stand.



## CHARGING KIOSK

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

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



## SELFIE CORNER

The selfie corner is an excellent opportunity to engage with attendees. It allows them to have fun and share their experience. Attendees are given the opportunity to take a photo of themselves and colleagues, using fun props.

This corner attracts many attendees, and a sponsor would gain exposure by having their logo on every photo taken. The exposure will last long after the congress ends as these photos are shared with colleagues, friends and family.

- Supporter's company logo would be placed on the Selfie Corner.



## WELCOME RECEPTION

Supporter will have the opportunity to promote itself through a networking reception on the first evening to which all registered attendees are invited. Hospitality and any activities provided will be in compliance with all relevant industry codes.

- Supporter's logo on sign at the entrance to the Welcome Reception.
- Opportunity to provide items bearing company logo for use at the event.



## WIFI LANDING PAGE

Wireless Network Provision: Delegates wishing to access the internet via their own laptop/ smartphone may do so by using the Congress' Wi-Fi. Supporter will receive strong visibility during the congress.

- An initial branded splash screen will bear the supporter logo and company name.
- The card will be distributed with the congress material.



## MEETING ROOMS / HOSPITALITY SUITES (PER DAY / WHOLE DURATION)

An opportunity to hire a room at the venue that may be used as a Hospitality Suite or Meeting Room. Supporter will be able to host and entertain its guests throughout the Congress. Supporters will have the option to order catering and AV equipment at an additional cost.

- Hospitality provided will be in compliance with all relevant industry codes and compliance guidelines.
- Opportunity to brand the hospitality suite.
- Acknowledgement on directional signage outside suite.

## ADVERTISING OPPORTUNITIES



### PROMOTIONAL MAILSHOT (EXCLUSIVE / JOINT)

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

- **Exclusive:** Mail blast will be exclusive for the supporting company. The designed mail blast (html format with Kenes design requirements) and the preferred "Subject" to be provided by the Supporter and subject to receipt by 6 weeks prior to the Congress. "From" field will be ESTS 2025.
- **Joint:** Mail blast will be shared with other supporting companies. Supporting company should provide the content for the mail blast following Kenes design requirements. Design of mail blast will be done by Kenes/Organiser.

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

Industry Support Disclosure (Will be added to all mailshots)

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



### CONGRESS MAILSHOT ADVERT

Broaden your reach by placing and advert in the Congress mailshot.

- Company advert in a designated area of the official Congress mailshot.
- Product advertisement is not allowed.
- Subject to review by the Congress Programme Committee.



## *REGISTRATION LETTER BANNER ADVERT*

- Banner-advertisement in the footer of the registration Confirmation Letter.
- Banner advertisement can be linked to supporter's website.
- Note: Banners are subject to review by the Congress Programme Committee.



## *MINI PROGRAMME*

- Support will be acknowledged on the inside back cover as: "Supported by..." and a company logo only.



## *PUSH NOTIFICATION*

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

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



## *ADVERT IN THE APP*

Gain additional exposure for your company, industry session or booth by advertising it in a designated section of the Mobile App.

\* The Congress Mobile App will be available for all participants who download the app.



## *ADVERTISEMENT ON THE WEBSITE*

Promote your company to all visitors of the Congress website.

- Full colour PDF advert in an industry designated area of the official Congress website.
- Advert can serve as link to supporter's website.



### *PREMIUM ADVERT IN THE APP*

Gain additional exposure for your Symposium by advertising it in a designated section of the Meeting App. The Premium advert in the App will be available for all participants who download the app.



### *PRE-CONGRESS VIDEO TEASER*

Sponsors will be offered a dedicated webpage including a 4 min video on the official Congress Website.

- Opportunity for sponsors to connect with attendees before the Congress days and create anticipation with a pre-event promotional video/webpage hosted by Congress organisers.
- Product advertising is not permitted.

Note: All pages are subject to review by the Congress Programme Committee.



### *SOCIAL MEDIA POST*

Increase your reach and connect with participants and other HCPs by using the Congress social media.

- The company will be able to send a post on the different social media platforms.
- Time and date to be confirmed with the Congress organisers.



### *BRANDING OPPORTUNITIES*

Variety of branding opportunities at the venue that will enhance your presence and captivate attendees with strategic placements that put your brand in the spotlight.





## *DIGITAL PASSPORT COMPETITION*

Drive Engagement and Boost Your Brand by sponsoring the Digital Passport Competition. This interactive experience encourages participants to visit exhibitor booths, fostering meaningful connections while enhancing their event journey.

How it works:

- Participants receive a Digital Passport within the Event App.
- Your company's logo and message featured prominently in the relevant section of the App.
- Attendees visit exhibitors and scan their individual company QR codes.
- Prizes are awarded to participants with the highest scan numbers according to criteria.
- App-based tracking ensures seamless and fair competition.

## *SUPPORT THE NEXT GENERATION*



### *TRAVEL FUND*

ESTS 2025 wants to help increase capacity in lower-income countries by supporting attendance of their promising scientists and doctors who otherwise could not afford to travel. By contributing to the Travel Fund, you will help these delegates attend ESTS 2024 and return with new knowledge and contacts that will make a difference in their home countries.

- Be verbally acknowledged at the Opening Session.
- Acknowledged as a contributor to the Travel Fund with your logo in the Program.
- Selection of the Travel Award will be performed by the ESTS Program Committee.



## *BIOLOGY CLUB FELLOWSHIP*

Research fellowship offered for 6 months to 12 months to young scientists and clinicians to visit a Research Unit at a Department of Thoracic Surgery with the aim of getting an insight and special knowledge of clinical or translational research concepts or techniques not available at the home institution. The home institution should benefit from the research training when the applicant returns, by leading to research developments and activities back onsite. Furthermore, it may offer the opportunity of an additional clinical training.



## ATTENDEE LOUNGES

Extend the visibility of your brand or product and at the same time help participants stay connected, plugged in and charged up throughout the entire meeting.

- Sponsor's (corporate or product) branding on specific supported Lounges.
- Possibility for a sponsor's corporate or product video to be displayed on the screens of lounge (to be produced and provided at the sponsor's expense).



## ESTS HOUSE

The ESTS Board will be available at the ESTS House to answer 1-1 any question from the Congress Delegates and Members of ESTS. "Meet the Board of Directors" by appointment to discuss your engagement of your choice in the work of the society.

## SUPPORT *ACKNOWLEDGEMENT*

Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.

## CONTACT INFORMATION

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## QUICK ACCESS

*PROSPECTUS*

*EXHIBITION*