



ESTS

30 May - 01 June
Zurich, Switzerland

European Society of Thoracic Surgeons

GLOSSARY



#ESTS27

ACKNOWLEDGEMENTS

Every Supporter and Exhibitor will receive acknowledgement in the Supporters' List and on the on-site Supporters' Board, along with their logo featured on the conference website. Additionally, they will benefit from a 100-word company profile included in the Final Program Book and a logo and profile within the Conference Mobile App.

ITEM INDEX

A

- > **Advert in the App** - page 7
- > **Advertisement on the Website** - page 8

B

- > **Badge Printing Station (Video)** - page 3
- > **Biology Club Fellowship** - page 8
- > **Branding Opportunities** - page 9

C

- > **Coffee Break** - page 3
- > **Charging Kiosk** - page 4
- > **Congress Mailshot Advert** - page 7

D

- > **Digital Passport Competition** - page 9

E

- > **Educational Grant in Support of Existing Scientific Session** - page 3

L

- > **Lunch Symposium** - page 2

M

- > **Mobile App Package** - page 2
- > **Meeting Rooms / Hospitality Suites** - page 5

Q

- > **Quiet Lounge** - page 5

R

- > **Registration Letter Banner Advert** - page 8

P

- > **Participation Grant** - page 3
- > **Promotional Mailshot (Exclusive / Joint)** - page 6
- > **Premium Advert in the App** - page 6
- > **Push Notification** - page 7
- > **Pre-Congress Video Teaser** - page 8

S

- > **Selfie Corner** - page 4
- > **Social Media Post** - page 8

T

- > **Training Village: Hands-On** - page 4

W

- > **Water Dispensers** - page 3
- > **Welcome Reception** - page 4

PRODUCT DETAILS

EDUCATIONAL OPPORTUNITIES

Lunch Symposium

Organise an official non-CME Industry Symposium, subject to Congress Committee approval.

- Includes hall rental, standard AV equipment, and display table.
- Includes basic recording with a generic background, that doesn't include lower thirds. A high-quality recording and live streaming are available at an additional cost.
- Permission to use the phrase "Official Industry Symposium of ESTS 2027."
- Featured in the designated industry section of the Congress Programme.
- Indicated in the timetable as: "Industry Session" not included in the main event CME/CPD credit offering".

PLEASE NOTE: The event 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.

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.

PLEASE NOTE: *Only for those participants who have opted to receive such information.

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.

Participation Grant

As a trusted partner, the Kenes Group will manage indirect sponsorship for our Congress. The industry will provide educational grants directly to the Kenes Group, which, in collaboration with the Congress Committee, will handle the pre-selection of participants (HCPs).

Educational Participation Grants, regardless of the amount, are greatly appreciated and play a vital role in the success of our Congress.

- Recipients (HCPs) must meet the criteria set by the Committee to apply for a grant. Accepted applicants will be notified directly by the Congress Secretariat.
- These grants are essential in ensuring broad participation and fostering educational growth at the event.

PROMOTIONAL OPPORTUNITIES

Badge Printing Station (Video)

Maximise your brand's exposure as registered participants approach kiosks to print their event badges. Your company's video will be prominently displayed on the kiosk monitors, ensuring significant visibility and making a lasting impression as attendees collect their badges.

Water Dispensers

Help attendees stay hydrated while showcasing your brand! Sponsor water dispensers strategically placed throughout the event.

Your logo will be prominently featured on all water stations, ensuring high visibility and continuous brand exposure every time participants refresh themselves.

Coffee Break

Sponsor a coffee break in the exhibition area and enjoy prime brand visibility while attendees recharge and network.

- Showcase your company's logo at the catering point for an entire day, putting your brand front and centre where attendees gather
- Maximise your impact by providing branded items, such as napkins or cups, ensuring continuous brand exposure

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. Training Village sessions will take place during the coffee breaks and will be held in a designated area in the 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.

Charging Kiosk

Power up your brand by sponsoring a Charging Kiosk at the event! This high-visibility opportunity allows you to leave a lasting impression on attendees by providing a dedicated space for charging smartphones, tablets, and other devices.

- Feature your company name and logo prominently on the Charging Kiosk, ensuring maximum visibility as attendees use it to recharge their devices throughout the event
- Every time participants plug in their devices, they'll engage with your brand, creating continuous engagement and top-of-mind awareness.

Selfie Corner

Create a fun and interactive experience with a Selfie Corner, allowing attendees to capture and share memorable moments.

- Your logo will be displayed at the corner and on every photo taken, ensuring ongoing visibility as attendees share their pictures with others.
- Branded photos will circulate long after the event, keeping your brand visible across social media and beyond. Use this engaging platform to amplify your brand and make lasting connections.

Welcome Reception

Start the event in style with the much-anticipated Welcome Reception, a gathering of all registered attendees on the opening evening.

- Your logo will be prominently displayed on entrance signage, maximizing visibility as attendees arrive.

Meeting Rooms / Hospitality Suites

Boost your brand's visibility and connect with key decision-makers by reserving a dedicated hospitality suite or meeting room at the event:

- Host VIPs, conduct meetings, or organise private gatherings in a space designed to suit your specific needs
- Enhance your room with catering and AV equipment (available at an additional cost) to create a tailored environment for meaningful interactions
- All hospitality services adhere to industry standards, ensuring a professional and seamless experience
- Directional signage will guide attendees to your room, maximising your brand's exposure.

Quiet Lounge

At ESTS, we are proud to present the Quiet Lounge — a dedicated space for relaxation, decompression, and quiet reflection. Designed to offer attendees a peaceful break from the fast pace of the congress, this space promotes mindfulness and well-being throughout the event.

Align your brand with values of mental health, personal care, and attendees well-being. As the exclusive sponsor, your company will be featured in a calm, restorative environment that reflects a commitment to holistic support.

Support Benefits:

- Exclusive branding of the Quiet Lounge, including on-site signage
- Opportunity to provide branded wellness items (e.g., eye masks, herbal teas, essential oils, mindfulness tools)
- Recognition as the Quiet Lounge sponsor on the ESTS26 website and event app
- Option to include a short branded video (please note: volume or visual movement should not disrupt the peaceful ambiance)
- High visibility among all attendees visiting the lounge throughout the congress

SUPPORT THE NEXT GENERATION

Travel Fund

ESTS 2026 wants to help increase participation from 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 2026 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.

ADVERTISING OPPORTUNITIES

Promotional Mailshot (Exclusive / Joint)

Enhance your visibility and drive engagement for your industry session, company, or exhibition booth by sending out a Mail Blast to pre-registered delegates who have opted to receive promotional material. Coordinate the timing with the Congress Organiser for optimal impact!

Exclusive Mail Blast:

- Gain exclusive access to a dedicated mail blast, ensuring your message reaches all opted-in delegates
- Provide your HTML design (following Kenes design requirements) and a preferred subject line, to be submitted 6 weeks prior to the Congress.
- The "From" field will feature the Congress Acronym + Year, enhancing brand recognition.

Joint Mail Blast:

- Share a mail blast with other supporting companies, expanding your reach. Content must adhere to Kenes design requirements, and our team will handle the design for you.

*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.

Premium Advert in the App

Maximize visibility for your Symposium with a Premium Advert featured prominently in the Meeting App. Your advert will appear in a high-impact carousel that displays each time attendees open the app, ensuring repeated exposure throughout the congress. Available to all participants who download the app, this placement offers prime visibility and direct engagement with your target audience.

Congress Mailshot Advert

Expand your brand's reach by securing a spot in the official Congress mailshot, directly engaging with a highly targeted event community before the event even begins:

- Your advert will be featured in a prime location within the mailshot, sent directly to all registered participants and event followers, ensuring broad and targeted exposure
- Reach your audience where it matters most - their inboxes, giving your brand visibility and building excitement ahead of the event
- Content will be subject to review by the Programme Committee to ensure compliance, with no product advertising allowed.

Push Notification

Engage directly with Congress attendees to promote your company, booth, or session by sending a custom push notification through the official Congress Mobile App—an exclusive opportunity to capture attention in real-time!

- Reach participants instantly with a personalised message sent directly to their mobile devices
- Your notification will reach all participants who have opted in, ensuring your message reaches a highly engaged audience at a key moment
- Work with the Congress organiser to coordinate the ideal date and time for maximum impact
- The Congress app will be downloaded by most attendees, giving your message wide exposure across the event.

Advert in the App

Maximise your brand's impact with a featured advert in the official Congress Mobile App—an essential tool used by every attendee to navigate the event:

- Your advert will be prominently placed in a dedicated section of the app, ensuring continuous visibility as attendees plan their event experience.
- With the app downloaded by all participants, your brand gains a mobile presence that travels with them throughout the event.
- Promote your booth, industry session, or special offerings directly to attendees, driving traffic and increasing engagement at your event presence.

Pre-Congress Video Teaser

- Showcase your brand with a dedicated page on the official event website, including a prominent 4-minute video to engage attendees
- Maximise exposure by connecting with attendees before the event, building anticipation and drive interest in your session early
- While product-specific advertising is not allowed, this is a prime opportunity to elevate your brand's presence
- Please note, all pages will undergo review by the Programme Committee to ensure quality and alignment.

Advertisement on the Website

Maximise your online presence and promote your company to a global audience by securing an advertisement on the official Congress website. This is your chance to engage visitors before they even arrive at the event:

- Your full-colour PDF advert will be prominently displayed in a designated area on the Congress website, seen by thousands of visitors planning their attendance
- The advert will include a click-through link to your company's website, helping drive traffic and increase engagement with your brand
- Content is subject to review by the Congress Programme Committee to maintain the highest standards, with no product advertising allowed.

Social Media Post

Leverage the power of Congress social media to increase your brand's visibility and connect directly with participants and healthcare professionals worldwide!

- Gain exposure to a global audience by sharing your post across the Congress's official social media platforms, boosting your brand's visibility and engagement
- Engage with participants and healthcare professionals in real time, fostering meaningful connections and increasing awareness of your products or services
- Collaborate with the Congress organisers to select the optimal time and date for your post, ensuring maximum impact when your audience is most active.

Registration Letter Banner Advert

By partnering with us on this digital marketing opportunity, your brand will be front and centre in the inbox of every participant, maximising your reach and impact.

- The Registration Confirmation Email Banner is an integral part of our Congress' 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.

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 logo will appear on the passport competition's promotional materials, and announcements throughout the event.
- Attendees engage by visiting exhibitors and scanning the QR code on their passport after answering questions from the company.
- Prizes will be awarded to participants with the most scanned QR codes.

Branding Opportunities

There is a 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.

For more information and pricing, reach out to our dedicated Industry Liaison:

Teresa Casillas Seoane: tseoane@kenes.com

[EMAIL TERESA](#)

[FLOORPLAN & EXHIBITION](#)

[CONTACT US](#)

[BOOK NOW](#)