

# Industry Symposia Manual

Dear Supporter,

We are happy to present you with Industry Symposia Manual for the **ESPGHAN 2025 Annual meeting** which will take place in **Helsinki, Finland on 14 – 17 May 2025**.

**Venue address:**

**Messukeskus**

Postal address: Messukeskus, PL 21, 00521 Helsinki

Street address: Messuaukio 1, 00520 Helsinki

This manual covers important information and is designed to assist you in preparing for your Industry Session.

We trust that you will find it helpful and suggest that you read all the information presented. It will take you very little time now and could save you a great deal of time later.

**Please forward this manual to everyone who is working on this project.**

For further support please contact us at:

**Anna Toloeva**

**Exhibition Manager & Industry Coordinator**

E-mail: [aapostolova@kenes.com](mailto:aapostolova@kenes.com)



Each supporter will receive an e-mail with login details to access the Portal.

The Portal enables supporters to:

- Submit a company logo and profile
- Order Exhibitor Badges
- Submit deliverables as per contract
- Order lead retrievals/scanners

To access the Portal, please [click here](#).

- The login details will be sent to the person signing the contract. This person is responsible for passing on the login details to a third party if needed.
- Access to all Portal services will be available only after submission of your company profile and logo.
- Only deliverables indicated in your contract should be submitted via the Portal. Items not included in your contract will not be processed.

Lastly, Kenes Group is offering participants and supporters special rates for various hotels in Helsinki. Information, pictures, location, and rates are available on the hotel accommodation page:

[Click here](#) or email us at [avillafaina@kenes.com](mailto:avillafaina@kenes.com)

Please do not hesitate to contact me for further information or assistance.

We look forward to welcoming you to Helsinki and wish you a successful and fruitful meeting!**Kenes Contacts:**

**Conference Organiser – Kenes Group**

Rue François-Versonnex 7

1207 Geneva, Switzerland

Tel: +41 22 908 0488

Fax: +41 22 906 9140

**Hotel Sales Manager:** Anna Ivanova

E-mail: [aivanova@kenes.com](mailto:aivanova@kenes.com)

**Industry Coordinators:** Anna Toloeva

Tel: +41 22 908 0488 Ext: 272 | E-mail: [aapostolova@kenes.com](mailto:aapostolova@kenes.com)

**Audio Visual Coordinator:** Mike Perchig

E-mail: [nest@nest-av.com](mailto:nest@nest-av.com)

**Industry Liaison & Sales:** Renata Gorinstein

Tel: +41 22 908 0488 Ext: 601 | E-mail: [rgorinstein@kenes.com](mailto:rgorinstein@kenes.com)

**Registration Specialist:** Youcef Zaiter

E-mail: [reg\\_ESPGHAN25@kenes.com](mailto:reg_ESPGHAN25@kenes.com)

**Product Marketing Coordinator:** Olaya Espejo

E-mail: [oespejo@kenes.com](mailto:oespejo@kenes.com)

**Contractors:**

**Catering:** Messukeskus

E-mail: [messukeskus@noho.fi](mailto:messukeskus@noho.fi)

Catalogue: [Click here](#)

Online form for Orders: [Click here.](#)

**Hostesses & Temporary Staff Hire**

## Pilgrim Events

Email: [info@pilgrimevents.com](mailto:info@pilgrimevents.com)

WhatsApp: [+436604172429](https://wa.me/436604172429)

## Onsite Logistic Agent, Material Handling & Customs Clearance Agent

**Merkur Expo Logistics GmbH**

**Mr. Bernd Blum**

Mobile: + 49 (0)6173 96695-11

E-mail: [bernd.blum@merkur-expo.com](mailto:bernd.blum@merkur-expo.com)

*Merkur* is the **exclusive** handler inside the venue.

<b>Action Item</b> (Please refer to your signed contract)	<b>Deadline</b>	<b>Contact Person</b>
Staff Hotel Reservation	As soon as possible	<b>Anna Ivanova</b> <a href="mailto:aivanova@kenes.com">aivanova@kenes.com</a>
Payment of Invoice Balance	Must be received in full <b>one week before</b> the Meeting	<b>Pazit Hochmitz</b> <a href="mailto:phochmitz@kenes.com">phochmitz@kenes.com</a>

Symposium Preliminary Program (for approval by the Scientific Committee)	<b>Tuesday, 04<sup>th</sup> February</b>	Please send by email the requested specifications to Industry Coordinator: <a href="mailto:aapostolova@kenes.com">aapostolova@kenes.com</a>
Symposium Final Program (for approval by the Scientific Committee)	As soon as possible and no later than <b>Friday, 28<sup>th</sup> March</b>	
On site Bag Inserts (for design approval)	<b>Monday, 7<sup>th</sup> April</b>	
Promotional E-mail Blast (Exclusive and Joint)	<b>Monday, 7<sup>th</sup> April</b>	
Text for Push Notifications for Mobile app	<b>Monday, 14<sup>th</sup> April</b>	
Mobile app adverts	<b>Monday, 14<sup>th</sup> April</b>	
<b>Badge Scanner/Lead Retrieval System</b>	<b>Tuesday, 29<sup>th</sup> April</b>	To reserve your Scanners, <a href="#">please refer to the on-line Exhibitor's Portal</a>

Placing orders for Voting/ 'Ask the Speaker' and other Technology Products and Services	As early as possible, preferably before <b>Thursday, 10<sup>th</sup> April</b>	<b>Olaya Espejo</b> <a href="mailto:oespejo@kenes.com">oespejo@kenes.com</a>
Hostesses & Temporary Staff Hire	Please contact Pilgrim Events	<b>Pilgrim Events</b> <a href="mailto:info@pilgrimevents.com">info@pilgrimevents.com</a> WhatsApp: +436604172429
Catering Services	<b>Friday, 25th April</b>	<b>Messukeskus</b> <a href="mailto:messukeskus@noho.fi">messukeskus@noho.fi</a> Catalogue: <a href="#">Click here</a> Online form for Orders: <a href="#">Click here</a>
<b>AV</b> – scheduling Tech rehearsal, placing orders for extra AV for the Sponsored Symposia and AV for Meeting rooms ONSITE	<b>Monday, April 21<sup>st</sup></b>	<b>Mike Perchig</b> <a href="mailto:nest@nest-av.com">nest@nest-av.com</a>
<b>Shipping &amp; Material Handling Services</b>		
Door to door	Please contact Merkur Expo Logistics	<b>Bernd Blum</b> <a href="mailto:bernd.blum@merkur-expo.com">bernd.blum@merkur-expo.com</a>
Airfreight shipments		
Shipment via Advance Warehouse	<b>No later than 06<sup>th</sup> May</b>	
Direct to the Venue	<b>No later than 12<sup>th</sup> May</b>	

The most updated timetable is published on the [Meeting website](#).

\*Timetable and halls are subject to changes.

### **Important notes:**

- Industry Symposia are not included in the main event CME/CPD credit.
- Please coordinate when you would like to set up the hall prior to the start of your Symposium with Industry Coordinator **Anna Toloeva**. A member of the Kenes Operational team will be available should you need any assistance.
- Handouts can be distributed at the entrance to the Symposium Hall; however, it is **NOT** permitted to place material on the chairs inside the hall.
- Printed tent cards placed on the head table are allowed and should be produced and provided by the Supporter.
- We ask presenters to follow the time schedule precisely in order that the day's events may run smoothly. An updated scientific timetable can be found on the [ESPGHAN 2025 Website](#).

### **Catering**

- Catering is **exclusive** to **Messukeskus** and should be ordered in advance. Supporters who wish to order food and beverages for their symposium, meeting/hospitality room, or exhibition booth, are welcome to do so directly with them.
- Food and drinks are allowed to be taken into the symposium halls (excluded hot dishes).
- Please note that an additional charge will be applied for cleaning the hall immediately following the session.
- **Deadline for orders:** [Friday, 25th April](#)
- **Please foresee a break following the symposium of at least 30 minutes to clean the hall.**

- If you are planning to have catering together with the symposium, it is recommended to indicate in all publications that lunch/refreshment will be served as long this is not contradicting the supporter's internal compliance policy.

## **Speaker's Expenses**

*ESPGHAN 2025 will not cover Industry session(s) speaker expenses.*

*As indicated in the sponsorship agreement, the supporting company, in addition to the support fee, must cover all speakers' expenses, including registration fees, accommodation and travel expenses. This also applies in the case where the Sponsored Symposium speakers have already been invited by the Meeting.*

## **Technical Rehearsal Onsite**

We strongly recommend scheduling a technical rehearsal in the hall itself and testing the Presentations during that rehearsal. Please make arrangements directly with the Meeting Audio Visual Coordinator, Mike Perchig at: [nest@nest-av.com](mailto:nest@nest-av.com)

A technical rehearsal is offered free of charge; however additional charges may apply, depending on hall availability, rehearsal requirements, and overtime of the technicians.

## **Symposium Promotion**

Due to CME/CPD accreditation criteria for this Meeting, the following rules apply:

- **Meeting banner** should NOT be used in any promotional materials created by the supporter.
- Materials created by companies should NOT utilize the main event marketing look and feel.
- When promoting your symposium, please always indicate on any of your promotional materials



**“This session is not included in the main event CME/CPD credit”**


- When promoting your symposium, you are allowed to use the phrase: **“Official symposium of The 57<sup>th</sup> Annual Meeting on the European Society for Pediatric Gastroenterology, Hepatology and Nutrition”**, which will take place in **Helsinki, Finland 14 – 17 May, 2025**.

In addition, it is not permitted to use the **ESPGHAN 2025 logo** on any of the symposia materials.

Hall Name	Location	Hall Capacity	Hall Layout
Hall 1	Ground Floor	2500 pax	Theatre
Hall 3A + 3B	Ground Floor	800 pax	Theatre
Hall 3C	Ground Floor	400 pax	Theatre
Hall 3D	Ground Floor	400 pax	Theatre
Hall 3E	Ground Floor	400 pax	Theatre

Head Table in Hall 1	
<ul style="list-style-type: none"><li>• Total Head table Banner Dimensions: 4260.00 mm (W) x 805.00 mm (H)</li></ul>	<p>For demonstration only</p>  <p>Sufficient seating for up to <b>6 people</b></p> <p><b>*Please inform us about the number of speakers you expect.</b></p>

## Head Table in Hall 3AB

<ul style="list-style-type: none"> <li>• Total Head table Banner Dimensions: 5680.00 mm (W) x 805.00 mm (H)</li> </ul>	<p>For demonstration only</p>  <p>Sufficient seating for up to <b>8 people</b></p> <p><b>*Please inform us about the number of speakers you expect.</b></p>
--	---

Head Table in Hall 3C, 3D, 3E	
<ul style="list-style-type: none"> <li>• Total Head table Banner Dimensions: 2840.00 mm (W) x 805.00 mm (H)</li> </ul>	<p>For demonstration only</p>  <p>Sufficient seating for up to <b>4 people</b></p> <p><b>*Please inform us about the number of speakers you expect.</b></p>

## Digital Speakers Lectern in all Halls

- Vertical 40" Plasma screen in front of the lectern, facing the audience, projecting a PPT with the Logo slide of the Annual Meeting
- **(1080 x 1920px) ; JPG portrait format**
- For branding it with your own image, please contact the Audio-Visual Coordinator, Mr. Mike Perchig (e-mail: [nest@nest-av.com](mailto:nest@nest-av.com)) and coordinate it with him.
- The “virtual” banner can include the title of the Symposium and the name and logo of the Sponsor (if you decide to provide your own branding)
- **Self-printed branding is not permitted.**

For demonstration  
only



For alternative/additional arrangements please contact the Industry Coordinator at [aapostolova@kenes.com](mailto:aapostolova@kenes.com).

All stage change requests must be communicated in advance with the Industry Coordinators to ensure that there is sufficient time between sessions for implementation.

**Symposium Stage set up deadline: Friday, 18 April** (No changes will be accepted after this date).

**Please note that the head table will be branded with the General Meeting branding.**

**Please note that Messukeskus holds exclusivity on providing branding services.**

\* If you are interested to have your own company branding for the head table, please contact **Messukeskus:** [osastopalvelut@messukeskus.com](mailto:osastopalvelut@messukeskus.com)

They will be able to propose to you a signage that will be attached to the meeting branding in the way that it won't be damaged. The reason is that the Annual Meeting branding cannot be removed as it can be easily damaged.

For Guidelines, please [Click Here.](#)

The deadline for submitting files: **Monday, 14<sup>th</sup> April**



For more detailed plans [click here](#). **Audio-Visual (AV) Equipment**

## Hall 1

- Large front projection screen in the center, image of H7.8 X W14 meters approx. (see sample photo below)\*.
- 2 x High-powered Data projectors (Main and backup) to create the panoramic background image and to project the PowerPoint & Video/face of speaker images as picture-in-picture "windows" on the screen.
- 2 sets of lateral sets of Projector/W7 X H 4 meters, for showing PowerPoint or Video/face of the speaker.
- Data/Video control system, including a seamless Data/Video switcher and all necessary cabling (opening picture-in-picture "windows" and adding titles of the speakers on the central screen, sending signals to the lateral Projectors, etc.).
- PTZ Robotic video camera, to capture the face of the speaker at the lectern for live close-circuit projection

during presentations.

- 50" Confidence monitor in front of the head table, showing the same PowerPoint & Video images as projected in the large picture-in-picture "window" on the central screen.
- Countdown Timer monitor in front of the lectern, operated by the technicians at the AV Control desk.
- Laptop computer for PowerPoint presentations, including English version of Windows and Office, USB port, and sound card – located at the lectern and networked to the Speakers' Ready Room.
- Designed lectern with a Portrait 40" Plasma screen installed in each front, facing the audience, projecting a PPT with the name of the speaker (see photo below)\*.
- Wireless PowerPoint advancer/clicker (we recommend using the cursor of the laptop computer as a pointer).
- P.A. (sound) system, which covers the hall and the stage, including wired microphones for the head table, lectern, and Questions & Answers with stands (floor/table), 1 wireless headset microphone and connection to sound from computers (mini PL plug) at the lectern.
- Audio monitors for the lectern and the head table.
- Lighting system, illuminating the lectern and the head table.
- Colorful Lighting on stage
- 4 x AV technicians to operate the above-mentioned systems.



For demonstration only (taken in other Venues).

For the Sponsors' Symposia being held in Hall 1, the company "virtual" banners on the central Panoramic screen and in front of the lectern will be projected.

Please contact the Audio-Visual Coordinator, Mr. Mike Perchig (e-mail: [nest@nest-av.com](mailto:nest@nest-av.com)), to design the images according to the required resolution.

The "virtual" banners can include the title of the Symposium and the name and logo of the Sponsor.

### **Hall 3AB**

- 2 x Front projection screens, image of H3.4 X W6 meters approx. (16.9 ratio).
- 2 x 10000 a.l. Data projectors, incl. all the required cabling, for projecting the PowerPoint on the screens.
- 42" Confidence monitor in front of the head table, showing the same image as projected on the main front projection screens.
- Countdown Timer monitor in front of the lectern, operated by the technicians at the AV Control desk.
- Laptop computer for PowerPoint presentations, including English version of Windows and Office, USB port, and sound card – located at the lectern and networked to the Speakers' Ready Room.
- Designed lectern with a Portrait 40" Plasma screen installed in each front, facing the audience, projecting a PPT with the name of the speaker (see photo below)\*.
- Wireless PowerPoint advancer/clicker (we recommend using the cursor of the laptop computer as a pointer).
- P.A. (sound) system, which covers the hall and the stage, including wired microphones for the head table, lectern, and Questions & Answers with stands (floor/table), 1 wireless headset microphone and connection to sound from computers (mini PL plug) at the

lectern.

- Audio monitors for the lectern and the head table.
- Lighting system, illuminating the lectern and the head table.
- 2 x AV technicians to operate the above-mentioned systems.



For demonstration only (taken in another Venue)

For the Sponsors' Symposia being held in Hall 3AB, the company "virtual" banner in front of the lectern will be projected.

Please contact the Audio-Visual Coordinator, Mr. Mike Perchig (e-mail: [nest@nest-av.com](mailto:nest@nest-av.com)), to design the images according to the required resolution.

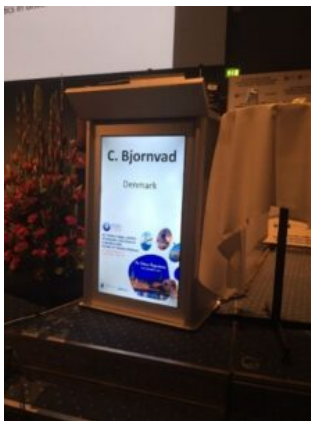
The "virtual" banner can include the title of the Symposium and the name and logo of the Sponsor.

### **Hall 3CHall 3D, Hall 3E**

- Front projection screen, image of H3.4 X W6 meters approx. (16.9 ratio)
- 10000 a.l. Data projector, incl. all the required cabling, for projecting the PowerPoint on the screen.
- 42" Confidence monitor in front of the head table, showing the same image as projected on the main front projection screen.
- Countdown Timer monitor in front of the lectern, operated by the technicians at the AV Control desk.



- Laptop computer for PowerPoint presentations, including English version of Windows and Office, USB port, and sound card – located at the lectern and networked to the Speakers' Ready Room.
- Designed lectern with a Portrait 40" Plasma screen installed in each front, facing the audience, projecting a PPT with the name of the speaker (see photo below)\*.
- Wireless PowerPoint advancer/clicker (we recommend using the cursor of the laptop computer as a pointer).
- A. (sound) system, which covers the hall and the stage, including wired microphones for the head table, lectern, and Questions & Answers with stands (floor/table), 1 wireless headset microphone, and connection to sound from computers (mini PL plug) at the lectern.
- Audio monitors for the lectern and the head table.
- Lighting system, illuminating the lectern and the head table.
- AV technician to operate the above-mentioned systems.



For demonstration only (taken in another Venue)

For Sponsors' Symposia being held in Halls 3C and 3D, the company "virtual" banner in front of the lectern will be projected.

Please contact the Audio-Visual Coordinator, Mr. Mike Perchig (e-mail: [nest@nest-av.com](mailto:nest@nest-av.com)), to design the images according to the required resolution.

The "virtual" banner can include the title of the Symposium and the name and logo of the Sponsor.



## **Product Theatre in Exhibition Hall**

- 2 x 75" Plasma screens on high-floor stands
- Laptop for Presentation at the lectern, in between the 2 screens
- Wireless PowerPoint advancer/clicker
- Sound system
- Wired microphone and Audio PC at the lectern
- Wireless headset microphone
- Wireless hand-held microphone of a floor stand
- Technician to support

## **Presentations Upload Onsite**

If you are using a PowerPoint presentation (or any other PC-based application), please note that you must deliver it on a USB Memory stick to one of the technicians in the Speakers' Ready Room as soon as you arrive at the Venue in the morning – and at least 2 hours before the start of the session.

Please note that Annual Meeting computers in the Halls are being supplied with Office 2019 (at least) and the native ratio of the projection on the screens in the halls is 16:9.

If you include video clips in your PowerPoint presentation, be sure to test it with the technician in the Speakers' Ready Room at least 2 hours before the start of the session or as soon as you arrive at the venue in the morning. Please make sure to check it with the technician in the session hall where your lecture is taking place, during a coffee or lunch break before your session, at least 30 minutes before the start of the session – even after checking it in the Speakers' Ready Room.

## IMPORTANT NOTE FOR MACINTOSH USERS

To use MAC presentations on the PC-compatible meeting computer, please note that you need to prepare it according to the instructions below, before taking it to the speaker room:

- Convert it to PowerPoint or PDF. Use a common font, such as Arial, Times New Roman, Verdana, etc. (Special characters might be changed to a default font on a PowerPoint-based PC).
- Insert the images as JPG files (and not TIF, PNG, or PICT – these images will not be visible on a Power Point based PC).

As previously mentioned, we strongly recommend scheduling a technical rehearsal and testing the Presentations during the rehearsal. Please plan directly with the Meeting Audio Visual Coordinator, Mike Perchig at: [nest@nest-av.com](mailto:nest@nest-av.com). Please note that an extra charge might be incurred. **Session Agenda** The final session agenda should include the following information:

- Session Title (up to 110 characters including spaces)
- Session Description (up to 200 words, you can also include hyperlinks inside of it)
- Speaker Presentations Titles
- Timing – duration of each speaker presentation and full timing of the agenda
- Speaker/Moderator Full Name
- Speaker/ Moderator Country
- Speaker/ Moderator E-mail
- Speaker/ Moderator Affiliation
- Speaker/ Moderator Bio and Photo (please see specs below)

Please see below specs for Speaker Bio and Photo.

- Speaker **Bio** – up to 200 words.
- Speaker **Photo** – 180×240 px, JPG Format

Please [click here](#) in order to provide the above requested information as soon as possible and no later than **Friday, 28th March**, if you need any assistance, please contact the Industry Coordinator **Anna Toloeva** at [aapostolova@kenes.com](mailto:aapostolova@kenes.com)

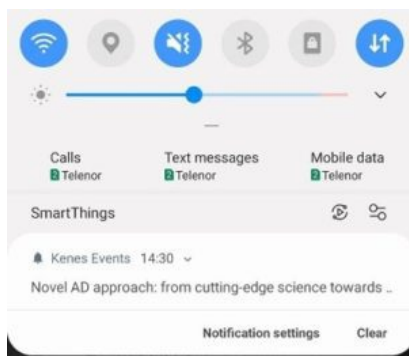
Please note: Council members cannot speak in satellite symposia. The program of a satellite symposium must be of general scientific content. The satellite symposium program must be submitted to the organizers in advance of the event and approved by ESPGHAN. The chairperson of the satellite symposium should not be employed by or otherwise dependent on the sponsoring company but be a healthcare professional or academician not employed by a company related to the symposium. This includes former or retired employees. The chairperson has a responsibility to oversee that the messages and conclusions presented during the symposium are based on available scientific data. The sponsor should inform the chairperson(s) of this responsibility. In addition, the holder of a satellite symposium and the chairperson are jointly responsible for adhering to the assigned time slot of the symposium. This section includes guidelines that will assist you in preparing promotional items related to your industry sessions, however, **kindly refer only to the relevant items in accordance with your sponsorship agreement. Guidelines to follow when creating your promotional items and content:**

- When creating adverts for **mobile apps, program books, and mailshots** is allowed to promote products, symposia, or company promotion. Only when promoting symposia please add the following text inside: ***This session is not included in the main event CME/CPD credit***
- When creating adverts for External and Internal lobby flags in the virtual platform is allowed to promote symposia or company promotion. Only when promoting symposia please add the following text inside: ***This session is not included in main event CME/CPD credit***

## 1. Mobile App Push Notification

For supporters entitled to a push notification as per their signed contract, kindly submit the text Monday, **14th April** to [aapostolova@kenes.com](mailto:aapostolova@kenes.com) according to the below guidelines:

- Message Title – Maximum **40 characters** including spaces
- Message body – Maximum **140 characters** including spaces
- Preferred date and exact local time, please coordinate with your industry coordinators
- \*Note the final schedule will be determined closer to the meeting, considering other push notifications.
- **Push notifications will be sent out during breaks in order not to disturb the participants who are inside the halls.**



## 2. Mobile App Advert

For Supporters sponsoring the App please send via email to [aapostolova@kenes.com](mailto:aapostolova@kenes.com)

**Deadline: Monday, 14th April**

File format: PNG or JPG (up to 800 kb)

Size: **780px x 1688px** We recommend avoiding using small text, so the advert could be readable when displayed on a mobile screen.



### 3. Onsite Bag Inserts

*Bag inserts are to be printed and delivered by the supporter. Should you be entitled to a bag insert as per your contract, please follow the procedure below:*

- Please submit the **final artwork** (prior to printing) for approval no later than **Monday, 7<sup>th</sup> April** via email to [aapostolova@kenes.com](mailto:aapostolova@kenes.com)
- **The bag insert should not exceed a double side of standard A4**
- We recommend checking the latest registration numbers with the Industry Coordinator, before
- Bag inserts must arrive at the advanced warehouse **no later than Monday, May 6<sup>th</sup>** to be included in the Meeting bags.
- Please inform the Industry Coordinators your sender's contact information, in case we need to contact him/her.
- When promoting your Symposium, please include the following disclosure: *This session is not included in the main event CME/CPD.*

### Important Notes Regarding Shipping of Bag Inserts:

- Please note that Meeting bags are available on request.

During the registration process, participants can choose whether they want a bag or not. Therefore, we will be able to share the final number for printing on **Friday, 04th April.**

- Bag inserts must arrive at the advanced warehouse **no later than May 06<sup>th</sup> May** to be included in the meeting bags.
- Supporters may deliver the Inserts directly to the venue door. Please note that all materials entering the venue incur a handling charge (including bag inserts and display items). No other company is permitted to deliver, operate, and handle goods inside the venue.
- Inserts that do not arrive to the venue by 09:00 am on Monday, May 12<sup>th</sup>, 2025 will not be included in the conference bags.
- **Merkur** is the official logistic agent for the **ESPGHAN 2025 Annual Meeting**. To ensure the safe and timely arrival of your inserts, we strongly recommend sending the inserts via **Merkur warehouse** (fees will incur). Further details can be found in the in the [Shipping Instructions](#)
- Packages should be labeled (Green Label) with the supporting company name, name of the person responsible (who will be onsite), and the name and date of the event. Please also make sure to state 'Bag Inserts on all packages.
- Supporters may deliver the Inserts directly to the venue door. Please note that all materials entering the venue incur a handling charge (including bag inserts and display items). No other company is permitted to deliver operate, and handle goods inside the
- Any deliveries made directly to the venue without going through the official logistics agent will be at the supporter's own risk. If they do not arrive on time or are misled, the meeting organizers and official logistics agent will not take any.

#### **4. Promotional Email Blast – Exclusive**

Sponsors entitled to an Industry Mailshot as per their signed contract, please [click here](#) for the design requirements. Please make sure to forward these guidelines to your web designer/programmer. Please upload the HTML version of your mailshot and other relevant files together in a zip folder and send us everything with the **subject line** to **Anna Toloeva** at [aapostolova@kenes.com](mailto:aapostolova@kenes.com) no later than **7th April**.

#### **5. Post Meeting Email Blast – Exclusive**

The exclusive e-mail blast will be sent out to pre-registered participants who have agreed to receive promotional material from supporters. Please send the required file(s) to the Industry Coordinator **Anna Toloeva** at [aapostolova@kenes.com](mailto:aapostolova@kenes.com) and along with the **subject line no later than 2 working weeks before your scheduled date for send out of your mailshot**. The exact launch date of the joint e-mail blast will be advised closer to the Annual Meeting. It will be sent out to the preregistered participants who have agreed to receive promotional material from supporters.

#### **Important notes for both Pre and Post meeting Mailshots:**

- In case the webmail is promoting a sponsored session, please include the following disclaimer: *This session is not included in the main event CME/CPD credits.*
- It is not allowed to use the society logo.
- The event's banner will be added to the webmail's header by Kenes.
- The "From" field will be "ESPGHAN 2025 Supporters".
- The exact launch date will be determined by Kenes in due course.
- The E-mail Blast will be sent out to the preregistered

delegates who have agreed to receive promotional material from supporters.

- Content received after the deadline may be processed for an additional fee.

## 6. Joint E-mail Blast

For the joint e-mail blast, please prepare two files according to the following specifications:

- 1 Banner/Image Format: JPEG Width: **300 pixels Height: 250 pixels**
- 1 PDF or any website (to be linked to the banner/image)

Please send the required file(s) to the Industry Coordinator Anna Toloeva at [aapostolova@kenes.com](mailto:aapostolova@kenes.com) and no later than **Monday, 7<sup>th</sup> April**. The exact launch date of the joint e-mail blast will be advised closer to the Annual Meeting. It will be sent out to the preregistered participants who have agreed to receive promotional material from supporters. Symposium supporters have the option to create signage promoting their symposium according to the guidelines below. The symposium signage should be produced by the supporter.

### 1. Session Hall Signage

#### Self-Standing Sign at the Entrance

One stand-alone sign to be placed at the entrance of the session hall **30 minutes** prior to the sessions published start time. Please make sure to indicate the following disclosure on the sign: ***This session is not included in main event CME/CPD credit.***

#### Stage Banners

- 1 x free standing vertical sign to be placed on/next to the stage. Maximum dimensions: 150cm wide x 250cm high.



## Digital Lectern

- There will be a designed “digital” lectern in all Industry Halls (please refer to Section 4: Symposia Session Halls Onsite).
- The “virtual” banner can include the title of the Symposium and the name and logo of the Sponsor – please contact the AV coordinator, Mr. Mike Perchig (e-mail: [nest@nest-av.com](mailto:nest@nest-av.com))

## 2. Self-standing signage in the Exhibition Area

The Supporter is entitled to place one sign (W85cm x H200cm) advertising the **Symposium on the day of the session only**. The sign may be placed in the *exhibition* area during exhibition opening hours. Please liaise onsite with the Kenes Staff.

## Lead Retrieval Wireless Barcode Reader

Lead Retrieval Wireless Barcode Readers can be a helpful tool for receiving contact information about participants who attend your symposium. We are pleased to offer you the K-Lead Application. Supporters can download the K-Lead app onto their own smart phone or tablet and transform their device into an instant, easy lead retrieval system and capture participants' contact information with a quick scan of their badge.

Advantages of the [K-Lead application](#):

- **Seamless Integration:** Download directly to your device; no extra hardware needed!
- **Effortless Scanning:** Quickly scan attendee badges to capture leads.
- **Customizable Notes:** Add personal comments to each lead for better follow-up.
- **“Quick Scan” Function:** Ability to quickly scan delegates

as they enter the symposium hall.

- **Instant Access:** Get real-time lead information for immediate engagement.
- **Universal Compatibility:** Download from the Apple Store or Google Play using “Kenes K-Lead App.”

**Cost per unit:** **EUR 700** (excluding 4% credit card charges fees, excluding VAT if applicable).

Device is NOT included!

**Deadline:** **Tuesday, 29th April**

**Onsite rate of EUR 850** will be applied for order received after above deadline.

**Unlock the Power of K-Lead Plus:**

- **Automated Follow-up Emails:** Immediately after scanning, send personalized emails to every lead. Make every connection count without lifting a finger!
- **Tailored Email Customization:** Craft the perfect message with customizable subject lines, email content, and signatures. Attach PDFs to add a polished, personal touch that stands out.
- **Timely Engagement:** Say goodbye to the hassle of manual follow-ups. K-Lead Plus handles it by sending tailored emails right after each scan, keeping your brand top of mind.
- **Trackable Insights:** Monitor how your emails perform with engagement metrics. Learn what works and refine your strategies for maximum impact, ensuring you’re always improving.
- **Compatibility:** K-Lead Plus requires at least one K-Lead license purchased.

**Cost for K-Lead Plus:** **EUR 750**

## Key Notes for K-Lead and K-Lead Plus:

- **Device Not Included:** The application must be installed on your personal or company device (tablet/smartphone).
- **Reliable Data:** Participant badge barcodes carry contact details as provided by registrants or their agencies. Note: Group registration may contain generalized information.
- **Content Responsibility:** Information content is managed by the registrant or their agency, not Kenes Group or the Organizing Committee.
- **Easy Reservation:** Secure your Wireless Barcode Reader in the Exhibitor's Portal <https://exhibitorportal.kenes.com>
- **GDPR Compliance:** We've updated our [privacy policy](#) in compliance with GDPR. Your personal data won't be shared without consent. Presenting your badge for scanning implies consent to share your details.
- By purchasing the K-Lead and the K-Lead Plus, Exhibitors and Sponsors agree to [Data Processing Agreement](#).

**How to order K-Lead and K-Lead Plus?** Please access the Exhibitor's Portal <https://exhibitorportal.kenes.com> **Wi-Fi**

Free Wi-Fi will be available at the event venue. Please be aware that public Wi-Fi capacity is limited. Therefore, it is restricted to email and web browsing activity. Should you require Wi-Fi or an internet line during your symposium, let us know.

## Meeting Rooms / Hospitality Rooms

Supporters interested in renting a meeting room during **ESPGHAN 2025 Annual Meeting** should contact Industry Liaison & Sales, Mrs. Renata Gorinstein at: [rgorinstein@kenes.com](mailto:rgorinstein@kenes.com)

- A/V is not included in the price and can be ordered from Annual Meeting A/V coordinator.
  - Contact: Mike Perchig
  - E-mail: [nest@nest-av.com](mailto:nest@nest-av.com)
  - Kindly specify the name of the Sponsor/Exhibitor when approaching
  - If you are interested in ordering Multisockets for the Meeting rooms, please do so from [Messukeskus Online Shop](#). Please add a comment in the “Additional Information” Field that this request is for your Meeting room. Please note that you should have received an email about how to login to ESPGHAN eMessukeskus. If such email is not received, please contact the exhibition manager at [asinapova@kenes.com](mailto:asinapova@kenes.com)
  - **Deadline for orders: Monday, April 21<sup>st</sup>**
- F&B is not included in the price and can be ordered directly from the catering.
  - **Messukeskus**
  - Email: [messukeskus@noho.fi](mailto:messukeskus@noho.fi)
  - Kindly specify the name of the Sponsor/Exhibitor when approaching the caterer.
  - **Deadline for orders: Friday, 25th April**

**Meeting room Setup changes deadline: Friday, 18 April.** (No changes will be accepted after this date.)

## **Blackout Policy**

ESPGHAN kindly requests that all Annual Meeting supporters (sponsors, exhibitors, special interest groups and other stakeholders) respect the ESPGHAN blackout policy and refrain

from holding organized meetings or events for more than 8 people during the annual meeting scientific program.

## **Waste Disposal**

Please note that it is the supporter's responsibility to leave the symposium session hall in a clean and tidy manner once your symposium has finished. Any items such as leaflets, banners, and roll-ups must be removed from the hall at the end of your session. Any discarded waste, including promotional material, left behind will be removed by the Meeting organizers at the expense of the supporter concerned.

## **Onsite Badges**

Each supporter is entitled to 10 Symposium badges which allow access to the supporter's symposium only (Individual names will not appear on the badges). Symposium badges can be collected 2 hours prior to the session from the Registration Desk and should be returned to the desk after the session ends. **Maximize your Participant Experience – Use our innovative technologies for your Symposium**

Kenes is proud to deliver a wide variety of quality onsite technology products and services.

We offer:

- **Live Streaming** and many more products designed for capturing and recording symposium content.
- **Voting, Evaluations**, and more products designed for increasing participant's interaction during symposium sessions.
- **Translation services for any language** are available in two options. The conventional approach involves local interpreters and the use of headphone receivers. Alternatively, we offer a cutting-edge AI-powered

solution. With this innovative method, participants can access live translations and captions seamlessly by scanning QR code on their mobile phones.

We also provide tailor made customized solutions – [contact us](#) to make it happen!

**For more onsite products opportunities and price quotes, please contact [oespejo@kenes.com](mailto:oespejo@kenes.com)**

***PLEASE NOTE:*** All product solutions are offered exclusively by Kenes Group.

*Please contact us to discuss your needs and our relevant solutions.*

Please submit your order by **Thursday, 10<sup>th</sup> April**. Orders received after the deadline will incur rush fees.



Kindly note that *Merkur Expo Logistics GmbH* is the sole official on-site agent nominated by *Kenes Group* to handle all in/out shipments arriving at this meeting.

Contact details:

***Merkur Expo Logistics GmbH***

Mrs. Irit Sofer

Mobile: +972-52-8890129

Email: [irit.sofer@merkur-expo.com](mailto:irit.sofer@merkur-expo.com)

## Range of services:

- Transport, national or international
- Temporary or permanent customs clearances
- Coordination of deliveries, delivery time slot management
- Unloading, delivery to the hall/exhibition-stand, forklifting
- Storage of empty boxes and crates during the event
- Accessible storage for brochures and give-away items during the event
- On-site assistance and supervision

The shipping instructions at the end of this manual are provided to assist with your preparation for the correct and timely dispatch of materials to the meeting. Please follow the instructions closely.

The shipping instructions include:

- Shipping Instructions
- Tariff
- Material Handling Form
- Shipping Labels

To follow up your shipment and to confirm arrival on time, we kindly ask you to provide the official shipping agent with the following information prior to shipping:

- Number of pieces (pallets, boxes, cartons, etc.)
- Way of transport (road freight, courier services, airfreight, ocean)
- Airway bill number

Supporters may choose to use their own services to deliver

their goods to the venue door. However, no other company is permitted to deliver, operate, and handle goods inside the venue.

*Merkur* has the responsibility of receiving and handling all materials for a fee as published on the “Tariff” section at the end of this manual. Handling rates are based on the incoming weight of shipments.

***Merkur Expo Logistics* must receive the payment before forwarding freight.**

To receive a price quote for handling and to assure arrival of your materials, please be sure to complete the “Pre-advice” form included in the shipping instructions.

**Shipments sent directly to the venue prior to Monday, 12<sup>th</sup> May will be refused by Messukeskus**

## **Insurance of Goods**

All cargo should be insured from point of origin.

To view the **full ESPGHAN 2025 Annual Meeting Shipping Instructions**, including Tariffs, Material Handling please select the relevant links:

- [Shipping Instructions](#)

**Please Note: All advanced shipments and deliveries to the Merkur warehouse, including by courier, must be coordinated with Merkur Expo Logistics.**



For any questions/clarifications, please contact:

**Merkur Expo Logistics**

Contact: Mr. Bernd Blum

Mobile: + 49 (0)6173 96695-11

E-mail: [bernd.blum@merkur-expo.com](mailto:bernd.blum@merkur-expo.com)