



**56th Annual Meeting
of the European Society for
Paediatric Gastroenterology,
Hepatology and Nutrition**

15-18 May 2024 | Milan, Italy

GLOSSARY

SPONSORSHIP ITEMS



EDUCATIONAL ITEMS

E-POSTERS

e-Posters are a unique combination of scientific posters and interactive content. An e-Poster is the electronic version of the traditional paper poster and is shown at dedicated digital stations at the event.

e-Posters create unique networking and engagement opportunities, generate participants' interest, and provide good exposure for authors. The highly trafficked e-Poster terminals, located in prime locations allow attendees to access the electronic presentations easily and conveniently. e-Poster support includes:

- Signage at the entrance to the e-Poster area with "Supported by..." and a company logo only.
- Signage "Supported by..." and a company logo only on each individual e-Poster Station.
- 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.

POSTER BOARDS BRANDING

Support will be recognized with signage at the entrance to the Posters Area with "Supported by..." and a company logo only.

- 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.



EDUCATIONAL ITEMS

MOBILE APP (EXCLUSIVE)

The Mobile App engages attendees with personalised planning tools and real-time event updates. The App transforms smartphones, tablets, and laptops into tools for active participation and makes it easy for participants to access Meeting information to connect with speakers and colleagues. The App includes the scientific programme, abstracts, speakers' information, participants' list, the rating/voting system for sessions and speakers, and a personalised scheduler.

The Mobile App support includes:

- Splash Screen
- 1 Banner Ad
- 1 Push Notification

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.

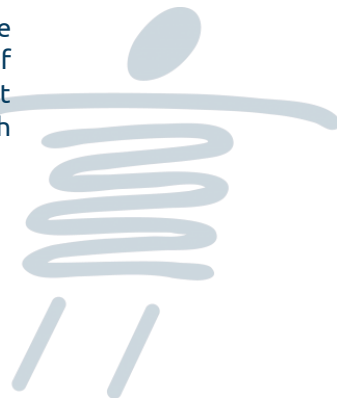
PARTICIPATION | TRAVEL GRANT

As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for the ESPGHAN Meeting. The industry will entrust the Kenes Group and provide educational grants directly, and Kenes Group together with the Meeting Committee will be responsible for participants (HCPs) pre-selection.

Educational Participation Grants of any amount are appreciated and important to the success of our Meeting.

Recipients (HCPs) will need to fulfil the criteria specified by the Committee to be eligible to apply for an educational participation grant. Accepted grant recipients will be contacted by the Meeting Secretariat.

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.



PROMOTIONAL ITEMS

MORNING SYMPOSIA 60-MIN

Opportunity to organise an official **non-CME Morning Industry Session** (Programme subject to approval by the ESPGHAN Committee).

- Includes hall rental, standard audio/visual equipment, and a display table.
- Permission to use the phrase "Official Symposium of ESPGHAN 2024".
- 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".
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, mobile application, and with signage during the event.

The supporting company, in addition to the support fee, must cover all speakers' expenses including registration, accommodation and travel expenses. This also applies in case the Sponsored Session speakers have already been invited by the event organisers and have made prior travel arrangements independently.

LUNCHTIME SYMPOSIA 60-MIN

Opportunity to organise an official **non-CME Lunchtime Industry Session** (Programme subject to approval by the ESPGHAN Committee).

- Includes hall rental, standard audio/visual equipment, and a display table.
- Permission to use the phrase "Official Symposium of ESPGHAN 2024".
- 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".
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, mobile application, and with signage during the event.

The supporting company, in addition to the support fee, must cover all speakers' expenses including registration, accommodation and travel expenses. This also applies in case the Sponsored Session speakers have already been invited by the event organisers and have made prior travel arrangements independently.

EVENING SYMPOSIA 60-MIN

Opportunity to organise an official **non-CME Evening Industry Session** (Programme subject to approval by the ESPGHAN Committee).

- Includes hall rental, standard audio/visual equipment, and a display table.
- Permission to use the phrase "Official Symposium of ESPGHAN 2024".
- 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".
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, mobile application, and with signage during the event.

The supporting company, in addition to the support fee, must cover all speakers' expenses including registration, accommodation and travel expenses. This also applies in case the Sponsored Session speakers have already been invited by the event organisers and have made prior travel arrangements independently.

PROMOTIONAL ITEMS

30-MIN PRODUCT THEATRE (NON-CME)

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 sessions will take place in a designated area in the virtual and/or physical exhibition hall. Product Theatre provides a high value educational opportunity for hosts to reach engaged healthcare professionals. These sessions deliver a platform to gather and discuss issues on patient education, specific products, and therapeutic areas. Located in the Exhibition Hall, Product Theatre provides an opportunity to:

- Highlight and demonstrate new and existing products.
- Provide up-to-date research findings.
- Give product details in-depth.
- Demonstrate products.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, mobile application and with signage during the event.

FUN RUN SUPPORT (RUN WITH THE COUNCIL)

Join us on the journey to overcome inertia by supporting the ESPGHAN Run.

- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, mobile application and with signage during the event.
- Branded t-shirts will be given to all run participants.
- 1 Push notification and a social media announcement are included in the support package.

STEPS COMPETITION

We are excited to introduce the steps competition, a thrilling and health-driven activity at our esteemed event. As a sponsor for this engaging activity, your company will have a unique opportunity to promote a healthy lifestyle & partner with us in our sustainable initiatives while gaining significant exposure among our diverse and enthusiastic participants.

- Your company's logo will be prominently displayed on all materials related to the Steps Competition, including leader board, onsite signage, and promotional materials.



PROMOTIONAL ITEMS

GRAB AND GO BREAKFAST (AFTER YOGA)

Opportunity to support the grab and go breakfast and to display your company's logo in front of the ESPGHAN yoga hall.

- 1 Push notification included.
- 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.

WI-FI LANDING PAGE

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

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

WELCOME NETWORKING 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 follow all relevant industry codes.

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



PROMOTIONAL ITEMS

COFFEE BREAK

Coffee will be served during breaks in the exhibition area. Hospitality provided will follow 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.
- 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.

*Price per coffee break

LUNCH BREAK

Lunch will be served in the exhibition area. Hospitality provided will follow 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.
- 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.

*Price per lunch break

HOSPITALITY SUITES | MEETING ROOMS

- An opportunity to hire a room at the venue that may be used as a Hospitality Suite or a Meeting Room. Supporter will be able to host and entertain its guests throughout the Meeting. Supporters will have the option to order catering and AV equipment at an additional cost.
- Hospitality provided will follow all relevant industry codes and compliance guidelines.
- Opportunity to brand the hospitality suite.
- Acknowledgement on directional signage outside suite.



PROMOTIONAL ITEMS

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 Meeting ends as these photos are shared with colleagues, friends, and family.

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

FESTIVAL CHAIRS

The Festival Chairs are stylish and informal. This multipurpose cardboard stool can be customized to match whatever theme you have chosen for your event. The design is subject to approval of the Secretariat and must follow all compliance regulations.

- Opportunity to customize the festival chairs.
- 50 or 100 branded seats will be produced, price is according to the amount.
- Location of seating cubes onsite to be coordinated with Secretariat.
- 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.

WATER STATION

Water stations will ensure the well-being of participants. In the water stations, cups are provided, and participants can serve themselves.

- Supporter's logo on the Water Stations.
- 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.



PROMOTIONAL ITEMS

SOCIAL MEDIA PROMOTION

- Increase your reach and connect with participants and other HCPs by using the EPGHAN 2024 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 Meeting organisers.

WORLD MAP

The World Map is a unique map providing viewers with extra info/data on participants from around the globe. The map is an interactive experience for participants to connect based on their geographical origins. The display can be placed in a central location at the venue and serves as an information and communications tool, ideal for enhancing participant networking.

- Support will be recognised on a separate printed sign/rollup located beside the World Map screen, with "Supported by..." and a company logo only.
- 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.

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



PROMOTIONAL ITEMS

WATER BOTTLES

Water bottles are a way to keep participants hydrated on the go. Have your logo printed on individual water bottles that are distributed throughout the event. These bottles are often reused, thus perpetuating the brand awareness of your company.

- Opportunity to brand the reusable Water Bottles with your company name and logo.
- A minimum number of 3000 water bottles will be produced.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, mobile application and with signage during the event.

WEBSITE BANNER

Promote your company to all visitors of the ESPGHAN 2024 website.

- Banner advert in a designated area of the official Meeting homepage website.
- Banner advert will serve as link to supporter's website.
- Banner is non-exclusive: up to 4 companies' banner ads will rotate on the homepage.
- No product advertisement is allowed.
- Subject to review by the Meeting Programme Committee.

REGISTRATION CONFIRMATION EMAIL BANNER

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

- The registration confirmation email banner is an integral part of our event's registration process. As soon as participants complete their registration, they receive a confirmation letter providing them with essential event details.
- This email will also feature a prominent and eye-catching banner space reserved exclusively our valued sponsor.



PROMOTIONAL ITEMS

BAG INSERT

Promotional material (up to 4-page insert, A4 flyer) will be included in the bags.

- Material should be provided by the Supporter and approved by the Secretariat.
- Supporters' product information will be available for all participants.
- The distribution arrangement will be advised.

E-ADVERT – ESPGHAN APP

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

- The Meeting Mobile App will be available for all participants who download the app.

PROMOTIONAL MAILSHOT

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 Meeting Organiser. These mailshots are limited and sold on a first come, first served basis.

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 Meeting. "From" field will be ESPGHAN 2024. **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 Meeting 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.

PROMOTIONAL ITEMS

POST-MEETING MAILSHOT (EXCLUSIVE)

Connect with participants after the Meeting days by sending out a post-Meeting Exclusive Mail Blast to registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Meeting Organiser.

- 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. "From" field will be ESPGHAN 2024.

* In the case where the supporter cannot provide a compliant HTML file, they may provide one pdf/ image, that will be embedded into the Meeting 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.

PUSH NOTIFICATION

One "push notification" sent to all participants* onsite through the mobile app.

- Date and time to be coordinated with the Meeting Organiser.
- Specifications will be provided by the Meeting Organiser.
- The Meeting App will be available for all participants who download the app.

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



PROMOTIONAL ITEMS

VIRTUAL PLATFORM

Branding Options:

Logo in the Lobby – Supporting company will have their logo placed in one of the screens in the virtual lobby. As participants click on the logo, they will be directed to the company's booth or a web page. Possibility to upgrade your logo in the lobby to a pop-up video or advert.

Advert or Video in the Lobby – Opportunity to add an advert or a video in one of the screens in the virtual lobby. By clicking on the screen, a pop-up will show your advert or video.

Banner in the Industry Auditorium – Opportunity to brand the virtual industry auditorium. Participants can click on the banner and be directed to an external page.

Banner in the Exhibition Floorplan – Two roll ups in front of the product theatre and another two in the back wall (4 ads). The advertisements can be linked to a pop-up video, document, or a hyperlink of your choice.

Banner in the Networking Lounge – Opportunity to brand the Networking Lounge. Participants can click on the banner and be directed to an external page.

BADGE PRINTING STATION (PRE-PAID KIOSK)

As the registered participants approach the onsite kiosks to print their event badges, the logo 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.

