

See you in Lisbon in 2027!



**59th Annual Meeting
of the European Society for
Paediatric Gastroenterology,
Hepatology and Nutrition**

2-5 June 2027 | Lisbon, Portugal

GLOSSARY

#ESPGHAN2027

www.espghancongress.org



FULL PRODUCT DETAILS

ACKNOWLEDGMENTS

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.

ONSITE PROMOTION

INDUSTRY SESSION: Lunch/Morning Symposium (60 min.)

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 ESPGHAN 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.

RUN WITH THE COUNCIL

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

- Branded t-shirts will be given to all run participants.
- 1 Push notification and a social media announcement are included in the support package.

INDUSTRY SESSION: **Product Theatre (30 min.) (in the exhibition hall)**

Meet directly with attendees and industry leaders to showcase your latest research, share clinical protocols, and deliver live demonstrations of your innovative products and services. Product Theatre sessions, held during coffee breaks in a dedicated space within the exhibition hall, offer the perfect opportunity to captivate your target audience.

Product Theatre sessions provide a premium platform to engage healthcare professionals eager for cutting-edge insights. Use this space to spark discussions on patient education, specific products, and therapeutic advancements.

- Present and demonstrate your newest and existing products to an audience of healthcare decision makers.
- Highlight the latest breakthroughs and clinical outcomes.
- Provide in-depth details to enhance understanding and interest in your products.
- Show your products in action, making a lasting impression.

INDUSTRY SESSION: **Recommended Recording for the Virtual Platform**

Webcasting offers a vital opportunity to extend the reach of congress content, allowing the busy medical professionals to access educational sessions beyond the event dates. Since visiting all sessions at a congress or all congresses is impossible, this is a means of sharing knowledge and learning opportunities beyond the dates of the actual event, and thus serves a vital educational need. Sessions are recorded locally and distributed globally via a robust cloud server, accessible live or on-demand through PCs, tablets, or smartphones.

Kenes offers two types of webcasting options:*

- **Video:** Includes a video screen of the speaker, synchronized PowerPoint slides, and audio.
- **Digital Imaging:** Includes PowerPoint slides with audio.

Support includes:

- Acknowledgment on the home screen with 'Supported by...' and your company logo only.

*Webcasted sessions to be designated by the Congress Planning Group. Supporters will have no influence on content. Congress retains the copyright of all the enduring materials in all media formats arising from the main Congress, including the use and distribution rights for webcasting of all congress accredited programming.

VENUE BRANDING

More information will be provided upon request.

PROMOTIONAL BAG INSERT

Place your brand directly in the hands of every attendee with a high-visibility promotional insert in each delegate bag. This is a powerful way to ensure maximum exposure to a targeted and engaged audience.

- Your A4 Flyer or up to 4-page insert will be included in every attendee's bag, giving you direct access to all participants.
- Attendees will engage with your product information as they explore their delegate materials, increasing awareness and driving interest in your brand.
- Simply provide your material, and we'll handle the rest. All content will be approved by the Secretariat, and you'll receive full guidance on the distribution process.

SEATING BLOCKS (EXCLUSIVE - 2 COMPANIES)

Stand out with these custom branded Seating Blocks! Add a stylish and functional touch to the event with customisable seating blocks, perfect for creating an informal and inviting atmosphere that showcases your brand.

- Customise the design of 50 seating blocks to align with your company's branding. (Design subject to Secretariat approval and compliance regulations.)
- Work with the Secretariat to strategically place the branded seating blocks in key areas for maximum exposure.

CHARGING LOUNGE AREA

Power up your brand by sponsoring a Charging Lounge Area 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 Lounge Area, ensuring maximum visibility as attendees use it to recharge throughout the event.
- Every time participants plug in their devices, they'll engage with your brand, creating continuous engagement and top-of-mind awareness.

COFFEE BREAK (PER 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, 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.

LUNCH BREAK (PER 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.

ADVERTISING ON THEATER PRODUCT SCREENS (CAROUSEL - 4 COMPANIES)

Seize the spotlight by showcasing your product, brand, or event activities in the high-traffic Product Theatre area within the exhibition. Your digital advert will rotate multiple times daily, ensuring maximum visibility to attendees.

The format specifications will be provided at a later stage. Each digital advert is displayed for approximately 4 seconds per rotation and will be shown repeatedly throughout the event. Display duration and rotation frequency are subject to change.

- Your digital advert will be featured repeatedly throughout the event, keeping your brand front and centre.
- Highlight your products directly within the advertisement for even greater impact.
- All custom digital adverts are subject to approval.

STEPS COMPETITION SUPPORT (EXCLUSIVE)

Promote wellness and engage with participants through the exciting Steps Competition! As a sponsor, your company will have a unique opportunity to inspire a healthy lifestyle while gaining significant visibility among a dynamic, health-conscious audience.

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

DIGITAL WORLD MAP

Promote your brand on a global map that fosters networking and connects attendees based on their geographical origins. This unique feature brings participants together and creates meaningful engagement.

- Located in a prime area of the venue, the World Map ensures maximum visibility and serves as a hub for attendee interaction.
- Its interactive design encourages engagement, making it a powerful tool for driving global networking.
- Your logo will be prominently featured on the World Map, with the "Supported by..." acknowledgment ensuring clear, visible brand recognition.

PHOTO BOOTH (EXHIBITION AREA)

Engage attendees in a fun and interactive way with a branded Photo Booth experience, creating moments they'll share long after the event.

- Your logo will be featured on the booth and every photo, ensuring your brand is shared via email, text, and social media.
- Photos will reach not only event attendees but also their friends and family, expanding your brand's visibility beyond the congress.

WELLNESS AREA

The Wellness Area offers a refreshing and engaging opportunity, focused on the attendees' well-being.

Located within the exhibition, this area provides guided stretching sessions and massage opportunities during program breaks, helping participants recharge between sessions and long hours of sitting. As the exclusive sponsor, your brand will be prominently acknowledged in all event publications and signage, reinforcing your commitment to health, balance, and attendee experience.

WI-FI LANDING PAGE

Utilize the event's Wi-Fi and make your brand the gateway to connectivity for all attendees.

- Your logo and name will be prominently featured on the Wi-Fi landing page, ensuring immediate brand visibility as participants log in.
- Branded Wi-Fi access cards included in the congress materials will extend your reach, placing your brand directly into the hands of every attendee.

SUSTAINABLE HYDRATION PARTNER

Support of the "Bring Your Bottle" Initiative

Join us in reducing single-use plastics by becoming the official supporter of our "Bring your bottle" campaign. As a supporter, your company will be featured in pre-event communications encouraging participants to bring reusable bottles, positioning your brand as a driver of sustainable behaviour change.

Onsite, your support will be prominently showcased through branded water refill stations, ensuring high visibility while directly associating your brand with this eco-friendly action.

- Recognition as the exclusive supporter of the "Bring your bottle" campaign.
- Branding on water refill stations onsite.
- Acknowledgement in pre-congress mailshots promoting the campaign.
- Visibility on the congress Sustainability webpage.

WELCOME RECEPTION/NETWORKING 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.

CROSS BODY PHONE HOLDER (one per participant)

Promote your brand through exclusive sponsorship of the phone holders distributed to delegates at the Registration Area, alongside the congress lanyards. This highly visible item provides ongoing brand exposure throughout the event:

- Exclusive sponsorship opportunity.
- Phone holders will be available for delegates at the Registration Area, next to the lanyard distribution point.
- Sponsor logo featured on the phone holder.
- Produced and distributed by the Organizer.
- Production costs covered separately by the sponsor.
- Artwork specifications will be provided by the Organizer.
- All artwork is subject to Organizer approval.

GREEN LEADER! Onsite Impact

As a Sustainability Partner, your company will be at the forefront of our congress-wide green initiatives, actively supporting and being recognized for the onsite actions that make our event more environmentally responsible.

- Recognition as the Sustainability Partner supporting the congress sustainability programme, including waste separation and recycling initiatives, lanyard collection and reuse programme, and other sustainability-focused activities.
- Branding on sustainability signage throughout the venue, including waste collection and recycling stations.
- Acknowledgement on the official Sustainability webpage and in congress materials.
- Opportunity to demonstrate your commitment to environmental responsibility and sustainable event practices to a global audience.

ONLINE PROMOTION

MOBILE APP SUPPORT

The Congress Mobile App is an essential tool that enhances attendee engagement with personalized planning features and real-time event updates.

It transforms smartphones, tablets, and laptops into interactive tools which enables participants to access congress information, while offering a platform for networking and active participation. The app includes the full scientific programme, abstracts, speaker details, participant lists, session ratings/voting, and a personalised scheduler, and is available on both the Apple App Store and Google Play.

- Your company name/logo (excluding product logos) on the splash/pop-up screen with a "Supported by" acknowledgement.
- Two push notifications, providing a direct communication to attendees during the event.

MOBILE APP ADVERT

Maximise your brand's impact with a featured advert in the official Congress Mobile App-an essential tool widely used by Congress attendees.

- 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 congress 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.

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.

PRE-CONGRESS VIDEO ON THE MEETING WEBPAGE

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.

2027 ANNUAL MEETING PLATFORM

The supporting company will have its logo placed on one of the virtual lobby screens on our 2027 Annual Meeting Platform.

PROMOTIONAL EMAIL BLAST - PRE/POST CONGRESS (One per Company)

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

Pre-Congress:

- 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.

Post-Congress:

- Enjoy the advantage of an exclusive mail blast tailored specifically for your company, ensuring your message is delivered to all interested participants.
- Reach out to attendees after the event, reinforcing your brand and maintaining engagement.
- Provide your HTML design (adhering to Kenes design requirements) and a preferred subject line to create a compelling message that resonates with recipients.
- The "From" field will feature the Congress Acronym + Year, ensuring your company is recognised in conjunction with the Congress brand.

*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.

EDUCATIONAL OPPORTUNITIES

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.

ANNUAL MEETING EDUCATIONAL GRANT (Amount Determined by the Supporter)

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

E-POSTER AREA

Kenes e-Posters offer a dynamic blend of scientific content and interactive engagement, showcasing electronic versions of traditional posters at designated digital stations. This innovative format creates unique networking opportunities, increasing the attendee interest, and provides excellent exposure for authors. Strategically placed, high-traffic terminals ensure attendees can easily access these presentations.

- Signage at the entrance to the e-Poster area with 'Supported by...' and your company logo.
- 'Supported by...' and your logo displayed on each individual e-Poster station.

GET IN TOUCH

Should you be interested in receiving further information or wish to book, please get in touch with our Industry Liaison:

Renata Gorinstein - rgorinstein@kenes.com

EMAIL RENATA

GO BEYOND THE CONGRESS

The ESPGHAN Annual Meeting is one important moment in a much broader year-round programme of scientific exchange, education and community engagement.

ESPGHAN works with organisations seeking to build meaningful, long-term relationships that support our mission to improve paediatric gastroenterology, hepatology and nutrition worldwide.

YEAR-ROUND PARTNERSHIP OPPORTUNITIES

Partnerships can connect organisations with selected ESPGHAN activities across areas such as:



Education & Capacity Building

Educational programmes, courses, digital learning and capacity-building initiatives



Research & Innovation

Opportunities supporting research, young investigators and scientific advancement



Global Reach & Community

Initiatives extending education and engagement across ESPGHAN's international community



Strategic Initiatives

Tailored multi-year collaborations aligned with ESPGHAN priorities and areas of mutual interest

ESPGHAN PARTNERS RECEIVE MORE AT OUR ANNUAL MEETING

ESPGHAN Partners who also sponsor the Annual Meeting may access additional congress benefits, depending on their year-round partnership level including:

Partner recognition • Early access to sponsorship opportunities • Enhanced congress access • Hospitality benefits • Strategic engagement opportunities

Additional benefits are subject to partnership level, congress sponsorship, availability, compliance requirements and ESPGHAN approval. Partnership does not provide influence over scientific content, governance or congress decision-making.

LET'S EXPLORE A YEAR-ROUND PARTNERSHIP

For year-round ESPGHAN partnerships & strategic collaborations:

Karine Hentsch - karine.hentsch@espghan.org

Director, Business Development & Strategic Alliances
ESPGHAN

EMAIL KARINE

Looking beyond Lisbon? Let's discuss how your organisation could partner with ESPGHAN throughout 2027 and beyond

www.espghancongress.org

ADDITIONAL BENEFITS

For ESPGHAN partners who sponsor ESPGHAN annual meeting at the Bronze level and above.

 RECOGNITION	ASSOCIATE	STRATEGIC	VISIONARY	CHAMPION
	✓	✓	✓	✓
	✓	✓	✓	✓
			✓	✓
				1 post
• ESPGHAN Partner recognition on congress badge	✓	✓	✓	✓
• Partner recognition at the AGM - Annual General Meeting for members	✓	✓	✓	✓
• Reserved seating at selected ceremonies / events			✓	✓
• Dedicated social media recognition during congress				1 post

 ACCESS	ASSOCIATE	STRATEGIC	VISIONARY	CHAMPION
	1 week	2 weeks	3 weeks	4 weeks
				✓
			✓	✓
• Early Access to congress sponsorship prospectus	1 week	2 weeks	3 weeks	4 weeks
• Priority booking window for symposium slots / premium items				✓
• Priority booth selection access			✓	✓

 HOSPITALITY & LOGISTICS	ASSOCIATE	STRATEGIC	VISIONARY	CHAMPION
	✓	✓	✓	✓
		2	3	4
	1 hour	1 hour	2 hours	Half-day
• Upgrade exhibitor badges to full delegate badges	✓	✓	✓	✓
• Complimentary invitations of senior executives to attend ESPGHAN Annual meeting		2	3	4
• Private meeting room access during congress*	1 hour	1 hour	2 hours	Half-day

 STRATEGIC ENGAGEMENT	ASSOCIATE	STRATEGIC	VISIONARY	CHAMPION
	✓	✓	✓	✓
		1	2	2
• Annual strategic webinar with congress preview briefing	✓	✓	✓	✓
• Invitation to ESPGHAN President Dinner		1	2	2

* Limited availability, first come first served basis, up to 10 people

All benefits are subject to ESPGHAN approval, venue capacity, compliance requirements and availability
Partnership benefits do not provide influence over ESPGHAN scientific content, governance or congress decision-making