



Sponsorship & Exhibition prospectus

Detailed information on sponsorship opportunities for
the Eurotransplant Annual Meeting 2022

September 22-23, 2022



Van der Valk Sassenheim-Leiden
The Netherlands

Eurotransplant Annual Meeting

The Eurotransplant Annual Meeting provides an excellent opportunity to sustain and strengthen our international cooperation, create additional awareness for the importance of organ donation and transplantation including international organ exchange and to further optimize the connections with our key stakeholders.

Eurotransplant is currently going through an important phase, further professionalizing and updating its core. Not only is the main software application used for the allocation process being rebuilt as we speak, the way of work and sustainability of Eurotransplant processes and applications are continuously further developed. As a result, also the relations with our stakeholders are being intensified and strengthened where needed.

As in the previous years, Eurotransplant will offer a full program of scientific, political and ethical sessions focusing on all Eurotransplant's focal points. To stimulate the content of the sessions, accreditation will be requested. We trust that this will result in a high number of interesting topics, speakers and themes to include in the program, offering interesting sessions for all different stakeholders. Also, by providing accreditation points we want to increase the attendance rate of young professionals.

Communication and branding

The Eurotransplant Annual Meeting will be promoted via:

- the Eurotransplant Annual Meeting website (annualmeeting.eurotransplant.org)
- digital newsletters (program updates)
- notifications on partner websites
- notifications on social media ([Twitter](#); [LinkedIn](#))

General benefits of sponsoring

A sponsor will be able to enjoy a wide range of benefits by sponsoring the Annual Meeting:

- raise brand awareness or promote new products
- create positive PR and raise awareness of the organization as a whole
- provide attractive content for a range of products and services
- act as corporate hospitality that promotes good relations with clients
- meet your target group with the potential to gain business leads

Numbers Annual Meeting

At the previous live annual meeting in 2019, we welcomed 300 attendees.

Stakeholders

1. Transplant centers

Eurotransplant's major communication partners are the transplant centers in the different Eurotransplant member states. The transplant centers are in contact with patients, using our system and applications and they are crucial in the development of the allocation process. We expect that many colleagues from the transplant centers will be represented during the Annual Meeting 2022. A special discount will be offered to appointed delegates and moreover, they will be offered a scientific, innovating program with key-note speakers, interesting topics on current issues and the possibility to meet their international colleagues.

2. National competent authorities

Our contract partners and financiers are the national competent authorities in the eight member states. As a close contact partner, Eurotransplant communicates closely with the national competent authorities regarding procedures, finances, projects, and improvements. We will invite all national competent authorities to join the Eurotransplant Annual Meeting to meet with the different representatives of the transplant centers and to discuss current topics and issues in the international exchange process Eurotransplant is facing daily.

3. Patient societies

All efforts and work of Eurotransplant is ultimately of benefit to the patient. Even though we do not directly communicate to the patients on the waiting list, all our work is dedicated to helping the patients. As such, the patient societies representing the patients are a large stakeholder to invite, inform and connect with. The European patients' societies as well as national societies will be invited to join the congress.

4. Sponsors/pharmaceutical companies

During the years, many (pharmaceutical) companies have sponsored various Eurotransplant congresses. From logos on the annual meeting website to booths and flyers, companies have shown their support to Eurotransplant. Also, close cooperation took place in different studies and data analysis. Sponsors will be given a wide range of possible sponsor opportunities to further

- raise brand awareness; promote new products
- create positive PR and raise awareness of the organization as a whole
- provide attractive content for a range of products and services
- act as corporate hospitality that promotes good relations with clients
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Eurotransplant member states

- Austria
- Belgium
- Croatia
- Germany
- Hungary
- Luxembourg
- The Netherlands
- Slovenia



Sponsorship opportunities

For sponsors, we offer a special package, offering great promotional value before, during and after the event. It is also possible to choose separate items.

Items

- **Logo and link on [the Annual Meeting website](#): € 2.500,-**
The sponsor will have its logo displayed on the web pages of the official Annual Meeting website and in addition on several electronic alerts sent to the participants before the congress. Reach a wider audience as this website has a high number of visitors in the run up, during and after the congress as all participants and interested parties regularly check it for updated news on registration, accommodation, scientific program, networking events and useful general information.
- **Recognition on slideshow during meeting (between sessions): € 2.500,-**
In each meeting room the sponsor logo will be displayed on a slideshow. This slideshow will be displayed on the main beamer at the beginning and end of each session.
- **Table display during meeting: € 4.500,-**
 - One table and two chairs
 - Power socket
 - Access for two employees to all sessions, lunches and networking event
 - Company logo on program leaflet
 - Company logo and link on [the Annual Meeting website](#)

Package € 6.500,-

Deliverables - pre-event

- Complimentary registrations: 2
 - registration permits access to all sessions, lunches and networking event)
- Recognition with logo and link on [the Annual Meeting website](#)
- Pre-event video (120 seconds max) on the support of Eurotransplant.
Sponsor creates video (send Vimeo/YouTube link), which will be shared via the meeting website.

Deliverables - during event

- Recognition with logo on program leaflet
- Exclusive table display in sponsor area
 - One table and two chairs
 - Power socket
- Recognition on slideshow during meeting (between sessions)

Deliverables - after event

Recognition in post-event thank you to attendees

Exhibition opening hours

Thursday, September 22	09:00 – 18:30	Exhibition open
Friday, September 23	08:00 – 13:30	Exhibition open

Exhibition Plan

Networking opportunities

The exhibition area is located at the 'Koffieplein'. Around the central 'Koffieplein', the plenary meeting room and break-out rooms are located. At this location, all coffee breaks will be organized. This gives the exhibitors possibilities to meet with the attendees and therefore experience a broad reach to display products, discuss ways of work and exchange ideas. The blue marked area in the picture below is the area where the commercial booths will be placed.

