



# SPONSORSHIP OPPORTUNITIES

TLJ 3.0

13<sup>th</sup> to 15<sup>th</sup> of November – Prague, Czech Republic

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# General information

# About ESOT

The European Society for Organ Transplantation (ESOT) is a scientific society involved in all aspects of transplantation across Europe. It is the umbrella organisation under which European transplant activities are organised, and it cooperates with many transplant organisations to structure and streamline these activities in Europe and across the world.

ESOT represents an exceptional opportunity for the transplantation community to share and debate opinions and to develop a European identity in the scientific, therapeutic, and ethical domains. Several Organ Expert Sections within ESOT represent expert knowledge on the respective organs and areas of expertise. At the heart of ESOT is a focus on education and training.

# About TLJ 3.0

## Event's description

Transplantation Learning Journey (TLJ) is a leading international transplantation event, providing the transplant community with a unique opportunity to discuss and build on the most novel and burning topics in the field.

Building on the past two editions of the event, TLJ 3.0 will bring the project to the next level by providing the scientific and transplant community with methodologically solid, consensus-based guidance documents on clinical practice to improve the care of people with transplants.

ESOT will bring together experts who will discuss four pre-agreed topics and carry out evidence-based reviews. The evidence will be weighed, and preliminary statements will then be developed on these four topics. The culmination of the process will take place in Prague (13-15 November 2022) where the topics will be debated with the aim of reaching a robust consensus for the transplant community. In parallel education sessions will be delivered to conference delegates.

## Event's target audience

The audience for TLJ 3.0 includes all fields involved in healthcare and research with an affiliation to transplantation. This includes, but is not limited to:

- Transplant surgeons
- Physicians from all fields with an involvement in transplantation
- Coordinators and nurses
- Researchers in emerging fields (stem cells, artificial organs, tissue and organ regeneration)
- General surgeons and clinicals with an interest in transplantation
- Transplant scientists
- Nutrition and rehabilitation specialists and coordinators
- Transplant pharmacists
- Patients and patients' advocates

# About TLJ 3.0

## CME accreditation

An application has been made to the EACCME® for CME accreditation of this event.

## Language

The official language of the conference is English

## Event's Key dates and deadlines

Registration

- Registration Open: 16 May 2022
- Early Bird Deadline: 16 September 2022



# Sponsorship opportunities

# Why to support TLJ 3.0

Explore the vast and varied sponsorship opportunities and then the ESOT team will help you put together a package that best fits your needs. Our bespoke approach to each sponsor will ensure that your investment leads to a successful experience.

Supporters of the conference will be able to make the most out of their presence at conference by generating unique leads to expand their business and create awareness of their brand.

Most importantly, by joining forces with ESOT, industry partners will contribute to medical education for transplant professionals across all fields.

You will also benefit from:

- Being a part of ESOT's mission to be a unique platform for education and idea exchange for medical professionals and other stakeholders involved in transplantation, including patients, patient advocates, nurses and allied health professionals
- Reinforcing your credentials as a key player in the industry
- Reaching out to KOLs from around the globe
- Discovering current trends, innovations, and challenges for the future of transplantation



# Prebuilt packages

## EXHIBITOR PACKAGE

EUR 10,000

- 9 sqm for your booth.
- Company logo and description in conference App
- Acknowledgement on conference newsletters
- Sponsors' clickable logo on acknowledgement page of conference website
- Acknowledgement on sponsors' board onsite
- 2 exhibitor passes

# Prebuilt packages

## SILVER PACKAGE

EUR 20,000

- 18 sqm for your booth.
- Acknowledgement on slides of opening and closing ceremonies
- Acknowledgement on conference e-mails
- Acknowledgement on sponsors' board onsite
- 4 Full conference access
- Sponsors' logo on acknowledgement page of the conference website
- Satellite symposium 60'
- Company logo and description in conference App

## GOLD PACKAGE

EUR 35,000

- 36 sqm for your booth.
- Acknowledgement on slides of opening and closing ceremonies
- Acknowledgement on conference e-mails
- Acknowledgement on sponsors' board onsite
- 6 Full conference access
- Sponsors' logo on acknowledgement page of the conference website
- Satellite symposium 60'
- 2 Roll ups in strategic area (roll ups to be provided by company)
- Company logo and description in conference App

# Additional items

## Programme & Sessions

### **60' Satellite symposium**

EUR 25,000

\*Limited availability: Only a few prime slots available – Handled on a first-come, first-served basis. Time slots to be discussed once scientific programme is closed.

The perfect opportunity to inspire participants, prompt debate and generate creative new ideas. Staging can be arranged to facilitate a discussion panel or classic symposium format.

Benefits include:

- Acknowledgement of support in all relevant material
- Possibility to display a pull-up banner and promotional material in the room or outside (sponsor is responsible for production and set-up)
- Promotion (provided at discretion) from the ESOT secretariat

# Additional items

## Programme & Sessions

### **Webcast recording session**

EUR 6,000

As an addition to the sponsoring of the session, we are offering companies the possibility of recording their session, providing them afterwards with the mp4 file for the recording, so the session can be disseminated via several channels.

### **45' Post session meet & greet**

EUR 10,000

Foster a deeper relationship with your audience and organize a post-session 'meet and greet', giving you the chance to continue the conversation, engage in a longer Q&A, and connect in a relaxed setting. These will be held as an informal reception in a private area of the Conference center. Price includes standard food and beverage depending on the time of the meet & greet.

### **Sponsored Q&A sessions**

EUR 7,000

ESOT offers its industry partners the opportunity to sponsor a live Q&A session to give attendees the chance to interact with them — and each other — and find out more about the topic.

Q&A's are an important part of live events and can easily be incorporated virtually. Alternatively, you can have attendees submit questions throughout the session for presenters to answer at the end, which gives your company direct interaction to session KOLs.

### **Post-event webinars series**

EUR 15,000

Post-event, ESOT will host various open and live sessions with key experts and the Scientific Programme Committee to review key moments of the TLJ 3.0. This is an excellent opportunity to be associated with on-going ESOT educational activity.

# Additional items

## Branding Opportunities

### **Sponsored poster area**

EUR 15,000

Limited to one unique sponsor

Posters will be displayed to provide delegates with areas to network and hold informal meetings.

Benefits include:

- Sponsor acknowledgment at the entrance to the poster area with the company's logo and 'kindly supported by'
- Sponsors' logo will be displayed on the poster's header board
- Sponsors' logo on acknowledgement page of conference website
- Acknowledgement on sponsors' board onsite
- Company logo and description in conference App

### **Speakers' ready room**

EUR 5,000

Limited to one unique sponsor

All speakers registered at the conference will make use of the dedicated room facilities. The latter is provided so that speakers have a private space to check and rehearse their presentations throughout the conference.

Benefits include:

- The sponsor's name/or company logo will appear in all room signage
- Opportunity to display sponsor's logo on screensavers at each workstation
- Sponsors' logo on acknowledgement page of conference website
- Acknowledgement on sponsors' board onsite
- Company logo and description in conference App

# Additional items

## Branding Opportunities

### **Conference programme (e-book)**

EUR 5,000

Full page advertisement will be allocated to the sponsor in the e-book programme. This e-book will be available on the conference website.

### **Charging stations**

EUR 15,000/station

The charging stations are appreciated by the delegates to charge phone, tablets etc. The charging stations will be placed at strategic points and will allow the sponsors to have a strong visibility.

Benefits include:

- Sponsors' logo displayed on the charging station
- Sponsors' logo on acknowledgement page of conference website
- Acknowledgement on sponsors' board on-site
- Company logo and description in conference App

### **Notepads and pens exclusive and provided in-kind**

Excluding management fee EUR 10,000

Branded notepads and pens will be delivered to the delegates at the conference.

Benefits include:

- Branded notepads and pens
- Sponsors' logo on acknowledgement page of conference website
- Acknowledgement on sponsors' board on-site
- Company logo and description in conference App

# Additional items

## Branding Opportunities

### Delegates badges

EUR 15,000

Limited to one unique sponsor

A high-profile sponsorship item with your organization's logo printed on every delegate badge or through the distribution of lanyards with the company logo; this is an exclusive opportunity to have your brand seen constantly by every attendee.

Benefits include:

- Branded delegate badges (design and printing included)
- 2 Full delegate badges
- Recognition of the sponsor on the conference website
- Company logo and description in conference App
- Acknowledgement in the sponsors' list in the final programme
- Acknowledgement on sponsors' board on-site

# Additional items

## Communication & Networking

### Mobile app

EUR 25,000

Limited to one unique sponsor.

Over two third of the conference participants download the app which offers a host of handy functionalities. Building on this success and on delegates' positive feedback, the official app will be an indispensable tool for participants, displaying the full programme of sessions by day and track and enabling delegates to quickly find information of interest. No Conference Programme book will be printed, so this is the ultimate platform for visibility amongst delegates.

Benefits include the recognition of the sponsor:

- At the official launch of the app
- Within the app itself
- On marketing materials promoting the app to all delegates before, during and after the Conference
- On the splash page (welcome screen) of the app
- On social media platforms as the app sponsor
- On the Conference website
- A branded banner of your choice on the app, clickable through to a URL of your choice.



# Additional items

## Communication & Networking

### **Internet – wireless login details card**

EUR 9,000

Limited to one unique sponsor.

Login details to the wireless internet printed and distributed to all attendees

- Sponsors' logo on wireless login details
- Sponsors' logo on acknowledgement page of conference website
- Acknowledgement on sponsors' board on-site
- Company logo and description in conference App

### **Internet – dedicated line for the event**

EUR 15,000

Limited to one unique sponsor.

The Internet dedicated line sponsorship an extremely popular feature during the conference and is available during posters hall opening hours. The benefits of sponsoring a dedicated internet line are:

- Opportunity to display company logo on the screen saver
- Opportunity to display company logo on the screen background
- Sponsors' logo on acknowledgement page of conference website
- Acknowledgement on sponsors' board on-site
- Company logo and description in conference App

# Additional items

## Communication & Networking

### **Dissemination & communication**

EUR 10,000 per sponsor per track

Slide decks for inclusion will be largely developed pre-conference and based on the sessions taking place at the conference. These will be available for download and will also be accompanied by new ESOT recommendations and statements that will derive from the meeting.

All slide decks will be consistently formatted in the ESOT style, including those provided by the scientific committee, to ensure a professional and consistent finish. They will be reviewed and endorsed by ESOT prior to publication.

Post-event, a final summary report will detail the most influential and scientific achievements from the conference and be delivered as a single slide deck based on the 6 domains of key interest. These would include written digests, photographs, quotes, core slides and key data, with supplementary video interviews capturing the opinions of leading KOLs and delegates.

The purpose of the content is to cover relevant new data for internal training (pharma and academia), external medical education, later conference associated symposia, scientific exchange, and advisory boards.

# Additional items

## Communication & Networking

### Social Media Campaign

EUR 15,000

Sponsoring the social media campaign is a great way to ensure visibility for your organisation before, during and after the event. ESOT highly engaged and extensive online community brings together a vast network of followers including civil society organisations, NGOs, EU agencies, health professionals, thought and opinion leaders.

Benefits include:

- Recognition of the sponsor on the ESOT Twitter, Instagram and LinkedIn accounts:
  - Two weeks before and after the event.
  - During the conference (a Twitter feed will be displayed on dedicated screens throughout the event venue)
  - Regular tweets from the ESOT Twitter account acknowledging, thanking, and mentioning your organisation.
- Company logo and description in conference App
- Acknowledgement in the sponsors' list in the final programme
- Acknowledgement on sponsors' board on-site

### ESOT newsletter

EUR 2,000

Promote your company with your advert banner in a newsletter sent out by ESOT, with a link to your symposium or company website.

With the ESOT newsletters, we keep the transplant community up to date regarding all ESOT related information. Choose between newsletters sent out to our database (up to 11,000 addressees) or targeted newsletters to specific audiences.

# Additional items

## Communication & Networking

### **Hyperlinked logo on the event web and post event statistics**

EUR 5,000

#### Benefits:

- Recognition of the company as event supporter/sponsor on the website sponsorship area.
- Virtual presence before and during the event.
- Clickable logo on the main page of the event.

### **Hyperlinked logo on the event web and mobile app rotating banner with post event statistics**

EUR 8,000

#### Benefits:

- Recognition of the company as event supporter/sponsor on the website sponsorship area.
- Virtual presence before and during the event in online platforms (web and mobile app).
- Clickable Banner on the main page of the event.
- Clickable Banner on the mobile app (exact location to be confirmed)

### **Mobile app rotating banner with post event statistics**

EUR 5,000

#### Benefits:

- Recognition of the company as event supporter/sponsor on the website sponsorship area.
- Virtual presence before and during the event in online platforms (web and mobile app).
- Clickable rotating banner on the mobile app (exact location to be confirmed)

# Additional items

## Communication & Networking

### **Welcome reception**

EUR 35,000

Limited availability to one unique sponsor

Sponsor will have the opportunity to promote its company during a Welcome Reception to be held at the time of the inaugural poster's session on the first evening to which all conference attendees are invited.

Benefits included:

- Sponsor's logo on invitations
- The sponsoring company's logo will feature on the exclusive cocktail buffet and refreshment signage
- Sponsor's logo with hyperlink on the conference website
- Acknowledgement in the sponsors' list in the final programme
- Acknowledgement on sponsors' board on-site
- Company logo and description in conference App

# Additional items

## Communication & Networking

### Coffee breaks

EUR 15,000

Coffee served every morning in the registration areas (conference entrance and exhibition entrance) and in the e-poster area.

The sponsoring company's logo will feature on exclusive coffee breaks signage.

Benefits include:

- Sponsors' logo displayed on conference website
- Acknowledgement in the sponsors' list in the final programme
- Acknowledgement on sponsors' board on-site
- Company logo and description in conference App

### Networking dinner

EUR 50,000

Sponsor will have the opportunity to promote its company during a Welcome Reception to be held at the time of the inaugural poster session on the first evening to which all conference attendees are invited.

Benefits included:

- Sponsor's logo on invitations
- The sponsoring company's logo will feature on the exclusive cocktail buffet and refreshment signage
- Sponsor's logo with hyperlink on the conference website
- Acknowledgement in the sponsors' list in the final programme
- Acknowledgement on sponsors' board on-site
- Company logo and description in conference App

# Additional items

## Grants & Awards

### Travel Grants

EUR 3,000/grantee

While all stakeholders within transplantation play a vital role in the conference, many do not have the means to participate. Since their voices are essential in furthering the developments of improving patients' outcomes, we would like to bring together as many as possible from wide-ranging backgrounds. Receivers of a sponsored grant are selected by the Scientific Committee.

ESOT prides itself on its capacity to allocate funds to support the participation of successful and top-quality abstract presenters and speakers from low- and middle-income countries. Funds are used to provide grantees\* with a return economy flight, full delegate registration, visa expenses and three nights' accommodation.

Your support will be recognised online and depending on the number of grantees supported, additional benefits will be provided.

Benefits include:

- Company logo and description in conference App
- Acknowledgement in the sponsors' list in the final programme
- Acknowledgement on sponsors' board on-site
- Acknowledgement on awards ceremony.

# Additional items

## Grants & Awards

### **Patient advocates education travel grant**

EUR 1,000/bursary

Your support will be recognised online and depending on the number of grantees supported, additional benefits will be provided.

Benefits include:

- Company logo and description in conference App
- Acknowledgement in the sponsors' list in the final programme
- Acknowledgement on sponsors' board on-site
- Acknowledgement on awards ceremony.



# Sponsorship levels

# Categories & additional benefits

## Gold sponsor

From EUR 35,000

Additionally, to all benefits already included on the sponsorship items you selected, if you reach EUR 30,000 sponsorship, your company will be acknowledged as Gold sponsor.

### Additional Benefits:

- Logo on conference pocket programme.
- Hyperlinked logo on the event website.
- A private meeting room for the whole duration of the event.
- Verbal mention of your company at the opening ceremony and closing reception.
- Your featured article or video published in one of the monthly conference newsletters.
- Your story or video posted on the conference website.
- Additional 5 full delegate badges.

## Silver sponsor

From EUR 20,000

Additionally, to all benefits already included on the sponsorship items you selected, if you reach EUR 20,000 sponsorship, your company will be acknowledged as Silver sponsor.

### Additional Benefits:

- Hyperlinked logo on the event website.
- Your featured article or video published in one of the monthly conference newsletters.
- Your story or video posted on the conference website.
- Additional 3 full delegate badges.

## Bronze sponsor

From EUR 10,000

Additionally, to all benefits already included on the sponsorship items you selected, if you reach EUR 10,000 sponsorship, your company will be acknowledged as Bronze sponsor.

### Benefits include:

- Hyperlinked logo on the event website.
- Your story or video posted on the conference website.
- Additional 2 full delegate badges.

# Terms & Conditions

# Booking Policy

## **APPLICATION FOR SPONSORSHIP**

Application for sponsorship can be made in writing via email with the enclosed booking enquiry form you will find on next page.

## **TERMS OF PAYMENT**

100% of payment required upon reception of the invoice

All payments must be received before the start of the conference.

### Bank details for bank transfer:

Name of account: ESOT Foundation (Steunstichting ESOT)

Bank account: 61.96.45.105

BIC/SWIFT No: ABNANL2A

IBAN No: NL48ABNA0619645105

## **APPLICATION TO PARTICIPATE**

Application to participate will be considered only if submitted on the appropriate forms, duly completed, signed and accompanied by the necessary payment. Registration will be confirmed insofar as space is available. Applicants will be informed in writing of the acceptance or refusal of their application. In case of refusal, all payments shall be fully refunded within 60 days upon notification of refusal.

# Booking Policy

## APPLICATION TERMS

ESOT reserves the right to accept or reject this application (the «Application») at its own discretion.

Upon acceptance, a copy of the countersigned Application (being the sponsorship agreement, hereinafter the «Agreement») and an invoice will be sent to the Sponsor/Exhibitor. The first instalment must be paid within 21 days upon receipt of the invoice by the Sponsor/Exhibitor.

Cancellation of part of the Agreement does not automatically result in the entire Agreement being terminated. ESOT reserves the right to amend the Conference programme with a possible direct or indirect effect on sponsoring activities. If this is the case, ESOT will ensure that any changes cause as little hindrance as possible to the Sponsor/Exhibitor. Such amendments are not causing for cancellation of the present Agreement.

In case of cancellation resulting from a «force majeure» clause, ESOT's responsibility is limited to any unspent and uncommitted portion of the overall sponsorship amount contracted.

## CANCELLATION/REDUCTION

Any cancellation or reduction of services must be made in writing via email.

The organisers shall retain:

50% of the agreed package amount if the cancellation/reduction of items is made after signing of the agreement

100% of the agreed package amount if the cancellation/reduction of items is made until 31 May 2022

# Booking Form

Please complete and send to: Irene Garcia [irene.garcia@esot.org](mailto:irene.garcia@esot.org)

DATE: .....

CONTACT NAME & EMAIL .....

COMPANY NAME: .....COMPANY VAT/ID.....

COMPANY ADDRESS: .....

CITY:.....COUNTRY:.....ZIP CODE:.....

Sponsorship Item	Price	Comments

Please send me a sponsorship contract and an invoice

We have read the Terms & Conditions and agree to observe and be bound by them.

.....  
SIGNATURE

Thank you!

