

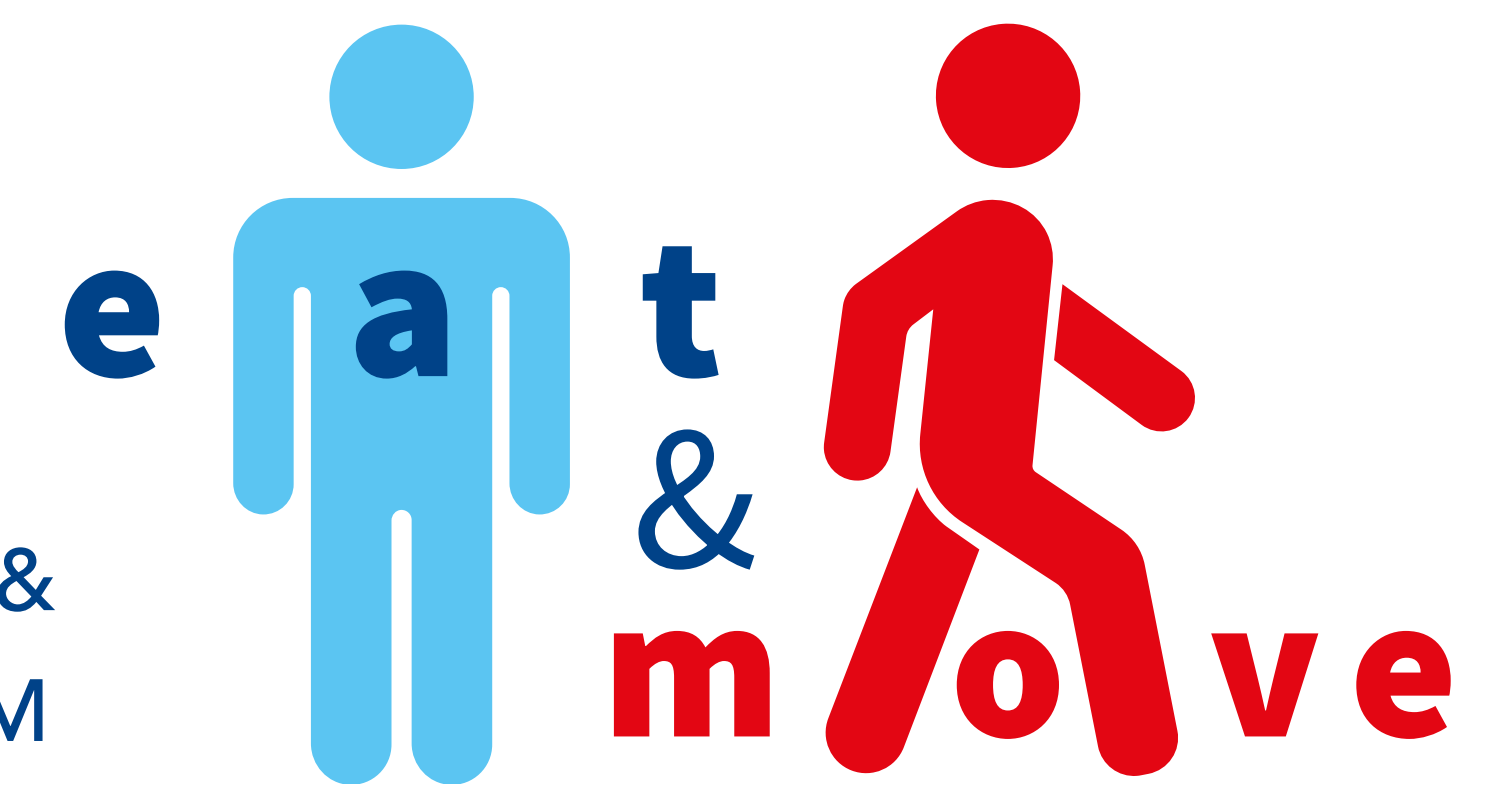
44<sup>th</sup>  
ESPEN  
CONGRESS



3–6 Sept 2022

# VIENNA ESPEN CONGRESS

ON  
CLINICAL  
NUTRITION &  
METABOLISM



Jointly Organised with  Austria  Croatia  Slovenia



## PARTNERSHIP BROCHURE

[www.espen.org](http://www.espen.org)

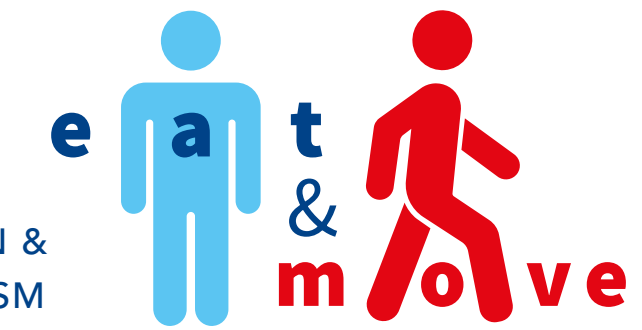
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# Welcome Message

3-6 Sept 2022  
**VIENNA** **ESPEN**  
**CONGRESS**

ON  
CLINICAL  
NUTRITION &  
METABOLISM



## DEAR COLLEAGUES,

On behalf of the European Society of Clinical Nutrition and Metabolism (ESPEN), we would like to welcome you to the ESPEN Congress 2022, which will be held for the 4th time in Vienna. After two years of virtual events, we hopefully have a chance to meet in person again. The global pandemic affected not just our health, but also the way we live, work, and perform education. We live in the times of a "brave new world".

This Congress is the result of the collaboration of three countries: Austria, Croatia and Slovenia.

All three neighbouring countries are small in size, but great in shared history, architecture, art, music, landscape beauty, delicious national specialties, and – most importantly – people.

We believe that this common abundance of history, culture and science is a guarantee that the ESPEN Congress 2022 will be an outstanding congress in an unforgettable setting.



With this international collaboration, we have developed a program that will continue with the past traditions of innovation and improvement of nutritional care and education of all professions involved in the field of nutrition and metabolism.

We encourage all of you to actively participate and exchange your valuable experience – curiosity isn't just a way of understanding the world, it is a way of changing it.

Welcome!

Prof. Željko Krznarić, MD, PhD, FEBGH  
**Congress President**

**We sincerely hope to  
meet you in Vienna  
in 2022!**

**PARTNERSHIP BROCHURE**

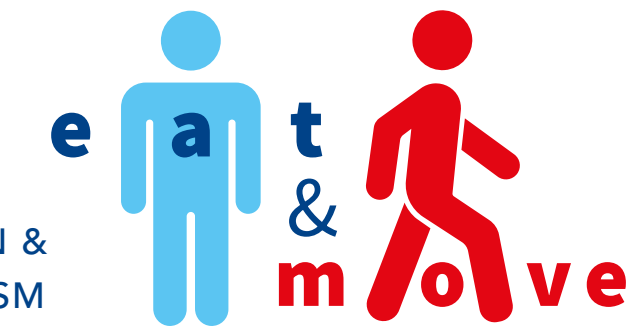
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# Committees

3-6 Sept 2022  
**VIENNA** **ESPEN**  
**CONGRESS** ON CLINICAL  
NUTRITION & METABOLISM



## LOCAL ORGANISING COMMITTEE

### CROATIA

Željko Krznarić, **Congress President**

Ana-Marija Liberati Pršo

Ana Barišić

Irena Karas

Andreja Horvat

### AUSTRIA

Karin Schindler

Peter Fasching

Alexander de Vries

Markus Györgyfalvay

Romana Schlaffer

### SLOVENIA

Tajda Božič

Eva Peklaj

Laura Petrica

Erik Brecelj

## LOCAL EDUCATIONAL COMMITTEE

### SLOVENIA

Nada Rotovnik Kozjek, **Chair**

Milena Blaž Kovač

Taja Jordan

Dušan Baraga

### CROATIA

Iva Hojsak

Dina Ljubas Kelečić

Tajana Pavić

Ivana Mikolašević

### AUSTRIA

Patrick Clemens

Elisabeth Hütterer

Arabella Fischer

## LOCAL SCIENTIFIC COMMITTEE

### AUSTRIA

Michael Hiesmayr, **Chair**

Wilfred Druml

Christian Madl

Michael Joannidis

### CROATIA

Sanja Kolaček

Darija Vranešić Bender

Davor Štimac

Donatella Verbanac

### SLOVENIA

Tomaž Marš

Mojca Gabrijelčič

Denis Mlakar Mastnak

Rok Orel

## CENTRAL EXECUTIVE COMMITTEE

Rocco Barazzoni, **Chair**

Cristina Cuerda, **General Secretary**

Stéphane Schneider, **Treasurer**

Zeljko Krznaric, **President 2022**

## CENTRAL ESPEN SCIENTIFIC COMMITTEE

Stephanie Delzenne, **Chairperson**

Stéphan Walrand, **Permanent Member**

Mattias Soop, **Permanent Member**

Mireille J.M. Serlie, **Permanent Member**

Michael Hiesmayr, **Rotating Member**

Nicolaas E.P. Deutz, **Editor Clinical Nutrition**

## CENTRAL EDUCATIONAL AND CLINICAL PRACTICE COMMITTEE (EC/PC)

Laurence Genton, **Chairperson**

Rosa Burgos Pelaez, **Physician**

Johann Ockenga, **Physician**

Burcu Kelleci, **Pharmacist**

Judith Beurkens Meijer, **Nurse**

Alison Culkin, **Dietitian**

Nada Rotovnik Kozjek, **Rotating Member**

## ASSOCIATED MEMBERS

Maria Ballesteros-Pomar & Mihailo

Bezmarevic, **IT Communication Officers**

Alessandro Laviano, **LLL Course Director**

Alessandro Laviano & Stanislaw Klek,

**LLL Co-Directors**

Stephan C. Bischoff, Arved Weimann

& Michael Chourdakis,

**ESPEN Guidelines Officers**



## PARTNERSHIP BROCHURE

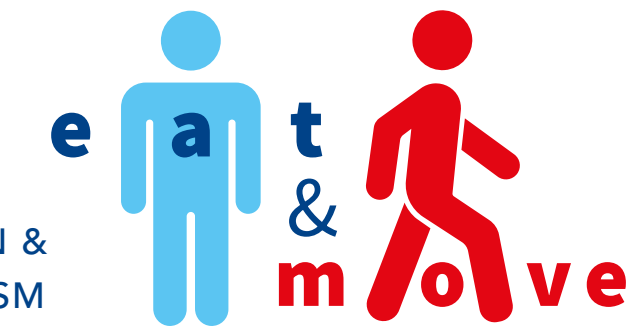
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# Essential Information

3-6 Sept 2022  
**VIENNA** **ESPEN**  
**CONGRESS** ON CLINICAL  
NUTRITION & METABOLISM



## IMPORTANT DATES & DEADLINES

Opening of Abstract Submission .....	<b>12 January 2022</b>
Registration Opens .....	<b>28 January 2022</b>
Closing of Abstract Submission .....	<b>11 April 2022</b>
Opening of Late Breaking Abstract Submission .....	<b>11 May 2022</b>
Early Bird Deadline .....	<b>25 May 2022</b>
Deadline for Late Breaking Abstract (Posters only) ...	<b>15 June 2022</b>

## VENUE

Messe Wien Exhibition &  
Congress Center  
Messepl. 1  
1021 Wien  
Austria

[www.messecongress.at/?lang=en](http://www.messecongress.at/?lang=en)

## ORGANISING SECRETARIAT

MCI has been selected by Central ESPEN as the official Congress Organiser to process registrations, abstract submissions and hotel reservations.

Information on the commercial exhibition as well as organisation and sponsorship of special events may also be obtained from the Organising Secretariat.

## FEES AND HOTELS

The registration fees and full list of hotels will be available on the ESPEN website.

[www.espencongress.com](http://www.espencongress.com)  
[www.espen.org](http://www.espen.org)

## CORRESPONDENCE SHOULD BE SENT TO

ESPEN 2022 c/o MCI Suisse  
9, Rue du Pré-Bouvier,  
1242 Satigny,  
Switzerland  
Tel. +41 22 33 99 580  
[ESPEN@mci-group.com](mailto:ESPEN@mci-group.com)

## PARTNERSHIP BROCHURE

Vienna, Austria | 3-6 September 2022

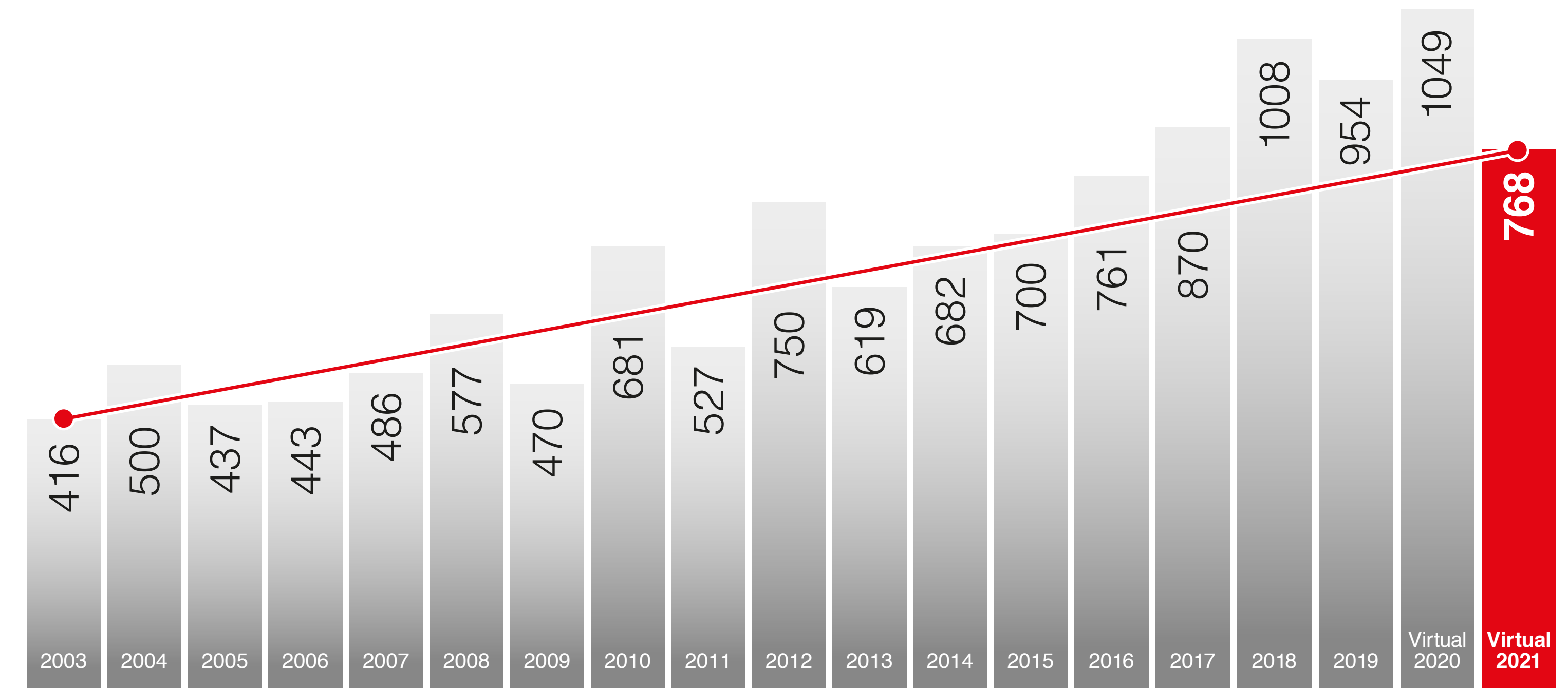
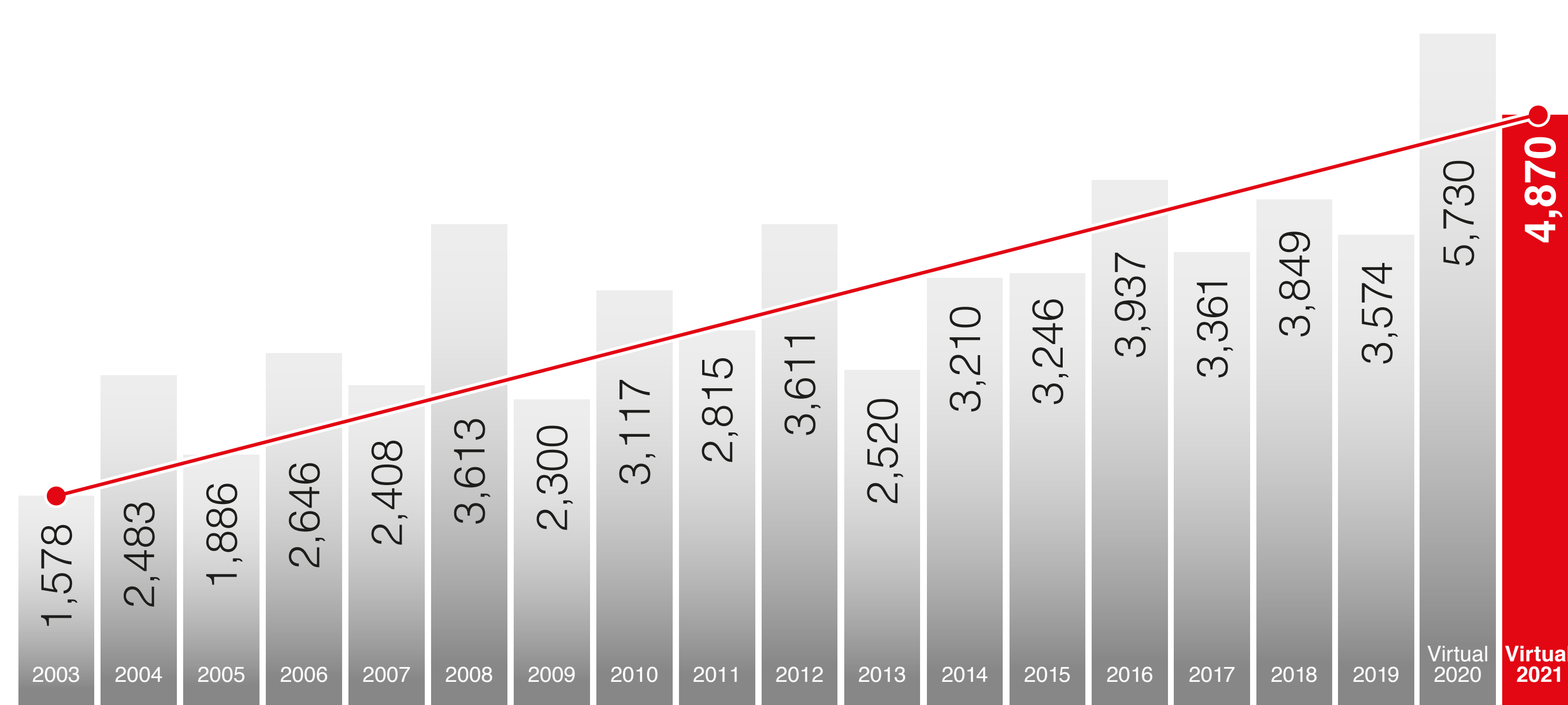
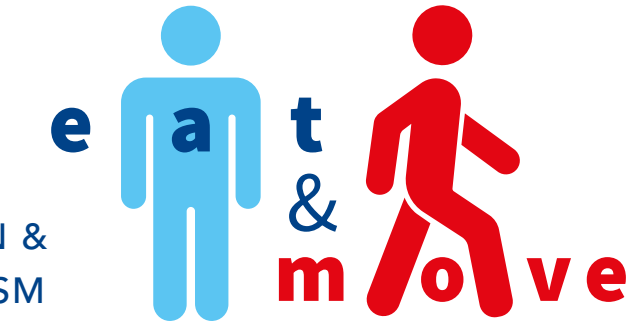


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# What Makes ESPEN Unique

3-6 Sept 2022  
**VIENNA** **ESPEN**  
**CONGRESS** ON  
CLINICAL  
NUTRITION &  
METABOLISM



## Our Audience ESPEN Attendance History 2003-2021

## Our Scientific Programme ESPEN Abstracts History 2003-2021

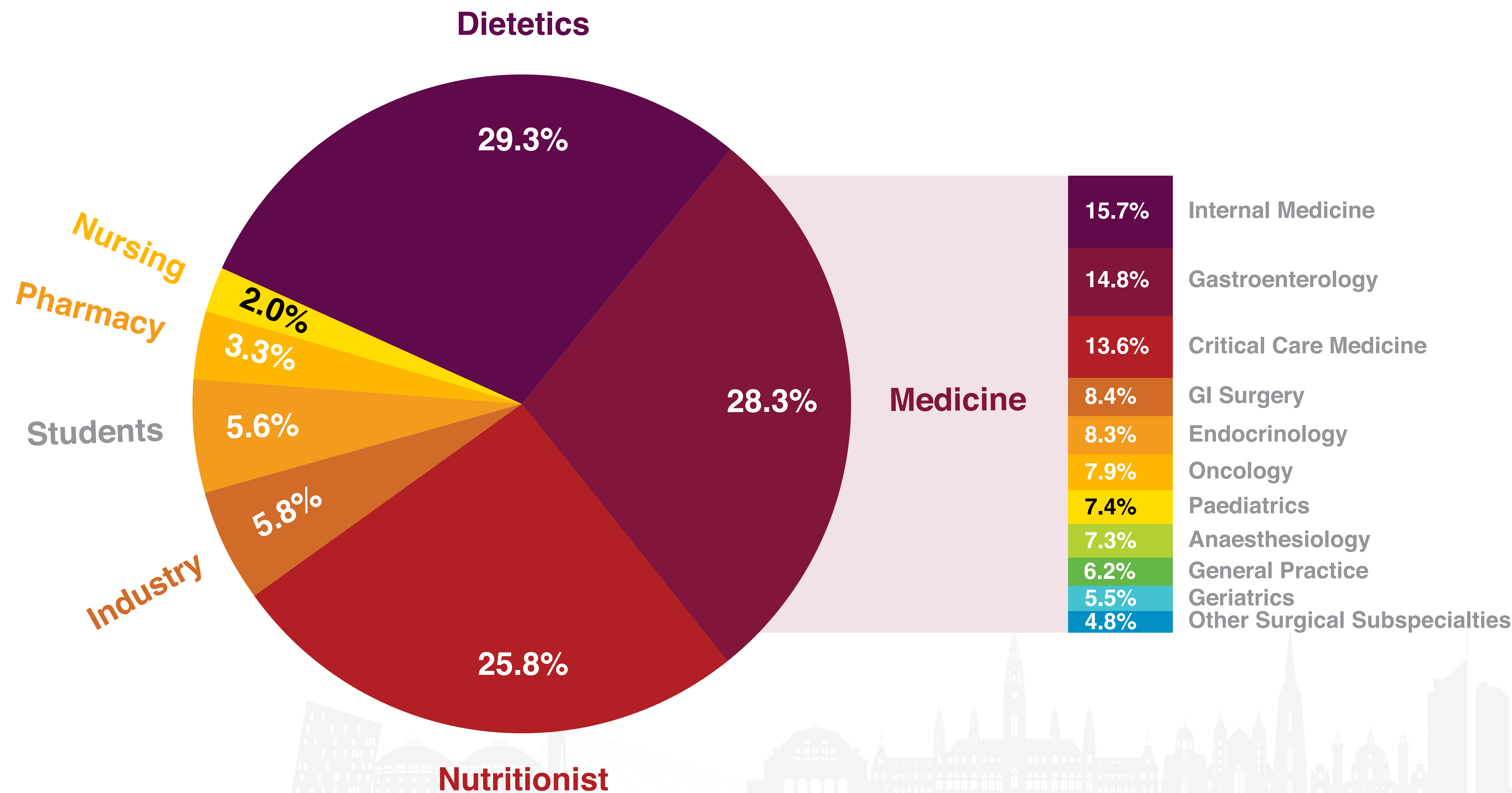
**PARTNERSHIP BROCHURE**

Vienna, Austria | 3-6 September 2022

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# What Makes **ESPEN** Unique

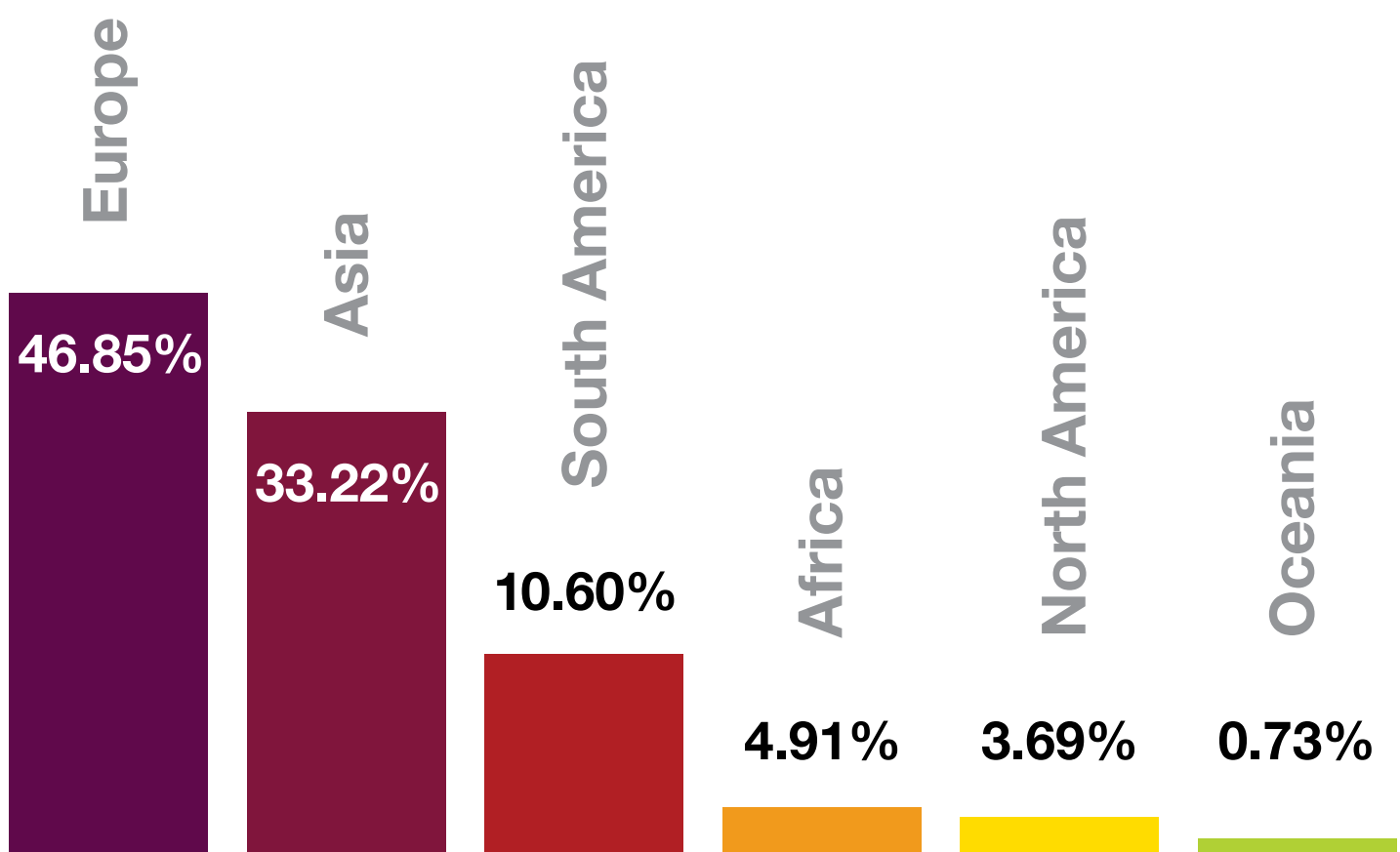
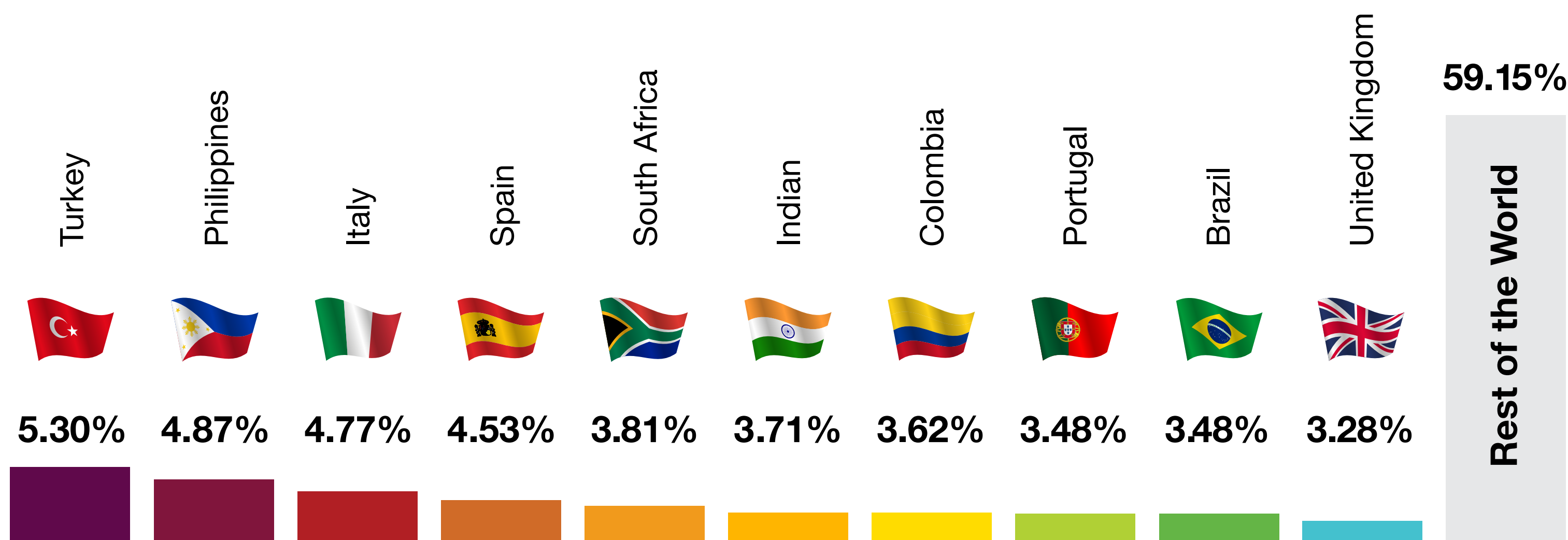
## Delegates Fields of Interest



**PARTNERSHIP BROCHURE**

# What Makes **ESPEN** Unique

## Geographical Breakdown



## Top Attending Countries at the 2021 Virtual Congress

## Top Continent Overview at the 2021 Virtual Congress

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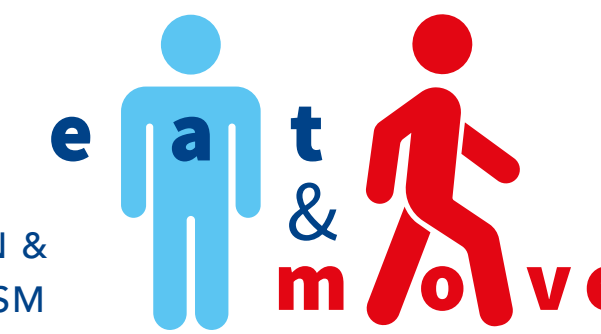
[www.espen.org](http://www.espen.org) [www.espencongress.com](http://www.espencongress.com)



# ESPEN Industry Partners

3-6 Sept 2022  
**VIENNA** **ESPEN**  
**CONGRESS**

ON  
CLINICAL  
NUTRITION &  
METABOLISM



## A

Abbott  
Aguettant  
AKERN SRL  
Alveolus  
Applied Medical Technology  
Art Medical

## B

B.BRAUN MELSUNGEN  
BASF  
Baxter  
BD  
BIOPARHOM  
Biopharm  
Bodystat Ltd  
BRAVOLINKS INTEGRATED  
MARKETING CO., LTD.

## C

Cair LGL  
Carbery  
Cardinal Health  
Carefusion  
Carezzo  
Cedic srl  
COSMED

## E

Encleantube  
Er-Med Medical Equipment  
European Milk Forum

## F

Fonterra  
Fresenius Kabi  
FrieslandCampina Domo  
Frontiers

## G

Gaba Schweiz AG  
GEDSA  
Geistlich Pharma AG

## H

HALYARD  
Hospira

## I

ILSI Europe  
IMMUNDIAGNOSTIK AG  
InBody Co, Ltd

## K

Karger AG

## L

Laboratoires Aguettant  
Laboratoires Grand Fontaine

## M

Maltron International Ltd  
Medtronic  
Mercodia AB  
Micrel Medical Devices SA  
MNI

## N

Nestlé Health Science  
NPS Pharma  
Nutricia Advanced Medical  
Nutrition

## O

Orkla Care Denmark

## P

PACIFHAN  
PaKuMed medical products  
GmbH  
PALL MEDICAL  
PreKUlab Ltd.  
prodiet

## S

Seca  
Smartfish AS

## T

Takeda  
TauroPharm GmbH  
TCB - Technology Consult  
Berlin GmbH  
Techno Medica AB  
TransCutan AB

## V

VectivBio AG  
Vygon

## W

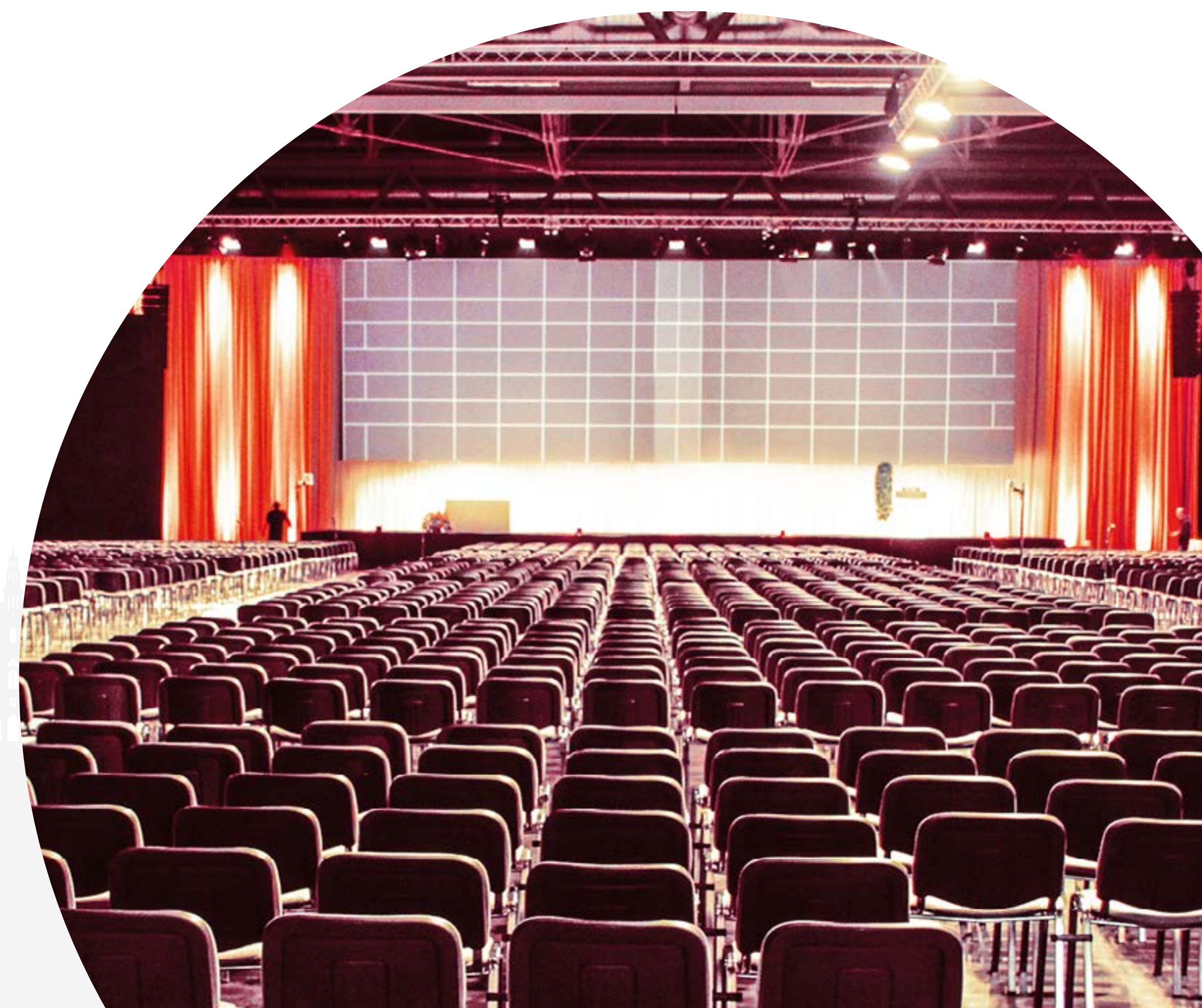
Wisepress LTD W

## Z

Zealand Pharma A/S

**PARTNERSHIP BROCHURE**

Vienna, Austria | 3-6 September 2022





# Programme Topics

## TOPICS OF THE PROGRAMME

### Scientific

- Plenary: Cuthbertson lecture and Wretling Lecture
- 2 ESPEN Fellowships symposia, 1 Clinical Nutrition symposium
- Best abstracts session
- 8 Oral Communications sessions
- Nutrition Day: Current challenge in clinical practice?

### 17 Scientific Symposia

- Intestinal barrier and failure
- Revisiting the gastro-intestinal tract
- Nutrition and microbiome
- Nutrition to slow progression of kidney disease
- How to fill in the dietary fiber gap?
- Inflammation and nutrition (acute and chronic illness)
- Compromised gut in acute illness
- Nutrition and infectious diseases
- (Epi)genetics, nutrition, and health
- Autophagy and Nutrition
- Oral Health, nutrition, and systemic diseases
- Food systems, eating habits and health
- New targets for obesity therapy
- Obesity, psychology, and brain function
- Malnutrition in children
- Vegetables and animal sources of nutrients
- Interventions to support cancer care

### Educational

#### • **LLL Courses:**

Friday 2 & Saturday 3 September:  
15 LLL courses

During the congress: Two LLL Live courses and a T-LLL course

#### • **2 Case Presentations:**

Management of a High Output Stoma  
Management of Gastric Cancer

#### • **ESPEN Guidelines**

#### • **GLIM Session**

### Educational Symposia

- GLIM criteria, obesity & treating sarcopenic obesity
- Eating disorders & food additions
- Home artificial nutrition
- Chronic disease, physical activity & sports nutrition
- Assessing the gut
- Parenteral nutrition
- Clinical nutrition in primary healthcare
- Nutrition and the immune system, COVID & Tuberculosis
- Gastric bypass
- Nutrition and cancer

## PARTNERSHIP BROCHURE

Vienna, Austria | 3-6 September 2022





# Programme Overview

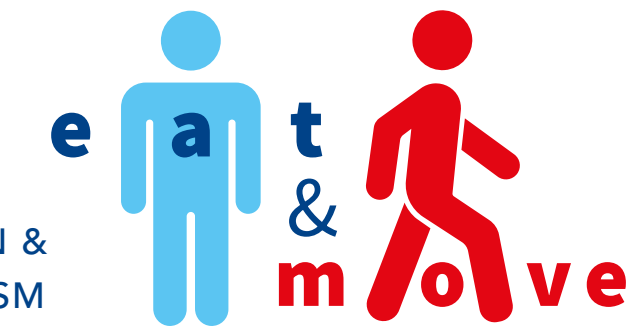
	Saturday 3 September	Sunday 4 September	Monday 5 September	Tuesday 6 September	
8:00					8:00
9:00		Scientific Sessions Educational Sessions Oral Comms	Scientific Sessions Educational Sessions Oral Comms	Scientific Sessions Educational Sessions Oral Comms	9:00
10:00		Coffee Break	Coffee Break	Coffee Break	10:00
11:00		Sir Davidson Cuthbertson Lecture	A. Wretlind Lecture	Scientific Sessions Educational Sessions Oral Comms	11:00
12:00	Satellite Symposia	Lunch & Poster Viewing Mini Satellite Symposia Lunch & Poster Viewing	Lunch & Poster Viewing Mini Satellite Symposia Lunch & Poster Viewing		12:00
13:00	Break				13:00
14:00	Scientific Sessions Educational Sessions Oral Comms	Scientific Sessions Educational Sessions Oral Comms	Scientific Sessions Educational Sessions Oral Comms		14:00
15:00	Coffee Break	Coffee Break	Coffee Break		15:00
16:00	Scientific Sessions Educational Sessions Oral Comms	Scientific Sessions Educational Sessions Oral Comms	Satellite Symposia		16:00
17:00	Opening Session	Industry Symposia Sponsored Break	ESPEN General Assembly		17:00
18:00	Welcome Reception	Satellite Symposia			18:00
19:00					19:00
20:00					20:00





# Why Partner **with ESPEN**

3-6 Sept 2022  
**VIENNA** **ESPEN**  
**CONGRESS** ON CLINICAL  
NUTRITION & METABOLISM



## WORLDWIDE EXPOSURE

**ESPEN allows you to connect with a global audience and offers you the chance to be part of a dynamic 4-day business focused exhibition which is part of the association's annual Congress.**

ESPEN provides you with a unique opportunity to carry out business face-to-face with professionals from the clinical nutrition and metabolism industry. While the heartland of ESPEN's activities remains in Europe, ESPEN extends its interests, collaboration and programmes far beyond.

We would like to welcome all ESPEN delegates to the magnificent city of Vienna demonstrates its strengths as a major, high-profile international city in many different ways: its magnetic attraction as a cultural hub and center of expertise, its globally integrated economy, its role in the heart of Europe and as a city of international dialog, and the sheer diversity of its population.

Vienna is the world capital of music: every night, music lovers are treated to live classical music – something no other city in the world can rival.

With 20 universities, Vienna is home to around 195,000 students – the largest number of any university town in the German-speaking world.

## CONNECTING YOU

**ESPEN offers unrivalled access to network and connect with leading thinkers and expert decision makers in the clinical nutrition and metabolism field.**

With an ever-increasing interest in this area there are indeed a lot of questions related to this field. ESPEN will of course focus on addressing as many of these as possible.

## DIFFERENT POSITIONING

**The ESPEN congress will continue to help bridge the gap between professions, to provide a 360° approach and understanding of the current challenges and proposed measures.**

It is a chance to take a helicopter view to observe and learn from the world of clinical nutrition and metabolism surrounding us.

## AN ORGANISATION AT THE FOREFRONT OF THE CLINICAL NUTRITION AND METABOLISM INDUSTRY

**ESPEN remains the leading force in channeling the knowledge and foresights of professionals to help determine the top priorities and actions to enhance the effectiveness of prevention and treatment of metabolic problems associated with acute diseases.**

**PARTNERSHIP BROCHURE**

Vienna, Austria | 3-6 September 2022

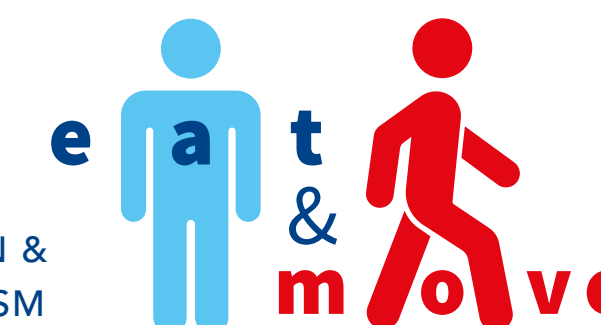




# Exhibit at ESPEN

3-6 Sept 2022  
**VIENNA CONGRESS**

ESPEN  
ON CLINICAL  
NUTRITION &  
METABOLISM



## SHELL SCHEME €780

**PER SQ. METRE**

(VAT Not Included)

- ✓ Exhibition floor space
- ✓ Shell scheme frame
- ✓ Fascia board for company name
- ✓ Lighting
- ✓ Electrical supply
- ✓ Carpeting
- ✓ 1 Table and 3 chairs for 9sq metres
- ✓ Stand cleaning

- ✓ Company listing and Full company profile in Congress Final Programme  
(distributed to all delegates in their congress bag)
- ✓ Company listing on the ESPEN congress website
- ✓ 2 Complimentary exhibitor badges per 9sqm
- ✓ 1 Additional badge for each additional 9sqm booked
- ✓ Welcome reception
- ✓ Coffee breaks
- ✓ Lunches

## SPACE ONLY €650

**PER SQ. METRE**

(VAT Not Included)

- ✓ Exhibition Floor Space Only
- ✓ Company listing and Full company profile in Congress Final Programme  
(distributed to all delegates in their congress bag)
- ✓ Company listing on the ESPEN Congress Website

- ✓ 2 Complimentary Exhibitor Badges per 9sqm
- ✓ 1 Additional Badge for each additional 9sqm booked
- ✓ Welcome Reception
- ✓ Coffee Breaks
- ✓ Lunches

Non-contractual image



**Exhibiting  
provides unlimited  
opportunities to:**

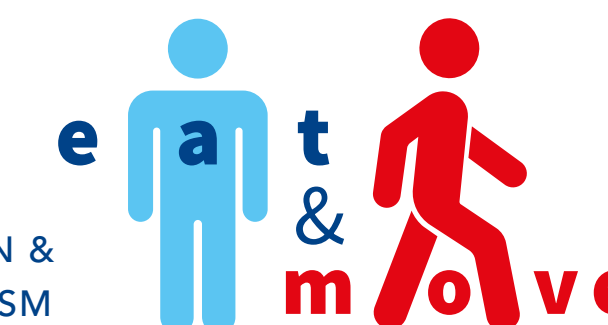
Drive Sales, Heighten Visibility,  
Create Positive Publicity, Differentiate  
from the competition and broaden  
competitive advantage by increasing  
credibility, Image and Prestige to  
a highly targeted audience.



# Exhibition

## General Information

3-6 Sept 2022  
**VIENNA ESPEN**  
**CONGRESS** ON  
CLINICAL  
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METABOLISM



### Exhibition Layout

Exhibitors occupying space-only will be required to submit a detailed plan of their stand as well as a 3D plan to MCI for approval. For island stands, widely open and accessible stands on four sides are mandatory, unless specifically authorized by the organisers (MCI). Maximum constructible height for space only stands: 3m. All booths that do not comply with the rules can and will be required to adapt/dismantle their construction prior to the official opening of the exhibition.

### Exhibitor Registration

All exhibitors must be registered and will receive a badge displaying the exhibiting company name. Two exhibitor badges are given for the first 9 square meters booked and one additional badge for each additional 9 square meters booked. Any additional exhibitor(s) will be charged an exhibitor registration fee of €120. An exhibitor registration form will be included in the exhibitors' technical manual. All exhibitors need to wear their badge of the Congress.

### Company Profile

A complete listing of all exhibitors, including a 100-word entry profile will be featured in the final programme handed out onsite to all registered participants. Companies will have to send their company profiles by email to: [coralie.deleage@wearemci.com](mailto:coralie.deleage@wearemci.com). Should the profile not have been received and confirmed by MCI, it will not be printed in the final programme.

### Amendments to Exhibition Layout

While every effort is made to preserve the published layout of the exhibition, the Organizers shall be entitled to vary the layout if this is in the general interest of the exhibition.

### Manning of Stands

Exhibitors will be required to ensure that their stands are manned during the opening hours of the exhibition and must not dismantle their stands before the published closing time.

### Noise

Exhibitors may not use audible electronic, mechanical apparatus, or open audio systems which may be heard outside the exhibitor's assigned space. The Organizers reserve the right to require any exhibitor to discontinue any activity that may cause annoyance or interference with others.

### Give-Aways and Distribution of Printed Materials

Give-aways and printed material may only be distributed in the space rented by the exhibitor in the exhibition hall, in hospitality suites, or at satellite symposia. No such material may be distributed in any hotel used by the meeting. Product identification is permitted on give-aways. Contests, lotteries, raffles and any other incentives are subject to approval by the Organisers.

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# Exhibition General Information Cont.

## Product Disclaimer & Compliance

The acceptance of a product or service for exhibition does not in any manner constitute an endorsement by the Organisers. Each exhibitor and/or sponsor is responsible for the material and information they make available at the Congress. Exhibitors and sponsors should only present material and information which has been approved by their legal departments and which is in compliance with the legislation of the host country of the Meeting.

It is the responsibility of the exhibitors and sponsors to address these issues and any conflicts arising from such matters

directly among themselves as the Organizers will not arbitrate in any way in legal issues of this nature. The International Pharmaceutical Congress Advisory Association's (IPCAA) Code of Conduct, Medical Congress Guidelines and Housing Guidelines, and the Code of Practice of the European Federation of Pharmaceutical Industries and Associations (EFPIA) should also be adopted.

Please make sure that you consult the Code of Conduct in application which may be found here:

<https://www.efpia.eu/relationships-code/the-efpia-code/>

## Security and Insurance

The Organizers will not be held responsible for any loss or damage to exhibitors' goods and exhibitors are reminded that they should take out their own insurance to cover for their belongings.

## Health and Safety at Work Regulations

It is the responsibility of the exhibitor/sponsor to ensure that his contractor, employees, displays and exhibits comply with the latest legislation regarding Health and Safety at Work regulations.

## Cancellation of Exhibition and Congress

It is mutually agreed that in the event of total or partial cancellation of the Congress due to fire, strike, natural disaster (either threatened or actual), government regulations or causes which would prevent its scheduled opening or continuance, the agreement between the exhibitors and ESPEN will be terminated immediately, and ESPEN shall determine an equitable basis for the refund of a portion of the exhibit or other fees, after due consideration of expenditures and commitments already made.

Under no circumstances is ESPEN responsible for any exhibitor's expenses (such as travel, lodging, or exhibit shipping), or any other incidental or consequential damages.



**PARTNERSHIP BROCHURE**

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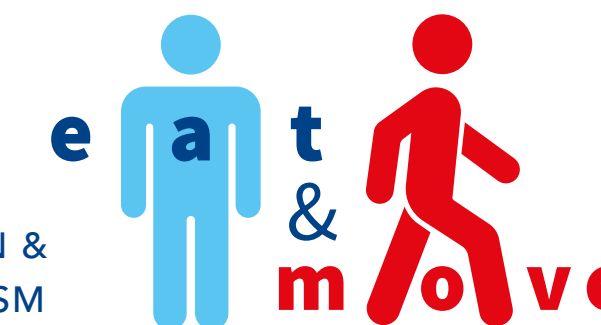
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# Satellite & Mini-Satellite Symposia

3-6 Sept 2022  
**VIENNA CONGRESS**

ON  
CLINICAL  
NUTRITION &  
METABOLISM



SATURDAY 03 SEPTEMBER 2022				
ROOM	CAPACITY	TIME	TYPE	EURO
Plenary Halls A1/A2	2500 pax	12:00-13:30	Symposium	€ 55,000
STRAUSS 2&3	985 pax	12:00-13:30	Symposium	€ 49,500
STRAUSS 1	440 pax	12:00-13:30	Symposium	€ 47,500
LEHAR 3&4	417 pax	12:00-13:30	Symposium	€ 47,000
LEHAR 2	208 pax	NO LONGER AVAILABLE	Symposium	€ 46,500

SUNDAY 04 SEPTEMBER 2022				
LEHAR 2	208 pax	NO LONGER AVAILABLE	Mini-Symposium	€ 15,000
Plenary Halls A1/A2	2500 pax	NO LONGER AVAILABLE	Symposium	€ 55,000
STRAUSS 2&3	985 pax	NO LONGER AVAILABLE	Symposium	€ 49,500
STRAUSS 1	440 pax	18:00-19:30	Symposium	€ 47,500
LEHAR 3&4	417 pax	18:00-19:30	Symposium	€ 47,000

MONDAY 05 SEPTEMBER 2022				
LEHAR 2	208 pax	NO LONGER AVAILABLE	Mini-Symposium	€ 15,000
Plenary Halls A1/A2	2500 pax	NO LONGER AVAILABLE	Symposium	€ 55,000
STRAUSS 2&3	985 pax	NO LONGER AVAILABLE	Symposium	€ 49,500
STRAUSS 1	440 pax	NO LONGER AVAILABLE	Symposium	€ 47,500
LEHAR 3&4	417 pax	16:00-17:30	Symposium	€ 47,000

## WHAT'S INCLUDED?

### ROOMS

- ✓ Room Rental
- ✓ Congress Audio-visual equipment and on-site management
- ✓ Your Roll-up to advertise for the symposium at the Congress Center
- ✓ Opportunity to brand the speaker lectern and the presidential table
- ✓ Insert in congress bag
- ✓ Display table at the entrance of the meeting room
- ✓ Recording of your symposium as a downloadable file for your own company use
- ✓ Live streaming on the Congress virtual platform

### REGISTRATION

- ✓ Complimentary full registration (number depends on the size of the room)
- ✓ Complimentary symposium access cards (number depends on the size of the room)

### ACKNOWLEDGEMENT

- ✓ Acknowledgement in the Final Programme
- ✓ Acknowledgement on the ESPEN website
- ✓ Use of the ESPEN congress logo on your satellite symposium invitation
- ✓ Symposium programme in the Final Programme and the ESPEN website

## TIME SLOTS

The time slots are outside of the main congress sessions which maximises the number of people that can attend your symposium session.

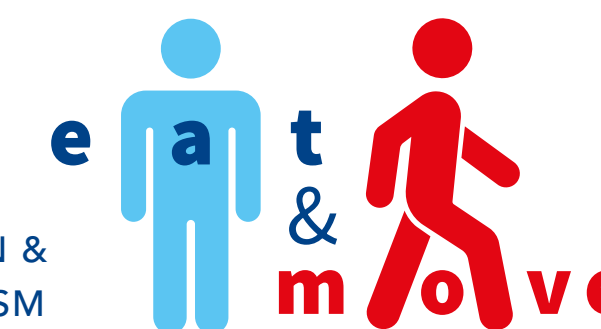


# Satellite Symposia

## General Information

3-6 Sept 2022  
**VIENNA** **ESPE**  
**CONGRESS**

ON  
CLINICAL  
NUTRITION &  
METABOLISM



### Satellite Symposia Sessions, the benefits to you

- ✓ Captive audience of decision makers
- ✓ High visibility
- ✓ Respected congress for presenting innovations and cutting-edge research
- ✓ Increased recognition among thought leaders in the clinical nutrition field

### Important Satellite Symposium Information

- ✓ All the speakers of the Satellite Symposium must be registered prior to the Congress by the Company/Sponsor taking a Symposium slot, and their hotel and trip paid accordingly.

- ✓ All satellite symposia must be held at the Congress Centre during the official time slots offered by the ESPEN. Companies holding a Satellite Symposium outside the Congress Centre and/or outside the official Satellite Symposia slots will be fined with EUR 50,000, and they will not be invited to participate at the following Congress.
- ✓ All programmes must be submitted to the Scientific Committee for approval not later than June 2022.
- ✓ All Satellite Symposia Programmes will be published in the Final Programme as submitted by the company/ sponsor.
- ✓ Bar code readers will be available at ESPEN for an additional charge and will entitle companies to track their potential visitors.
- ✓ The organisers (ESPEN / MCI) are not responsible if the room is full and cannot guarantee that all interested delegates can attend.

### Satellite Symposium General Guidelines

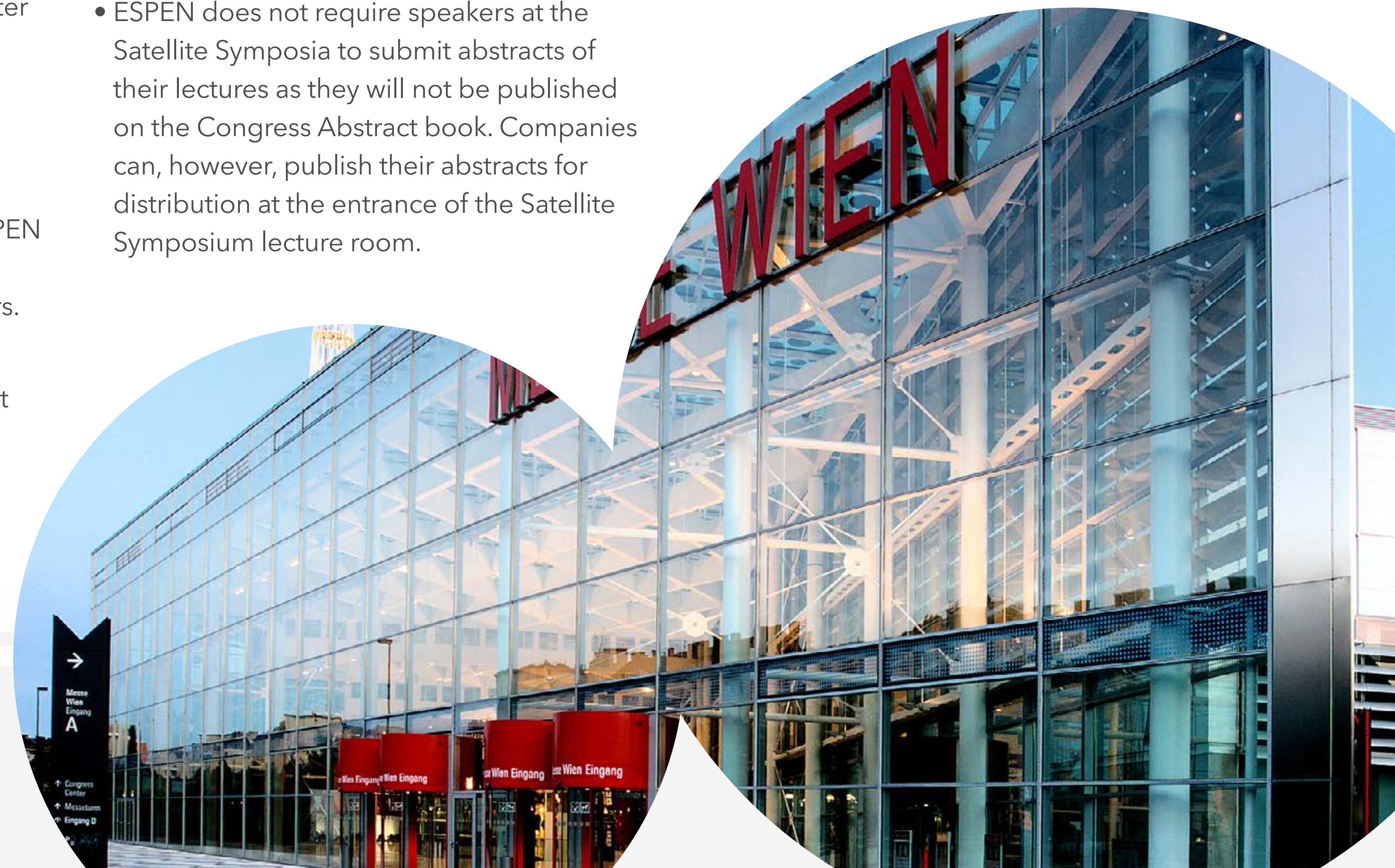
- Sponsors of Satellite Symposia may select topics and speakers.
- ESPEN assumes that speakers and chairpersons of the Satellite Symposia will be contacted by the companies themselves to notify them of the time and place of sessions, to arrange for their registration, travel and accommodation.
- ESPEN does not require speakers at the Satellite Symposia to submit abstracts of their lectures as they will not be published on the Congress Abstract book. Companies can, however, publish their abstracts for distribution at the entrance of the Satellite Symposium lecture room.

### Times and Dates of the Satellite Symposia

- Sessions will be announced on the congress website.
- The full session programme will be published in the final programme distributed onsite. Any promotional material to be placed in the Congress Centre will require approval from ESPEN.

**PARTNERSHIP BROCHURE**

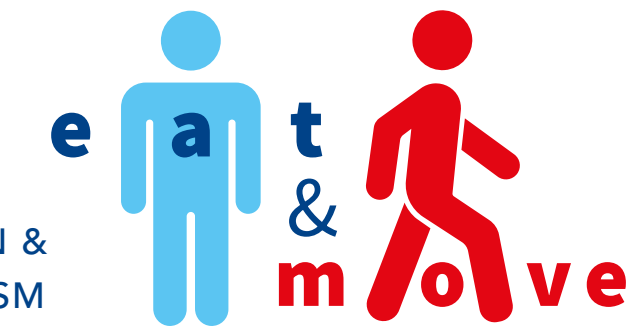
Vienna, Austria | 3-6 September 2022





# Lead Retrieval

3-6 Sept 2022  
**VIENNA** **ESPEN**  
**CONGRESS** ON  
CLINICAL  
NUTRITION &  
METABOLISM



**Make sure to get the most out of your participation at ESPEN with the lead retrieval solutions.**

With various packages adapted to your needs for your booth, your hospitality suite or your symposium room, the scanning devices will allow you to collect the key information from all the leads you engage with during the Congress, in a secure, easy and compliant way.

**Contact:** [badgereader@mci-group.com](mailto:badgereader@mci-group.com)  
with your needs & questions to obtain your quote



**Order early** to benefit from the best available rates!

**PARTNERSHIP BROCHURE**

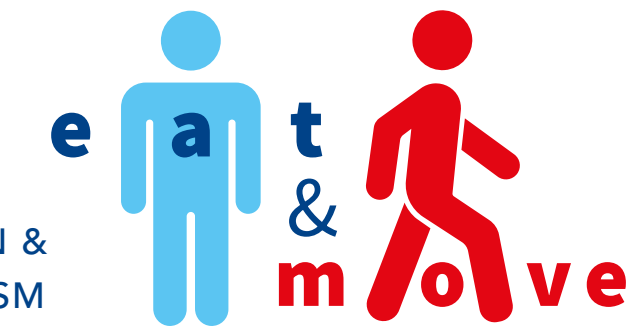
Vienna, Austria | 3-6 September 2022

[www.espen.org](http://www.espen.org) [www.espencongress.com](http://www.espencongress.com)



# Hospitality Suites

3-6 Sept 2022  
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METABOLISM



**TO BE  
ANNOUNCED**

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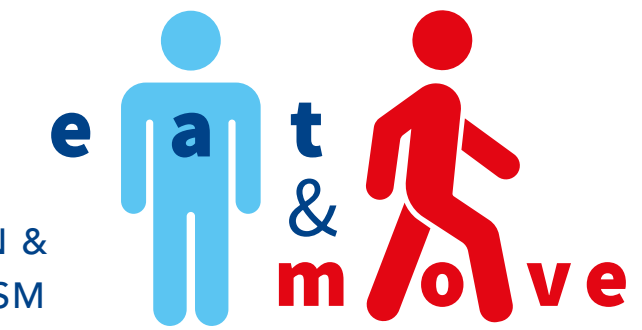
# Think Outside The Box

If there is one thing we like, it is new challenges and fresh ideas! Surprise us with a new proposal or something you have seen before and we can look at implementing it for the next ESPEN congress.

We are always more than happy to discuss your concept with you, find the right price for the right exposure, and make your participation at the congress a truly special one!

3-6 Sept 2022  
**VIENNA** ESPEN  
**CONGRESS**

ON  
CLINICAL  
NUTRITION &  
METABOLISM



44<sup>th</sup>  
ESPEN  
CONGRESS



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# Sponsorship Opportunities

## PRE-EVENT EXPOSURE

Target the delegates in advance of the event with this unique opportunity and provide them with the tools to make the most out of the scientific content before and during the congress.

Opportunity	Benefits	EUR
Online Programme	<div><div></div><div></div><div></div><div></div></div>	€10'000

## SHARE SCIENCE

Promote the scientific content of the congress while increasing your brand's visibility with these opportunities.

Opportunity	Benefits	EUR
Scientific Sessions Content Capture	<div><div></div><div></div><div></div><div></div></div>	€13'500
E-Poster Zone	<div><div></div><div></div><div></div><div></div><div></div></div>	€10'000

## CREATE THE PERFECT 1<sup>ST</sup> IMPRESSION

These opportunities will allow you to catch the delegate's attention upon arrival at the event.

Opportunity	Benefits	EUR
Congress Bags Provided by Congress	<div><div></div><div></div><div></div></div>	€30'000
Congress Bags Provided by Sponsor	<div><div></div><div></div><div></div></div>	€15'000
Final Programme	<div><div></div><div></div><div></div><div></div></div>	From €2'000
Mini Programme	<div><div></div><div></div></div>	€15'000
Lanyards	<div><div></div><div></div><div></div></div>	€13'500
Notepads & Pens	<div><div></div><div></div><div></div></div>	€12'500
Notepads & Pens for LLL Courses	<div><div></div><div></div><div></div></div>	€4'500
Congress Transportation Pass	<div><div></div><div></div><div></div><div></div></div>	Upon request

## MAXIMUM BRAND IMPACT

These opportunities will allow you to really make your brand/product stand out on the exhibition/congress floor.

Opportunity	Benefits	EUR
Mobile Device Support Centre	<div><div></div><div></div><div></div></div>	Upon request
Cyber Café	<div><div></div><div></div><div></div><div></div></div>	Upon request
Hand Sanitising Stations	<div><div></div><div></div><div></div></div>	€15'000
Meeting Stools	<div><div></div><div></div><div></div><div></div><div></div></div>	€20'000
Healthy Networking Breaks	<div><div></div><div></div><div></div><div></div></div>	€6'000 per coffee break
Fruit Stations	<div><div></div><div></div><div></div></div>	Upon request
Water Stations	<div><div></div><div></div><div></div></div>	Upon request

All prices are shown VAT excluded



# Sponsorship Opportunities Cont.

## DRIVE STAND TRAFFIC

These opportunities will allow you to drive additional traffic to your stand by reaching out to a high volume of delegates.

Opportunity	Benefits	EUR
Bag Inserts		€3'500

## BRANDING & MARKETING

Maximise your brand's visibility with these highly impacting opportunities.

Opportunity	Benefits	EUR
Branded Ropes and Poles		Upon request
Sponsors e-Drivers to Registered Delegates		€5'000
Sponsors e-Drivers to Full Database		€10'000

## VIRTUAL SPONSORSHIP ITEMS

Extend your reach to delegates who cannot travel to Vienna and will join the Congress remotely. These opportunities also ensure longevity as the content will be available online for a longer duration.

Opportunity	Benefits	EUR
Pre-session Adverts		from €5'000 per session
E-poster Sponsorship		€10'000
Virtual Outdoor Landing Page Branding		€4'000 per opportunity
Virtual Device Collection Foyer Branding Exclusive		€7'000
Virtual Lobby Branding		€6'000 per opportunity
Congress Platform Push Notifications		from €1'000
ESPEN Congress Website Push Notifications		from €2'000
Public Streaming Link		€7'500

All prices are shown VAT excluded



PRE EVENT EXPOSURE

Online Programme

Eur 10'000 + VAT

EXCLUSIVE

Put your name right in front of the largest European gathering of clinical nutrition specialists.

High Volume Contact

Scientific

Drive Brand

Longevity

This Opportunity Includes :

- The online programme contains the final definitive scientific programme and abstracts along with the satellite symposia.
- It is used daily by delegates to help plan their sessions and makes the perfect reference tool before and after the meeting.

E-Poster Zone

EUR 10'000 + VAT

Starting this year, ESPEN's posters will all be presented digitally.

Several e-Poster viewing stations will be installed in the exhibition area with your logo.

High Volume Contact

Be Different

Scientific

Drive Brand

Network Opportunities

This Opportunity Includes :

- Sponsor's logo on the poster viewing stations throughout the exhibition hall
- Acknowledgement in the Congress Final Programme and on the website

SHARE SCIENCE

Scientific Sessions Conference Capture

Eur 13'500 + VAT

With the aim to give the educational content of the ESPEN Congress a wider reach and impact, ESPEN is planning the slide and audio recording of the scientific session of the whole Congress.

Recordings will be made available immediately after the meeting for the ESPEN participants for a period of 6 months and then be made available to the worldwide professional community.

High Volume Contact

Be Different

Scientific

Longevity

This Opportunity Includes :

- Web banner on landing page of the meeting portal webcast
- Acknowledgement in the Congress final programme and on the website



CREATE THE PERFECT 1ST IMPRESSION

ESPEN Congress Bags

(Supplied by Congress) **Eur 30'000 + VAT**  
(Supplied by Sponsor) **Eur 15'000 + VAT**

EXCLUSIVE

Attach you brand to every ESPEN Congress Bag

Put your name in the hands of the largest gathering of gathering of Clinical nutrition and metabolism specialists from Europe and around the world.

Each delegate will receive a Congress Bag, providing you with close to 4000 brand impressions!

High Volume Contact

Drive Brand

Longevity

This Opportunity Includes :

- Web Banner on landing page of the meeting portal webcast
- Acknowledgement in the ESPEN Congress Final Programme
- Acknowledgement on the ESPEN Congress Website

ESPEN Final Programme

from **Eur 2'000 + VAT**

The final programme is distributed to all delegates on-site inside the official ESPEN Congress Bag.

It contains the final definitive scientific programme, the social program and general information about the congress.

High Volume Contact

Be Different

Drive Brand

Network Opportunities

Final Programme Advertising Opportunities (A4):

- 4th Cover page - 10'000 EUR + VAT
- 2nd or 3rd Cover page - 6'000 EUR + VAT
- Inside full page - 3'000 EUR + VAT
- Inside half page - 2'000 EUR + VAT

ESPEN Mini Programme

**Eur 15'000 + VAT**

EXCLUSIVE

The Mini Programme is a pocket sized conference overview and exhibition plan that conveniently fits into the back of the delegate's badge.

All participants receive a Mini Programme upon collection of their badge. The Mini Programme will be used as a daily reference tool at the conference.

High Volume Contact

Drive Brand

This Opportunity Includes :

- An advertisement on the back of the ESPEN Congress Mini Programme
- Acknowledgement in the ESPEN Congress Final Programme
- Acknowledgement on the ESPEN Congress Website

ESPEN Lanyards

(Supplied by Sponsors) **Eur 13'500 + VAT**

EXCLUSIVE

Put your brand around the neck of each and every delegate

Sponsoring the ESPEN Lanyards is a highly visible branding opportunity. The lanyard will be attached to each delegate's badge therefore offering prominent branding exposure.

Delegates must wear their badges throughout the whole conference.

High Volume Contact

Drive Brand

Longevity

This Opportunity Includes :

- Sponsor logo on the Lanyards
- Acknowledgement in the ESPEN Congress Final Programme
- Acknowledgement on the ESPEN Congress Website



# CREATE THE PERFECT 1ST IMPRESSION

## ESPEN Notepads and Pens

(Supplied by Sponsors) **Eur 12'500 + VAT**

EXCLUSIVE

During the congress, each delegate is provided with a Notepad and Pen in the congress bag to take notes during the congress sessions.

Align your brand with this highly requested and appreciated item.

High Volume Contact

Drive Brand

Longevity

### This Opportunity Includes :

- Sponsor logo on the Congress Notepads and Pens
- Acknowledgement in the ESPEN Congress Final Programme
- Acknowledgement on the ESPEN Congress Website

## LLL Courses Notepads and Pens

(Supplied by Sponsors) **Eur 4'500 + VAT**

EXCLUSIVE

### Provide Convenience to ESPEN LLL Courses Attendees

During the congress, each delegate is provided with a notepad and pen to take notes during the LLL sessions.

Align your brand with this highly requested and appreciated item.

High Volume Contact

Drive Brand

Longevity

### This Opportunity Includes :

- Sponsor logo on the Congress Notepads and Pens
- Acknowledgement in the ESPEN Congress Final Programme
- Acknowledgement on the ESPEN Congress Website

## Congress Transportation Pass

Price on request

To collect this Transportation Pass, the delegates must present their dedicated voucher to the delegate material collection desk's staff.

Your logo will be printed on each voucher and at the desk where the pass will be handed out to each delegate.

High Volume Contact

Be Different

Drive Brand

Network Opportunities

### This Opportunity Includes :

- Acknowledgement at the delegate material collection desk
- Acknowledgement in the ESPEN Congress Final Programme
- Acknowledgement on the ESPEN Congress Website
- Logo on the Transportation Pass exchange voucher given to ALL delegates with their badge

## PARTNERSHIP BROCHURE

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## MAXIMUM BRAND IMPACT

### Mobile Device Support Zone

Price on request

With all the daily schedule planning, texting, tweeting, e-mailing and countless other activities we use our mobile devices for, the delegates are bound to need a re-charge! Place your logo where everyone will gather by sponsoring the Mobile Device Support Zone.

The price for this opportunity will vary upon the type of request: from a simple corner with plugs and tables to actual charging stations, we will be happy to discuss the best way to put both your brand and the delegates' best interest forth.

High Volume Contact

Be Different

Drive Brand

Network Opportunities

#### This Opportunity Includes :

- Opportunity to brand the MobileSupport Zone
- Opportunity to distribute mobile device related giveaways at the Mobile Support Zone (e.g. screen cleaners)
- Signage at the entrance of the Support Zone (with your logo)
- Acknowledgement in the ESPEN Congress Final Programme
- Acknowledgement on the ESPEN Congress Website

### Cyber Café

EXCLUSIVE

Price on request

The Cyber Café is a special area that allows participants to stay connected while attending the meeting.

Attendees can use the café to check email, print airline boarding passes and search the Internet. As a sponsor of the café, your logo will be prominently displayed on all Cyber Café signage and terminal screensavers.

Be Different

Drive Brand

Longevity

Network Opportunities

#### This Opportunity Includes :

- Naming rights to the Cyber Café
- Branding of Cyber Café, including signage, screensavers
- Sponsor can provide (at their own expense) branded mouse pads for use at the Cyber Café stations
- Opportunity to leave promotional material in the Cyber Café (provided by sponsor and to be approved by ESPEN)
- Acknowledgement in the ESPEN Congress Final Programme

### Hand Sanitizing Stations

Eur 15'000 + VAT

EXCLUSIVE

Keeping clean and healthy is always important, particularly in crowded places. And our audience composed of clinicians and researchers will be particularly aware of the importance of keeping their hands clean.

This opportunity allows sponsors to gain recognition by branding up to 10 distinct stations with Hand Sanitizers strategically positioned in highly frequented areas around the exhibition hall.

Be Different

Drive Brand

Longevity

#### This Opportunity Includes :

- Sponsor company or product branding on 10 Hand Sanitizer Stations
- Acknowledgement in the list of sponsors in the Congress Final Programme and the Congress Website

### Meeting Stools - Sitting Outside the Box!

Eur 20'000 + VAT

EXCLUSIVE

Offer our attendees the option to sit down, relax and/or meet and discuss with other participants during the meeting - and give your company very prominent visibility.

The Meeting Stools will be branded 50 percent with ESPEN and 50 percent with your company's color/logo/pictures (company logo only / no products) and company artwork to be provided by sponsor. ESPEN will produce, assemble and distribute 200 Meeting Stools around the exhibition hall. Stools are made of recycled cardboard (holding up to 200 kg each).

Dimensions: 12 x 12 x 14 inches (30 x 30 x 34 cm), weight about 1 kg.

Be Different

Scientific

Drive Brand

Longevity

Network Opportunities

#### Benefits :

- Sponsor's corporate logo/branding on 50% of the surface of the Meeting Stools. The other 50% of the surface of the stools will reflect the ESPEN Congress branding
- Acknowledgement in the list of sponsors in the Final Programme and the Congress Website



MAXIMUM BRAND IMPACT

Healthy Networking Breaks

(Per Coffee Break) Eur 6'000 + VAT

EXCLUSIVE

Become the most popular organisation of the Congress by providing delegates with a fulfilling and refreshing experience: sponsor healthy coffee breaks during the allocated networking times.

Take this opportunity to promote healthy eating habits amongst all participants.

- High Volume Contact
- Be Different
- Drive Brand
- Network Opportunities

This Opportunity Includes :

- Acknowledgement at all coffee break tables during the sponsored break
- Signage at the entrance of the catering area
- Acknowledgement in the ESPEN Congress Final Programme
- Possibility to display literature, information in designated area

Water Stations

Price on request

Ensure the well-being of participants and minimize the use of plastic bottles by sponsoring Water Stations.

- Be Different
- Drive Brand
- Network Opportunities

This Opportunity Includes :

- Branded Water Stations
- Acknowledgement in the ESPEN Congress Final Programme
- Acknowledgement on the ESPEN Congress Website

Fruit Stations

Price on request

Promote healthy eating habits and become the official 'five-a-day' provider of the Congress.

- Be Different
- Drive Brand
- Network Opportunities

This Opportunity Includes :

- Acknowledgement at all coffee break tables
- Signage at the entrance of the catering area
- Acknowledgement in the ESPEN Congress Final Programme
- Opportunity to add promotional materials and goodies



DRIVE STAND TRAFFIC

Congress Bag Inserts

Eur 3'500 + VAT

Reach out to all ESPEN delegates by including one insert in each official ESPEN Congress Bags.

Don't forget to invite the delegate to pass by your stand visit to maximise this opportunity.

- Be Different
- Scientific
- Drive Brand

- This Opportunity Includes :**
- Insertion of a flyer in each official ESPEN Congress Bags

PARTNERSHIP BROCHURE



BRANDING & MARKETING

Branded Ropes and Banners

Price on request

Give your brand a unique visibility by branding the official ropes and poles of the Congress. They will be seen by every single delegate that comes to the registration desk to pick up their badge.

Contact us for more details on pricing and number of available opportunities. After the event, you may keep the branded rolls for future Congresses or Corporate events.

- High Volume Contact
- Be Different
- Drive Brand

This Opportunity Includes :

- Re-usable Branded rolls or banners with company design or logo
- Acknowledgement in the ESPEN Congress Final Programme
- Acknowledgement on the ESPEN Congress Website

E-driver to Registered Delegates

Eur 5'000 + VAT

Promote Your Symposium or Exhibition to Registered Delegates! Opportunity

Opportunity Limited to a maximum of 5 sponsors

An HTML email will be sent to ESPEN registered attendees at a requested date. This is the perfect way to drive your brand to a specific audience before any of your competitors. These emails are sent out directly by MCI - no email lists are provided to sponsors.

- High Volume Contact
- Drive Brand

This Opportunity Includes :

- One email sent via MCI to registered delegates. Sponsor company to provide HTML email content/code.
- Full report on penetrability of the e-Driver provided to Sponsor

E-driver to Full ESPEN Database

Eur 10'000 + VAT

Send a survey, promote your symposium or exhibition booth to all the ESPEN database with over 13,000 contacts!

Opportunity Limited to a maximum of 5 sponsors.

- High Volume Contact
- Drive Brand

This Opportunity Includes :

- An HTML email provided by the sponsor will be sent to ESPEN database at a requested date
- This is the perfect way to drive your brand to a specific audience before any of your competitors
- These emails are sent out directly by MCI - no email lists are provided to sponsors

PARTNERSHIP BROCHURE



VIRTUAL SPONSORSHIP ITEMS

Pre Session Adverts

Eur 5'000 per parallel session + VAT

Eur 10'000 per plenary session + VAT

Just like you would on Youtube, Facebook, or any other streaming platform nowadays, you have the opportunity to add a short advert before delegates can access the content of the on-demand sessions.

Be Different

Scientific

Drive Brand

Longevity

- This Opportunity Includes :**
- The advert will need to be created by the sponsor. Delegates will not have the option to skip the advert before it has played in full.
  - This opportunity will grant you a tremendous amount of visibility with the delegates, that you can use to attract them to your booth, to your symposium or simply advertise your brand.
  - Make sure to take a good look at the programme to ensure that you choose the session(s) that is/are the most relevant to your brand.
  - Not available for all sessions.
  - Your advert will still play before the session on the on-demand version

E-poster Sponsorship

Eur 10'000 + VAT

Have your logo show on the ePoster Gallery in the virtual meeting platform.

Be Different

Scientific

Drive Brand

Longevity

- This Opportunity Includes :**
- Take advantage of this unique opportunity to have your brand visible in one common virtual space / window to all delegates who will connect virtually to the congress.

Virtual Outdoor Landing Page Branding

(4 Opportunities) EUR 4'000 per opportunity + VAT

Have your logo or advert/banner placed in a prominent location on the virtual "outdoor" landing page for delegates.

**Opportunity Limited to a maximum of 1 per company**

Be Different

Drive Brand

Longevity

- This Opportunity Includes :**
- When accessing the platform, delegates will first land on a page that will look just like the outside of a congress centre that will invite them to access the ESPEN 2021 Virtual Congress.
  - This is the first thing they will see, just like when delegates walk towards a physical congress centre.

Virtual Device Collection Foyer Branding

EUR 7'000 Exclusive + VAT

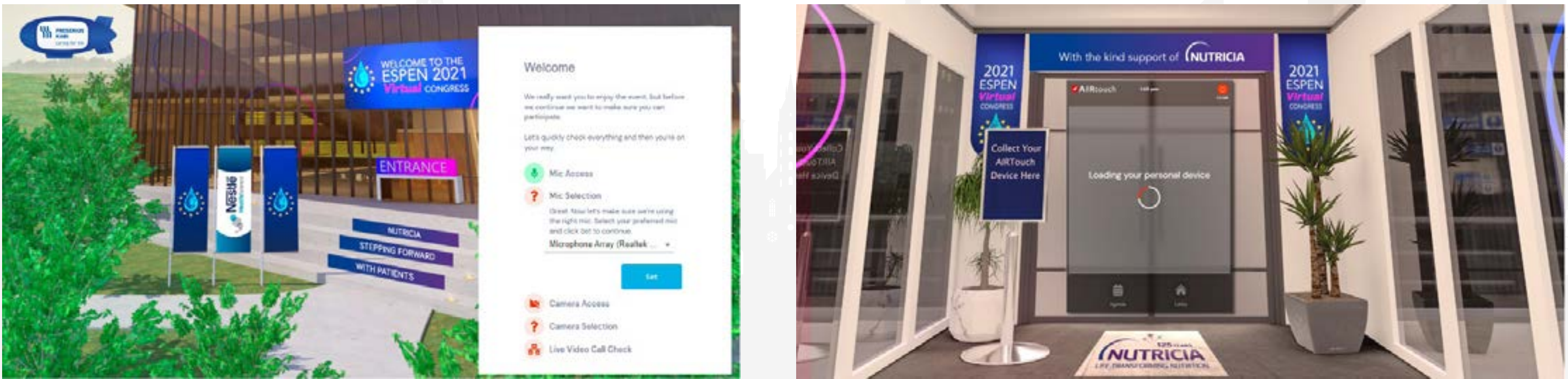
Upon their initial connection to the congress platform, delegates will be invited to collect a "virtual device", which will serve as their personal navigation tool and menu during the entire congress.

**Opportunity Limited to a maximum of 1 per company**

Drive Brand

Be Different

- This Opportunity Includes :**
- To collect this device, they will go through the device collection foyer upon each connection, which can be branded with your logo or advert/banner.





VIRTUAL SPONSORSHIP ITEMS

Virtual Lobby Branding

(4 Opportunities) **EUR 6'000 per opportunity + VAT**

Have your logo or advert/banner placed in a prominent location in the virtual lobby.

- High Volume Contact
- Drive Brand
- Longevity

This Opportunity Includes :

- This is probably **THE** most visible branding opportunity available, as delegates will go through the virtual lobby continuously to navigate throughout the platform and will be confronted with your branding each time.
- A link can be included, to send delegates directly to your booth, or to an external URL (via a new tab).



Congress Platform Push Notifications

(Max 4 Notifications per company, limited to 1 notification per day)

- Price for 1 push notification: EUR 1'000**  
**Price for 2 push notifications: EUR 1'800**  
**Price for 3 push notifications: EUR 2'200**  
**Price for 4 push notifications: EUR 2'400**

Promote your symposium, your booth or simply your company on the ESPEN Congress platform during the congress days!

- High Volume Contact
- Scientific
- Drive Brand

This Opportunity Includes :

- This is the perfect way to drive your activity to a specific audience before any of your competitors.
- The push notifications within the platforms will appear for all delegates connected at the time of the notification or connecting within 10 minutes beyond that time.
- The push notifications are text only, up to 400 characters including spaces.



# VIRTUAL SPONSORSHIP ITEMS

## ESPEN Congress Website Push Notifications

(Max 2 per company) **EUR 2'000**  
**per notification + VAT**

Take advantage of the ESPEN Website's high traffic (over 100'000 unique visitors over the last year) to promote your activities at the ESPEN Virtual Congress with a push notification.

High Volume Contact

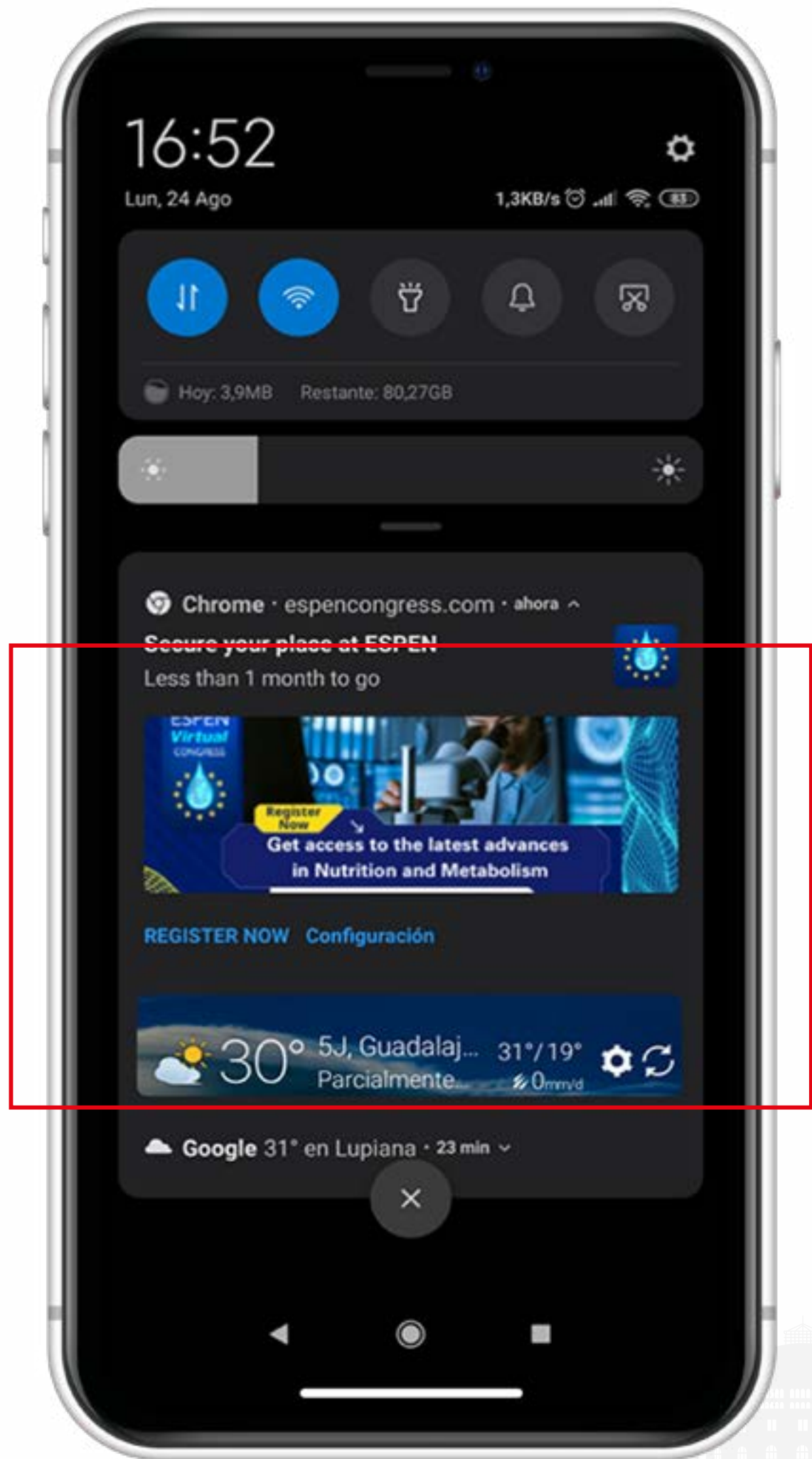
Be Different

Drive Brand

### This Opportunity Includes :

- With currently over 2'000 users subscribed to push notifications, this is a great opportunity for you to share your information quickly and efficiently to the right audience.
- Push notifications through the ESPEN website will show-up on all devices used by each registered user. So long as a user has accepted to receive the ESPEN notifications, they will appear even if the user is not browsing the ESPEN website at the time of the notification.

[View sample here >>>](#).



## These notifications can be :

### TEXT + LOGO

- Title: 35 Characters
- Content: 35 Characters
- Logo: 192x192 pixels
- Call to action button: Up to 14 Characters

### TEXT + LOGO + IMAGE

- Title: 35 Characters
- Content: 35 Characters
- Logo: 192x192 pixels
- Image: 360x180 pixels
- 2 x Call to action buttons: Up to 14 Characters each

## Public Streaming Link For Your Satellite Symposium

**EUR 7'500**  
**per notification + VAT**

Benefit from a public streaming link during your live satellite symposium. The link will enable anyone to view your session live without being registered to the ESPEN 2022 Congress, providing you with a unique opportunity to increase your symposium's visibility and impact.

The Q&A and polling features will not be available to the viewers through the public link.

High Volume Contact

Scientific



## DIGITAL ADVERTISING PACKAGE ENSURE YOUR COMPANY IS SEEN!

Want a compliant way to generate visibility and attract participation to make your investment count?

**Harness the power of digital advertising to exponentially grow your reach and get more delegates to engage with your symposium and/or booth while they browse the web!**

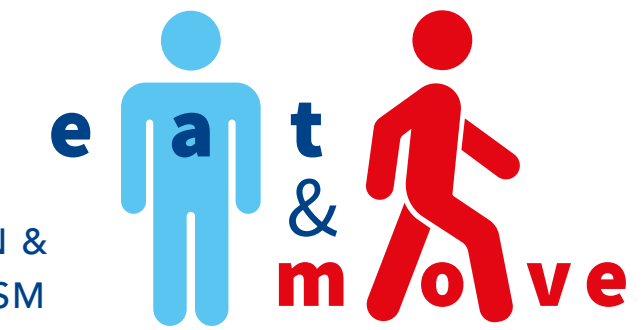
- Boost awareness and recognition before, during and after the event
- Attract new participants to leverage your investment
- Digital advertising spreads your message to all registrants and thousands of additional potential delegates active in your field
- Drive higher market share of attendees to your symposium and/or booth vs your competitors

This opportunity grants success by:

- Reaching 10,000s more targeted audience in the medical nutrition field in addition to those attending the congress. This means you attract an entirely new target audience as well as educating a wider audience about your research and findings
- Ensuring high visibility for both the brand and symposium and/or booth on an ongoing basis before and after the event
- Driving interest prior to the symposium and/or booth / exhibition so that it is top of mind and increases the likelihood of attendance
- Providing detailed measures of your event performance and audience engagement so that you and your sales team can make qualified future strategies

3-6 Sept 2022  
**VIENNA ESPEN  
CONGRESS**

ON  
CLINICAL  
NUTRITION &  
METABOLISM



Sophisticated insights and metrics help your sales force by providing:

- Advertising reach figures and display frequency
- Overall visibility and interaction with the content and ads
- Click through and view rates of a highly targeted audience
- Breakdown by country for shaping future follow up and campaign
- Number of registered participants interacting with and reviewing the content
- Post event promotion to reinforce the message

We guarantee that your message is seen not only by the registrants and by our extensive GDPR digital database targeted at medical nutrition experts active in the field.

**PARTNERSHIP BROCHURE**

Vienna, Austria | 3-6 September 2022

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# DIGITAL ADVERTISING PACKAGE ENSURE YOUR COMPANY IS SEEN!

If you would like to unlock the full potential of digital marketing, the following packages are available:

➤ **Exclusive Digital Advertising Package**

Only your company will have its ads displayed and have an edge over all competitors

➤ **Top 3 Digital Advertising Campaign**

Limited to maximum of 3 companies

## Case Study #1

Digital marketing campaigns bolsters sponsor to 2nd most attended symposia at leading medical congress

**Click link:**  
<https://b-com.mci-group.com/Download.axd?FileID=0e7775b8-4444-4287-8034-180dcc77de38>



## Case Study #2

Targeted digital advertising campaign increases visits to sponsors symposium by 86% year-on-year

**Click link:**  
<https://b-com.mci-group.com/Download.axd?FileID=e1ecc208-0381-4c17-b01c-1caf43c5a57d>



## How does Digital Advertising work?

Digital ads generate high visibility before, during and after the event and attract new participation to make you investment count.

Sponsor advert appears while delegate browses the web  
**Delegate clicks the ad**

**Delegate then lands on sponsor page with details of exhibition and symposia**

For further information and to discuss pricing for digital advertising service packages, please contact [coralie.deleage@wearemci.com](mailto:coralie.deleage@wearemci.com)

## PARTNERSHIP BROCHURE


Vienna, Austria | 3-6 September 2022

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**DIGITAL ADVERTISING PACKAGE**  
ENSURE YOUR COMPANY IS SEEN!

Our Top 8 Value Adds




1

Access to a digital database of 4 million+ congress attendees



2

Exponentially increasing your delegate pool




3

Audience growth across new profiles & increased engagement



4

E-commerce optimisation




5

Insights into audience and engagement




6

Clearly-defined marketing strategy & metrics & transparent ROI reports



7

Driving brand visibility



8

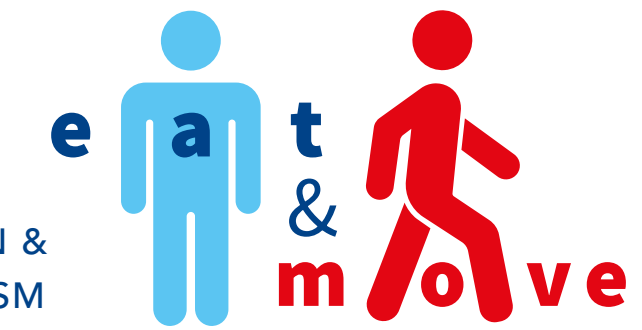
Real digital advertising performance



**DIGITAL ADVERTISING PACKAGE**  
ENSURE YOUR COMPANY IS SEEN!

3-6 Sept 2022  
**VIENNA ESPEN**  
**CONGRESS**

ON  
CLINICAL  
NUTRITION &  
METABOLISM



Investment  
Be seen by  
**1,000's**  
of potential  
delegates

Premium

**Eur 33,800**

Customizable Plan

Optimised

**Eur 22,200**

Popular Plan

Basic

**Eur 16,300**

Economic Plan

**PARTNERSHIP BROCHURE**

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# TERMS & CONDITIONS



## Reservation

In order to be valid, your reservation must be completed via the official order forms. An invoice will be issued upon completion of your order, to be paid within 30 days of receipt.

The completion of an order constitutes a firm hire commitment and compels the subscriber to accept both the general conditions and the exhibition rules and regulations. No verbal or telephone agreement will commit MCI Suisse SA nor the Organising Committee unless confirmed in writing. The full amount for your booking(s) must be received by 10 June 2022 at the latest. Non-payment by this stated deadline will lead to the cancellation of your booking, without reimbursement of the deposit paid. Booths, satellite symposium slots and sponsorship items allocations will be attributed first to ESPEN Corporate Sponsors in order of reservations. Companies will be requested to make choices, but neither ESPEN nor MCI Suisse SA can guarantee first choice. Once locations have been attributed, no change of location will be possible without MCI Suisse SA's written agreement.

## Technical Manual

A Technical Manual will be sent to every registered exhibitor and sponsor in due time. This manual will contain all information regarding general conditions, safety regulations, setting up of a booth and arrangement conditions, description of the booth, specification documents and maps along with order forms and prices for furniture, decoration and all necessary services (telephone, electricity, transport, storage...)

## Local and Site Regulations

Exhibitors shall abide by the local and site regulations with respect to law and order, safety and security. The Organisers will take appropriate action against those who do not comply with the regulations. The organisers have the authority to demand removal/ change of any structure which is not in accordance with the local and Congress rules or cancel participation. The decision of the organisers will be final and binding.

## Entry to the Exhibition

Access to the exhibition will only be possible to registered congress participants or exhibition participants.

## Insurance

The signatory renounces to take recourse against the Organisers or against the owners of the premises and undertakes to underwrite insurance policies covering all the risks incurred by the material exhibited (theft, damage, etc...) along with public liability covering the permanent or occasional staff employed by the company, present at the congress. In any case, the insurance protection will NOT be given to the exhibitors by the Organisers.

## Force Majeure

In the event of force majeure, the exhibition dates may be changed or the latter may be purely and simply cancelled.

In the last event, the disposable funds after payment of expenses will be shared between exhibitors in proportion to their payments without it being possible to take recourse against the Organizer or the producer.

## Interpretation of the Regulations and Amendments

MCI Suisse SA is the sole competent authority as to problems arising from the interpretation of the here enclosed regulations and their enforcement. Any expenses resulting from the non-observance of the here-enclosed regulations will be chargeable to the exhibitor.

MCI Suisse SA reserves the right to change or to complete the here-enclosed regulations at any time. If any changes should occur, all participating companies will be informed.

MCI Suisse SA  
Rue du Pré-Bouvier 9  
1242 Satigny  
Switzerland

## Data Protection Clause

1. In accordance with European data protection regulation, in particular Regulation (EU) No. 2016/679 on the protection of natural persons with regard to the processing of personal data, MCI Group, as data controller, processes the exhibitor/sponsor's personal data for the purposes of (i) managing and organising the event, in particular the management of exhibitor/sponsor's stand, investment opportunities or industry symposium (ii) managing and organising prospecting and loyalty (iii) enabling the exhibitor/sponsor to benefit from our services (iv) enabling the exhibitor/sponsor to receive our news. These data processing have as legal basis the execution of the contract: the information we collect is necessary for the implementation of the contract to which the exhibitor/sponsor has adhered, failing which the contract cannot be executed.

Exhibitor/sponsor's data are retained for the time necessary for processing purposes, namely 5 years from the end of the business relationship.

For processing purposes, the data of the exhibitor/sponsor's data - or any transmitted by the sponsor - will be transmitted to the following recipients: management service providers of our Customer Relationship Manager, service providers in charge of management, event service providers (official contractors, security, official freight forwarders, etc.).

The data necessary for MCI Group to fulfil the purposes described above are those appearing on this order form. In accordance with the regulations in force, the exhibitor/sponsor benefits from a right of access, rectification, limitation, deletion and portability on his data.

The exhibitor/sponsor may also object to the processing of his personal data concerning him and lodge a complaint with the data protection and control authority. The exhibitor/sponsor may exercise his rights by sending a request to the following address by contacting our Data Protection Officer (DPO) : [anne.lesca@mci-group.com](mailto:anne.lesca@mci-group.com)

2. In any event, the exhibitor/sponsor acknowledges compliance with European data protection regulations for its own processing, including Regulation (EU) No. 2016/679 on the protection of personal data, foremost among which the integrity and confidentiality of data communicated by participants and compliance with their data-retention periods. In case of communication to MCI by the exhibitor/sponsor of a personal data file, the exhibitor/sponsor acknowledges having informed and obtained the consent of the person(s) concerned by this communication.

## PARTNERSHIP BROCHURE

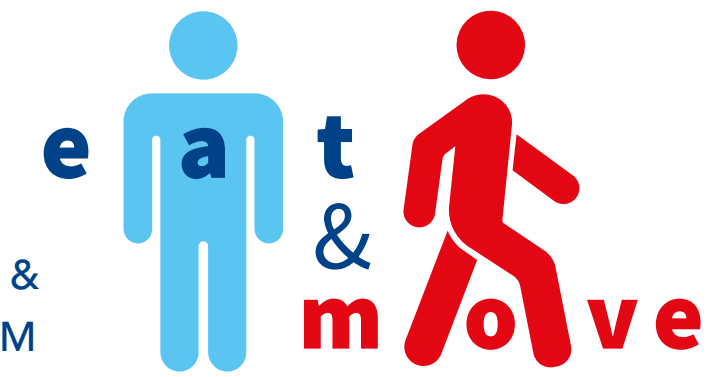
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# Orders

3-6 Sept 2022  
**VIENNA** ESPEN  
**CONGRESS** ON CLINICAL  
NUTRITION &  
METABOLISM



44<sup>th</sup>  
ESPEN  
CONGRESS



**To order your exhibition space, sponsorship opportunities or satellite symposia, please click the button to the right.**

You will be taken to the ESPEN Website on the order forms' page. Fill-in the relevant form and send it back to: [espen@mci-group.com](mailto:espen@mci-group.com) to place your order.

# ORDER FORMS

**CLICK HERE**



# PARTNERSHIP BROCHURE

Vienna, Austria | 3-6 September 2022

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