EAACI Hybrid Congress

Madrid - Krakow
10-12 July 2021
EAACI.org

EAACI 2021 HYBRID
Madrid Digital
Krakow Hybrid

EAACI
EUROPEAN ACADEMY OF ALLERGY AND CLINICAL IMMUNOLOGY

Industry

Opportunities

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Preamble

The EAACI Hybrid Congress 2021 will be made up of both onsite and digital elements. Combining these two very different elements together at the EAACI Annual Congress will be referred to throughout this document as a Hybrid congress. This new model of congress provides EAACI with a unique opportunity to offer its sponsors and industry partners a platform to inform and exchange information not only within Europe but also on a global stage. The onsite portion of the EAACI Hybrid Congress 2021 will provide the much needed face-to-face exchange of information while the additional digital options will allow the science and knowledge to be accessible by many more thousands of participants whom for several reasons are not able to make the trip to Krakow.

Please note:

- EAACI sponsor opportunities will offer both onsite and digital separately within this sponsorship prospectus
- The bundling of items together will form a sponsor package that the sponsor must pay in full before the Hybrid congress starts
- To be fair to all other sponsors and so that all companies are treated equally, only in extreme circumstances will any bundles qualify a sponsor for a discount. The requests will be handled on a case by case basis.

2020 has been exceptional year for all of us at EAACI and everyone is faced with challenges beyond imagination. EAACI is no exception and we are working very hard to keep our operations, so many others rely and depend on, running. With this in mind, EAACI would like to thank all sponsors for their continuing support as the contributions benefit both the Allergy and Immunology field and at the same time ensure the survival of EAACI during these challenging times with COVID-19. We look forward to continuing the ground-breaking developments into the 2021 and beyond.

Exhibition

Booking procedure

Deadlines for booking exhibition spaces for pre-allocation are listed below. All allocations (with the exception of the Founder Sponsors whom allocation positions have already been decided by a bid system) will follow the traditional EAACI ranking system from previous years. You will find more information on the allocation points system further in this document.

Application deadlines

Deadline for EAACI Founder Sponsors: 31 October 2020

Booking Deadline for exhibition spaces: 30 November 2020

After the deadline all exhibition space will be allocated on a first come, first served basis.

Onsite Exhibition

Exhibition opening hours

Date	Time
Saturday, 10 July 2021	09:00 - 17:30
Sunday, 11 July 2021	09:00 - 17:30
Monday, 12 July 2021	09:00 - 17:30

Exhibitors get access to the Exhibition Area one hour before and after the opening times.

Important Note

All Rules, Regulations and Technical Guidelines for EAACI congresses are available to read in the **EAACI Guidelines for Industry Participation.** This information will be made available on the **EAACI Sponsor Online Platform (ESOP)** and in the Exhibitor Manual ([click here](#)).

Summary of Exhibition Inclusions
(more details on the inclusions are shown on the following pages)

	Onsite ICE Krakow		Digital Platform		
	Exhibition free build space	Exhibition Shell scheme	Exhibition Basic package	Exhibition Standard package	Exhibition Premium package
Price	650 € net per sqm	750 € net per sqm	6.000 € net	9.000 € net	13.000 € net
Logo			No	Yes	Yes
Company profile	Yes	Yes	Yes	Yes	Yes
Free Registrations – onsite exhibition only	1 per 9 sqm	1 per 9 sqm			
Free Full Registrations	1	1			
Free Registrations (Digital)			2	4	8
Mobile App Inclusion	Yes	Yes	Yes	Yes	Yes
EAACI Promotional email	Included logo	Included logo	Name only – No logo	Name only – No logo	Included logo
Virtual options					
Exhibitor list online	Yes	Yes	Yes	Yes	Yes
Social Media			No	Yes	Yes
Downloadable PDFs			2	2	Unlimited
Embedded videos			0	1	3
Chat functionality			No	1 channel	5 channels
Link to Symposium			No	Yes	Yes
Link to External Website			1	1	1
Quick Link boxes			0	1	2
Navigation Bars (Activities/Categories)			2	2	4
Advertising Banners on company landing page			1	2	3
Analytics			No	Yes	Yes
Business card exchange			Yes	Yes	Yes
Heatmap			No	No	Yes
Option to submit your own booth design (page 9)			No	No	Yes

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Exhibition free build space (onsite)

Book the free build exhibition space for your individual stand project!

Description: The physical (onsite) exhibition area at the EAACI Hybrid Congress 2021 offers a unique opportunity to inform and exchange. Exhibition will run from Saturday to Monday. For more information on the virtual exhibition options go to page 10 (part with Digital Exhibition) of this prospectus.

Benefits:

- Inclusion in the exhibitor list on the EAACI Hybrid congress website
- Basic exhibitor company profile in the EAACI Hybrid Congress 2021 Mobile App
- Manual for Exhibitors providing full details on all aspects of the exhibition, the venue, contractors and ancillary services - see ESOP (click here)
- 1 onsite exhibitor badge per full 9sqm exhibition space (no access to scientific sessions)
- 1 onsite free full congress badge (access to the exhibition hall and to scientific sessions and digital platform)

Deadlines:

Deadline for booking exhibition spaces for pre-allocation 30 November 2020.

Additional information:
- + 2,50 EUR net/sqm waste disposal fee
- See pages 8 & 9 with the locations of the booths
- All non-Founder Sponsors will be allocated exhibition space through an EAACI Allocation Ranking System at a later date to be announced. Founder Sponsors have priority.

Product code: EXH21.01

Cost: 650 € net per sqm

Exhibition shell scheme package (onsite)

Book your shell scheme package and you are ready to exhibit!

Description: Shell scheme packages will be available in sizes ranging from 9-18 sqm and exhibitors only need to decorate their booths.

Benefits:

"Exhibition free build space" & additional benefits below:

Shell scheme furniture and equipment depend on the size of the booth ordered but normally include:
- Wall elements, depending on booth location
- Fascia signage on all open sides with black standard lettering
- Spotlights
- Carpet
- 1 table and 2 chairs
- Waste paper basket
- Power supply
- Daily cleaning

Deadlines:

Deadline for booking exhibition spaces for pre-allocation 30 November 2020.

Additional information:

- + 2,50 EUR net/sqm waste disposal fee
- All non-Founder Sponsors will be allocated exhibition space through an EAACI Allocation Ranking System at a later date to be announced. Founder Sponsors have priority.

Product code: EXH21.02

Cost: 750 € net per sqm

ICE Exhibition Floor Plan

Updated floor plan is available on ESOP (click here).

Level 3: Premium Digital Exhibition Package

The premium package includes the following:

- **Company listing**: Special acknowledgement on the EAACI Hybrid congress exhibitor landing page see image 2 page 7) of the digital exhibition (company logos, separate section)

- **Dedicated company page** (see image 1 below) including the following:

    - Enhanced 3D Booth template adapted to your corporate branding including 6 clickable elements (Elements 01 – 06 in image 1)
    - Quick link box (bottom right) - ability for quick call to actions
    - Company profile/description
    - Navigation Bar: 4 activities/subcategories (with the option to limit access to prescribers only) - Sub Pages 01 - 04 in image 1
    - Option to upload unlimited PDFs (Downloadable PDFs)
    - Link to symposium if booked
    - Links to social media channels
    - Link to company website (1 link allowed)
    - Live chat functionality with real-time tracking of who is visiting the booth and start a conversation proactively – option to host up to five channels
    - Option to embed a maximum of 3 videos (YouTube video source)
    - 3 banners with individualised content

- **Digital Metrics Analysis** :

    - Analytics - Provision of data metrics analysis after the congress: demographics, prescriber information, specialty, user statistics
    - Business Card Exchange (optional) – receive personal data leads direct from delegates
    - Heatmap: Analysis of participant engagement specifically on your industry pages – measurement of hotspots from delegate click-throughs

- **Promotion**: One dedicated industry mailing (EAACI 50,000+ pax audience) including information on symposia and exhibition – will include all sponsors and exhibitors and only differentiate with logos for the Premium packages.

- 8 complimentary digital congress badges

Product code: VIR_EXH21.03

Cost: 13.000 €

Option to submit your own booth design

Industry may request to create and implement their own booth template design in additional to purchasing the Premium Digital Exhibition Package. The following conditions will need to be considered by EAACI and the cost of this concept reflects the additional cost required (development and resources) in addition to the Premium package purchased. This additional sponsor option is only available with the Premium Package booked.

The design your own booth concept must take into consideration the following:

- Ensuring Premium package features align with modified exhibition template
- Customized links
    - Reprogramming of elements/tabs/features
    - Ensure Analytics/Metrics data are linked properly with elements/tabs/features to exhibition booth template
    - Maintaining GDPR standards with new the exhibitor template

Product code: VIR_EXH21.03.01

Cost: 5.000 €

Image 1: Sample 3D booth and Company page (premium package)
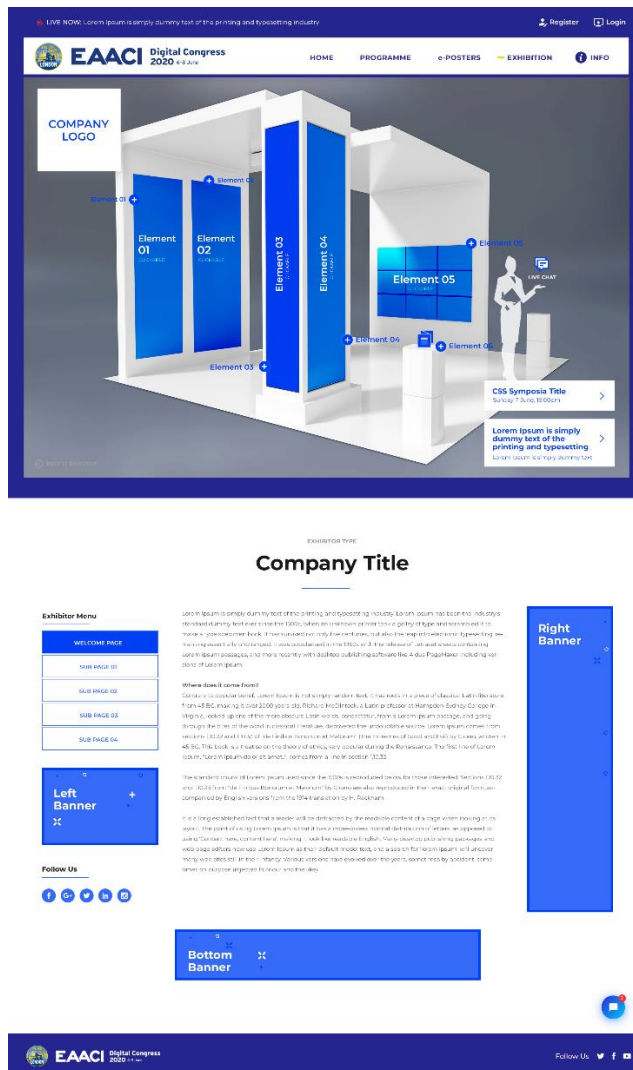
Please note: The configuration may slightly differ if used in connection with mobile devices

Deadlines:

Exhibitors may submit all material to be displayed at the booth no later than 30 April 2021 for approval.

Specifications:

See ESOP for more technical exhibition booth information (click here).

Level 2: Standard Digital Exhibition Package

The standard package includes the following:

Company Listing: Inclusion company name in the exhibitor list (including logo) on the EAACI Hybrid congress website – access via the digital exhibition landing page (see image 2 below)

Dedicated company page (see image 3 below) including the following:

- 3D Booth template adapted to your corporate branding including 4 clickable elements (Elements 01 – 04 in image 3)
- 1x Quick link box (bottom right) – ability for quick call to actions
- Company profile/description
- Navigation Bar: 2 activities/subcategories (with the option to limit access to prescribers only) - Sub Pages 01 & 02 in image 3
- Option to upload 2 PDFs (Downloadable PDFs)
- Link to symposium if booked
- Links to social media channels
- Link to company website (1 link allowed)
- Live chat functionality – limited to one channel (1 to 1)
- Option to embed one video (YouTube video source) - Element 01 in image 3
- Two banners with individualised content (PNG format) - Left Banner & Bottom Banner

Digital Metrics Analysis:

- Analytics - Provision of data metrics analysis after the congress: demographics, prescriber information, specialty, user statistics
- Business Card Exchange (optional) – receive personal data leads direct from delegates

Promotion: One dedicated industry mailing (EAACI 50,000+ pax audience) including information on symposia and exhibition – will include all sponsors and exhibitors and only differentiate with logos for the Premium package.

4 complimentary digital congress badges

Product code: VIR_EXH21.02

Cost: 9.000 €

Level 1: Basic Digital Exhibition Package

The basic package includes the following:

Company Listing: Inclusion company name in the exhibitor list on the EAACI Hybrid congress website – access via the digital exhibition landing page (see image 2 below)

Dedicated company page (see image 2 below) including the following:

- 3D Booth template adapted to your corporate branding including 4 clickable elements (Elements 01 – 04 in image 3)
- Company profile/description including product categories
- Navigation Bar: 2 activities/subcategories (with the option to limit access to prescribers only) - Sub Pages 01 & 02 in image 3
- Option to upload 2 PDFs (Downloadable PDFs)
- Link to company website (1 link allowed)
- One banner with individualised content (PNG format) - Left Banner

Digital Metrics Analysis:

- Business Card Exchange (optional) – receive personal data leads direct from delegates

Promotion: One dedicated industry mailing (EAACI 50,000+ pax audience) company name recognition only
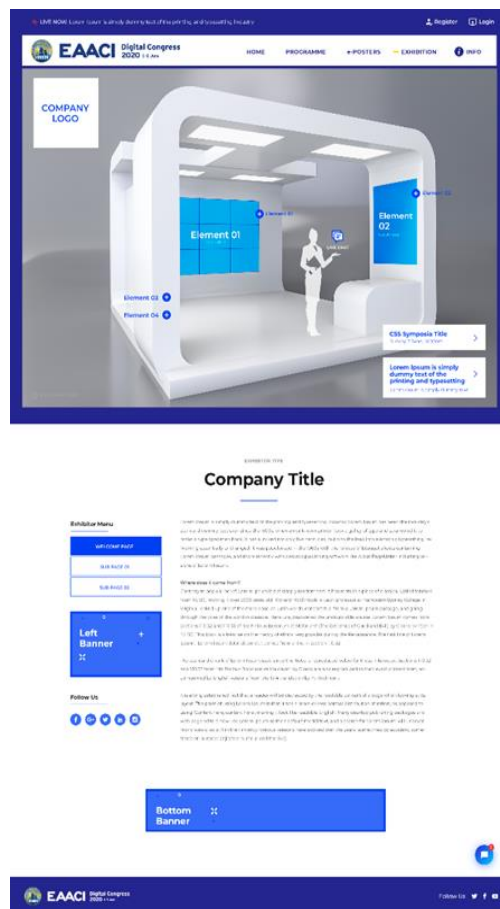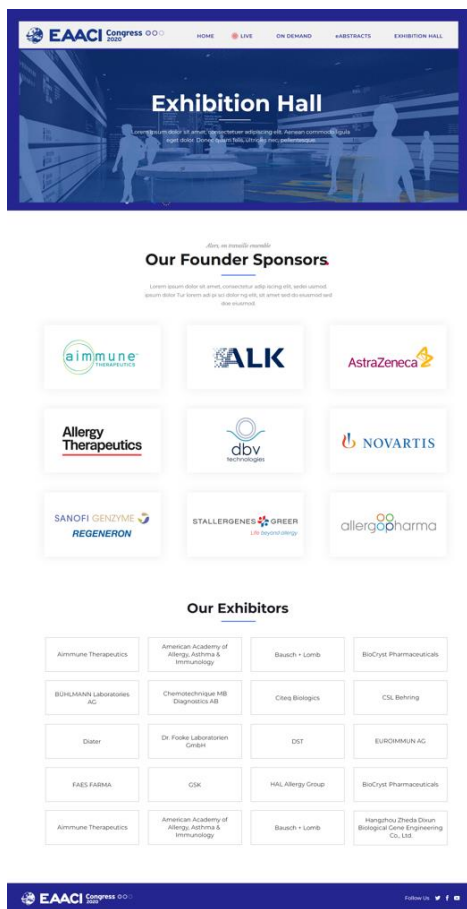
2 complimentary digital congress badges

Product code: VIR_EXH21.01

Cost: 6.000 €

Image 2: Sample Digital Exhibition landing page

Image 3: Sample 3D booth and Company page (basic package)

Please note: The configuration may slightly differ if used in connection with mobile devises

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Additional Exhibition information – Deadlines, specifications, cross linking & promotions

Deadlines:

Exhibitors may submit all material to be displayed at the booth no later than 30 April 2021 for approval.

Specifications: See ESOP for more technical exhibition booth information (click here).

Cross linking:

Depending on the digital exhibitor package it will be possible to cross link between digital exhibitor profile and digital symposium if booked.

EAACI Promotions:

EAACI will be promoting the EAACI Hybrid Congress 2021 through a number of mediums including mass emails (several per week), EAACI social media channels (Facebook, Twitter and LinkedIn), National and International Allergy societies (61 in total) and the EAACI family network. EAACI has also incorporated promotion material and initiatives in a number of Journals and press activities on targeted platforms.

User Access to the EAACI Hybrid Congress 2021 platform:

After online registration, all delegates (onsite and digital) will receive personal access details to the Hybrid congress. These details are strictly personal and cannot be given to any other person. EAACI will identify all personal access details on our platform. Please note that, during the registration procedure, each participant accepts our terms and conditions in accordance with GDPR.

Industry Symposia

Industry Symposia at the EAACI Hybrid Congress 2021 offers a unique opportunity to exchange valuable information and engage the participants in scientific debate. Create your own scientific session with your favoured faculty! Industry sessions and how they are delivered will be available both onsite and digitally. Sponsors may choose to offer a Hybrid options and delivery both simultaneously.

Please note: Places to booking Symposia slots is first offered to EAACI's Founder Sponsors and then a few weeks later it will be offered to all other sponsors. All of these industry opportunities are offered on a first-come, first served basis.

Summary of Industry Symposia Inclusions (Onsite)
(more details on the inclusions are shown on the following pages)

	Onsite ICE Krakow & Digital Platform			Only Digital Platform	
	Company Sponsored Symposia (90mins)	Satellite Symposia (60mins)	Company Sponsored Mini Symposia (30mins)	Symposia Package – Premium	Symposia Package – Basic
Price (conditions apply*)	89.000 €	59.000 €	29.000 €	CSS: 50.000 € SAT: 37.000 € CSMS: 17.500 €	CSS: 30.000 € SAT: 25.000 € CSMS: 12.500 €
* Price for Non-Exhibitors	+ 20.000 €	+ 20.000 €	+ 20.000 €	+ 20.000 €	+ 20.000 €
Company profile included	Yes	Yes	Yes	Yes	Yes
Programme displayed on Digital Platform & Mobile App	Yes	Yes	Yes	Yes	Yes
Logo inclusion on list of sponsors – EAACI Website	Yes	Yes	Yes	Yes	Yes

Inclusion on Symposia Announcement Board	Yes	Yes	Yes	Yes	Yes
Promotion in EAACI Mass mailing	Yes	Yes	Yes	Yes	Yes
Complimentary Registrations – Exhibition only	2	2	2		
Complimentary Registrations – Full access	1	1	1		
AV equipment included	Yes	Yes	Yes		
Digital options					
Complimentary Registrations (Digital)	2	2	2	10	5
Downloadable PDFs				Unlimited	2
Embedded videos				2	No
Live Panel and/or Chat (Q&A)				Yes	No
Virtual rehearsal				Yes	No
Link to Exhibition				Yes	Yes
Recording provided to sponsor	Yes	Yes	Yes	Yes	Yes
Advertising Banners on company landing page				2	1
Platform Analytics				Yes	No
Lead Retrieval package (onsite)	Not included	Not included	Not included		
Promotional email	Included logo	Included logo	Name only – No logo	Included logo	Name only – No logo

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Additional Information for all Industry Symposia

- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply, Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- All Industry Symposia will be held in the industry session hall (Theatre Hall|S2) – number of maximum 300 pax (COVID safety measures considered)
- All promotions of industry sponsored symposia must be separate with the scientific programme for compliance reasons.

Onsite Industry Symposia

Company Sponsored Symposium (CSS)

Engage participants of the congress with a completely integrated symposium onsite within the programme and maximise the potential in reaching your target audience.

Description: This very unique Company Sponsored Symposium (CSS) is an excellent format for companies to interact with HCPs in a personal and interactive setting to foster knowledge exchange. These 90 minute sessions are ideal for expert discussions or to provide the delegates with deeper insights into one special topic.

Benefits:
- Publication of the full symposium programme on the EAACI website and the EAACI Hybrid Congress 2021 App
- Inclusion in the list of sponsors
- 1 full registration and 2 exhibitor badges
- Promote your symposium with an advertisement rotating on the Symposia Announcement Board (Specifications will follow soon)
- A presence in a promotional mass email to a targeted EAACI audience prior to the congress
- Symposia Instructions Manual providing full details on all aspects of the sessions, the venue, contractors and ancillary services available on the ESOP (click here).
- Session hall including standard AV equipment, stage furniture and theatre style set-up (stage set up: 2 chairtables for a total of 4 pax incl. microphones and preview screens, 1 lectern, computer networked with the Speakers' Service Centre, projection screen, video data projector, Q&A microphones, information screen in front of the room, technician)
- Support of one EAACI room hostess during the session

Deadlines:
- Booking Deadline: 5 March 2021
- Deadline for submission of the symposium programme: 15 March 2021
- Deadline for submission of advertisement (Symposia Announcement Board): 26 April 2021

Additional Information:
- Speakers of a CSS are not permitted to be part of the faculty of a CSMS. This rule is considered invalid if the CSS and CSMS are sponsored by the same company. Please refer to the rules & regulations relevant for speakers and chairs on the ESOP (click here).
- The hostess will be primarily responsible for assisting speakers with their technical requirements and will stay for the duration of the symposium. Should the sponsor wish to use lead retrieval systems, distribute additional materials, etc. additional hostesses will need to be booked by the sponsor at their own expense.

Product code: SYMP21.01.01

Cost: 89.000 € net

Satellite Symposium (SAT)

Create your own 60 minutes scientific session onsite with your favoured faculty! Saturday and Sunday Satellite Symposia slots available.

Description: Engage participants of the congress with a parallel Industry symposium and maximise the potential in reaching your target audience.

Benefits:

- Publication of the full symposium programme on the EAACI website and the EAACI Hybrid Congress 2021 Mobile App
- Inclusion in the list of sponsors
- 1 full onsite registration and 2 onsite exhibitor badges
- Promote your symposium with an advertisement rotating on the Symposia Announcement Board (Specifications will follow soon)
- A presence in a promotional mass email to a targeted EAACI audience prior to the congress
- Symposia Instructions Manual providing full details on all aspects of the sessions, the venue, contractors and ancillary available on the ESOP (click here).
- Session hall including standard AV equipment, stage furniture and theatre style set-up (stage set up: 2 chairtables for a total of 4 pax incl. microphones and preview screens, 1 lectern, computer networked with the Speakers' Service Centre, projection screen, video data projector, Q&A microphones, information screen in front of the room, technician)
- Support of one EAACI room hostess during the session.

Deadlines:

- Booking Deadline: 5 March 2021
- Deadline for submission of the symposium programme: 15 March 2021
- Deadline for submission of advertisement (Symposia Announcement Board): 26 April 2021

Additional Information:

- Please refer to the rules & regulations relevant for speakers and chairs on the ESOP (click here).
- The hostess will be primarily responsible for assisting speakers with their technical requirements and will stay for the duration of the symposium. Should the sponsor wish to use lead retrieval systems, distribute additional materials, etc. additional hostesses will need to be booked by the sponsor at their own expense.

Product code: SYMP21.02.01

Cost: 59.000 € net

Company Sponsored Mini Symposium (CSMS)

30-minute session during lunch time

Description: The Company Sponsored Mini Symposium is an excellent format for companies to interact with HCPs in a personal and interactive setting to foster knowledge exchange. These 30 minutes sessions are ideal for expert discussion rounds or to provide the delegates with deeper insights into one special topic.

Benefits:

- Publication of the full programme on the EAACI website and in the EAACI Hybrid Congress 2021 App
- Inclusion in the list of sponsors
- 1 full onsite registration and 1 onsite exhibitor badges
- Promote your symposium with an advertisement rotating on the Symposia Announcement Board (Specifications will follow soon
- Symposia Instructions Manual providing full details on all aspects of the sessions, the venue, contractors and ancillary services available on the ESOP (click here).
- Session hall including standard AV equipment, stage furniture and theatre style set-up (stage set up: 2 chairtables for a total of 4 pax incl. microphones and preview screens, 1 lectern, computer networked with the Speakers' Service Centre, projection screen, video data projector, Q&A microphones, information screen in front of the room, technician)
- Support of one EAACI room hostess during the session

Deadlines:

- Booking Deadline: 5 March 2021
- Deadline for submission of the symposium programme: 15 March 2021
- Deadline for submission of advertisement (Symposia Announcement Board): 26 April 2021

Additional Information:

- Speakers of a CSS are not permitted to be part of the faculty of a CSMS. This rule is considered invalid if the CSS and CSMS are sponsored by the same company. Please refer to the rules & regulations relevant for speakers and chairs on the ESOP (click here).
- The hostess will be primarily responsible for assisting speakers with their technical requirements and will stay for the duration of the symposium. Should the sponsor wish to use lead retrieval systems, distribute additional materials, etc. additional hostesses will need to be booked by the sponsor at their own expense.

Product code: SYMP21.03.01

Cost: 29,000 € net

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Digital Industry Symposia Packages

Digital sessions are an exceptional way to extend the reach and exposure of your Industry symposium beyond the physical boundaries of the congress. Broadcasting your sessions to a wider online audience has the ability to reach new markets and access further valuable data to understand your current and potential new target markets. These digital packages can be purchased in addition to the onsite Symposia.

Level 2: Industry Symposia Premium Package (Digital only)

- 90 (CSS), 60 (SAT) or 30 (CSMS)-minute, pre-recorded symposium (to be provided by the sponsor): option to include Q&A (text) chat or live panel discussions during the scheduled slot
- Guidelines providing technical support: technical procedures and structures, professional recommendations for pre-recording, guidelines for moderators/speakers, guidelines for Q&A, visuals, specifications of promotional opportunities, among others
- On demand virtual rehearsal before the congress (slot will be allocated on a first come, first served basis, FS given priority)
- Analytics: Provision of full data metrics analysis after the congress: demographics, prescriber information, specialty, user statistics
- Heatmap: Analysis of participant engagement specifically on your industry pages – measurement of hotspots from delegate click-throughs
- Data capture package (personal delegate information) is included in this package – see sponsor item VIR_DAT20.02F for more information.
- Publication of your symposium to public
    - for a duration of 6 months in the RSP (replay page)
    - subsequently hosted for a duration of 3 years via the EML
- Publication of your symposium in the RSP (replay page) after your scheduled slot for the remainder of the congress (delegates who missed your slot will be able to catch up and stream at any time) * dependent on copyright permission of speakers/presenters
- Publication of your symposium programme in the e-final programme
- Individual branding options on the dedicated company replay page (RSP): implementation of company logo, two promotional banners and an introduction text (max 150 words)
- Implementation of an unlimited number of PDF documents (downloadable for delegates) on the dedicated company replay page (RSP)
- Implementation of a max of 2 promotional videos (mp4) on the dedicated company replay page (RSP)
- Implementation of the link from the dedicated company replay page (RSP) to your EAACI virtual booth and vice versa (if required) with a button "Virtual booth"
- Implementation of the link to your company website on the dedicated company replay page (RSP) with a button "Company website"
- Provision of recording of your symposium after the congress (if required)
- Presence in an Industry dedicated email to the EAACI Community (50,000+ pax) after & before the congress: pre-defined EAACI text promoting your symposium (including your company logo)
- 10 complimentary digital registrations

Product Codes: Depend on the Industry Symposia format (CSS, SAT, CSMS) – see below

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Cost

CSS (90min): 50.000 € (Product Code – VIR_SYMP21.01.3)

SAT (60min): 37.000 € (Product Code – VIR_SYMP21.02.3)

CSMS (30min): 17.500 € (Product Code – VIR_SYMP21.03.3)

Industry Symposia Premium Package, replay page

Specifications:

See ESOP for more technical Industry Symposia information (click here).

Level 1: Industry Symposia Basic Package

- 90, 60 or 30-minute, pre-recorded symposium (will be provided by the sponsor): option to include Q&A (text) chat during your scheduled slot
- Guidelines providing technical support: technical procedures and structures, professional recommendations for pre-recording, guidelines for moderators/speakers, guidelines for Q&A, visuals, specifications of promotional opportunities, among others
- On demand virtual rehearsal before the congress (slot will be allocated on a first come, first served basis, FS given priority)
- Publication of your symposium to public
    - for a duration of 6 months in the RSP
    - subsequently hosted for a duration of 3 years via the EML
- Publication of your symposium in the RSP (replay page) after your scheduled slot for the remainder of the congress (delegates who missed your slot will be able to catch up and stream at any time)
- Publication of your symposium programme in the e-final programme
- Individual branding options on the dedicated company replay page (RSP): implementation of company logo, one promotional banner and an introduction text (max 150 words)
- Implementation of a max of 2 PDF documents (downloadable for delegates) on the dedicated company replay page (RSP)
- Implementation of the link from the dedicated company replay page (RSP) to your EAACI virtual booth and vice versa (if available) with a button "Virtual booth"
- Provision of recording of your symposium after the congress (if required)
- Presence in an Industry dedicated email to the EAACI Community (50,000+ pax) before the congress: pre-defined EAACI text promoting your symposium
- 5 complimentary digital registrations

Product Codes: Depend on the Industry Symposia format (CSS, SAT, CSMS) – see below

Cost

CSS (90min): 30.000 € (Product Code – VIR_SYMP21.01.2)

SAT (60min): 25.000 € (Product Code – VIR_SYMP21.02.2)

CSMS (30min): 12.500 € (Product Code – VIR_SYMP21.03.2)

Specifications:

See ESOP for more technical Industry Symposia information (click here).

Industry Symposia Standard Package, replay page

Advertising Opportunities

Advertising options with EAACI provide a unique opportunity to inform and engage with your audience.

Full page advertisement in the e-Final Programme

PDF-Download from the EAACI website

Description: Your full-page advertisement will be included in the e-Final Programme will be made available on the EAACI website and for PDF-Download on the EAACI Hybrid Congress 2021 platform.

Benefits:

- Perfect way to reach an extensive audience with your advertisement via announcing your symposium and/or promoting your booth

Deadlines:

- Booking Deadline: 5 March 2021
- Deadline for submission of the advertisement: 15 March 2021

Additional information:

- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply. Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- Please read the Sponsorship Instructions Manual, which includes the item specifications available on ESOP (click here).
- Specifications: 210 x 297 mm, preferable in pdf format.
- This is an online promotional tool.
- Founder Sponsors already have this item included in their contract.

Product code: ADV21.01

Cost: 3,500 € net

Social Media Screens

Screens showing real time social media feeds from all EAACI channels

Description: 5x Social Media Screens will be situated in different locations of the congress venue and show live social media publications related to the EAACI Hybrid Congress 2021. Your company banner will be embedded on the 5 screens.

Benefits:

- The Sponsor has the opportunity to provide EAACI with a branded banner which will be placed on each screen for the duration of the congress.

Deadlines:

- Booking Deadline: 15 March 2021
- Deadline for submission of the banner: 15 April 2021

Additional Information:

- Sponsors will receive size specifications after booking the item
- Limited to 6 companies
- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply. Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.

Product code: ADV21.02

Cost: 4,500 € net

Specifications:

See ESOP for more technical information on this digital item (click here).

Digital Congress Bag NEW ITEM

Provide your advertising or branding message in digital form for the congress participant to access.

Description: Connect to each congress participant by providing an advertising/branding message that is included in a digital congress bag for the congress participant to access. This information will then be possible to save in the participants favourites items on their profile.

Benefits:

- Perfect way to reach all the registered congress participants with your advertisement by announcing your industry activity, symposium and/or promoting your booth

Deadlines:

- Booking Deadline: 5 April 2021
- Deadline for submission of the advertisement: 15 April 2021

Additional information:

- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply. Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- These items will be part of the EAACI Activity Challenge
- Specifications: Click here for more technical information on the ESOP.
- This is an online promotional tool.

Product code: ADV21.03

Cost: 5.000 € net

Specifications:

See ESOP for more technical information on this digital item (click here).

WiFi Sponsorship

Your branded banner and company logo on the WiFi landing page - exclusive item!

Description: WiFi will be available throughout the venue and free of charge to all attendees of the congress. The landing page can be branded with your company logo and a banner to invite delegates to your booth or sponsored symposium.

Benefits:

- Exposing your brand/message to a large majority of the EAACI annual congress participants
- Free WiFi allows the sponsoring company a unique opportunity to gain visibility

Deadlines:

- Booking Deadline: 5 April 2021
- Deadline for submission of the banner: 15 April 2021

Additional information:

- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply. Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.

Product code: ADV21.04

Cost: 11,000 € net

Specifications:

See ESOP for more technical information on this digital item (click here).

EAACI Annual Congress Mobile App (exclusive item)

Support the EAACI Mobile App and gain exposure through several Mobile App features - exclusive item

Description: The EAACI Events Mobile App is an innovative tool that redefines the way you visit and experience the Congresses. Using the App, the delegates can explore the event programme and exhibition & sponsorship information which includes other interactive features such as sliding images, carousel ads together with a detailed company description, promotion of your industry sessions, booth & website.

Benefits:

- Maximum exposure/visibility to all participants that use the dedicated EAACI Hybrid Congress 2021 Mobile App.

Deadlines:

- Booking Deadline: 15 March 2021
- Deadline for submission of all graphics/files/information: 15 March 2021

Additional Information:

- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply. Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- The Mobile app is updated daily and allows users to access information offline to avoid roaming costs.
- It can be downloaded from the App store and works with iOS and Android. Search your app store for EAACI Events; the EAACI Congress Mobile App is embedded in the EAACI Events Mobile App.

Product code: ADV21.12

Cost: 20,000 € net

Specifications:

See ESOP for more technical information on this digital item (click here).

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Advanced Company Profile in the Mobile App

Increased visibility of the company profile within the EAACI Hybrid Congress 2021 Mobile App

Description: The sponsor gets the possibility to add a company logo and up to three different images in the company profile. The profile is accessible via the exhibitor and sponsor list in the industry section of the EAACI Hybrid Congress 2021 Mobile App.

Benefits*:

- Increased visibility of the company profile within the EAACI Hybrid Congress 2021 Mobile App

Deadlines:

- Booking Deadline: 5 March 2021
- Deadline for submission of the banner: 15 March 2021

Additional information:

- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply. Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.

Product code: ADV21.05

Cost: 1,500 € net

Specifications:

See ESOP for more technical information on this digital item (click here).

EAACI Mobile App News Feed Advertisement NEW ITEM

Place your brand in a prominent position on the News feed of the EAACI Hybrid 2021 mobile app.

Description: Sponsors have a unique opportunity to display their brand on the EAACI Hybrid 2021 Mobile App (see image). The digital ad will rotate together with other sponsor advertisements. The EAACI mobile app provides all users with helpful information on news and session updates, hot topics, scientific and industry programme timing, venue layouts and much more.

Benefits:

- High visibility throughout the entire congress
- Your advertisement will be seen by all users of the EAACI Hybrid 2021 Mobile App as the news feed is the default page once the app is full opened.

Deadlines:

- Booking Deadline: 5 April 2021
- Deadline for submission of advertisement: 5 May 2021

Additional Information:

- A total of nine (9) advertising slots are available
- Maximum number of 3 advertisements permitted per day displayed as a slide show (randomly shown)
- Displayed: Saturday, 10 July to Monday, 12 July 2021 only
- Dimensions: 2400 x 600 px (WxH)
- File format PNG or JPG
- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply. Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- Please read the Sponsorship Instructions Manual, which includes the item specifications available on ESOP (click here).

Product code: ADV21.18

Cost: 6,000 € per ad per day

32
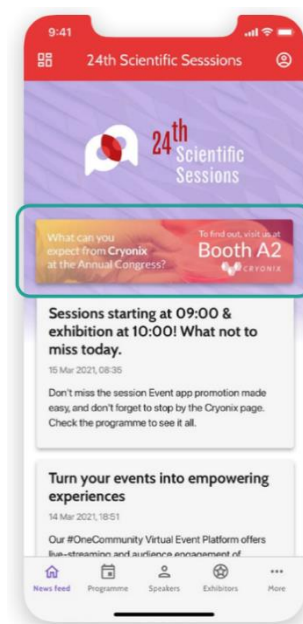
Highlight your Symposium Digitally

Increased visibility of your session with company logo and star symbol in the EAACI Hybrid Congress 2021 Mobile App

Description: The symposia programme information will be accessible in the industry section of the EAACI Hybrid Congress 2021 Mobile App under the category symposia. Highlight your session by adding a star symbol and your company logo.

Benefits*:*

- Increased visibility of your session with company logo and star symbol in the EAACI Hybrid Congress 2021 Mobile App and on the digital platform

Deadlines:

- Booking Deadline: 15 April 2021

Additional information:

- Founder Sponsors already have the logo included in their contract (applies to the CSS only).

Product code: ADV21.06

Cost: 1,000 € net

Notifications (Pop-ups) for Industry Activity

Inform the EAACI delegates via either the EAACI Hybrid Congress 2021 Mobile App or on the Digital Platform about your upcoming Industry Activity - limited to 3 push notifications/pop ups per day.

Description: EAACI will send a notification (for example 50 - 60 minutes prior to your symposium) to all delegates using the EAACI Hybrid Congress 2021 Mobile App or the Digital Platform. This notification will include the company name, timing, session room and the symposium title.

Important note:

Congress Mobile App - If the delegate has agreed to receive push notifications, the message will pop-up directly on the lock screen. All other delegates will be able to see the message within the EAACI events app under "Latest News".

Digital Platform – The delegate will be able to see notifications only if his is currently browsing the digital platform. If he will miss or skip a notification, he will be able to browse them all from the notification area indicated in the top right corner of his browser. EAACI will enable a pop-up notification (modal window) on delegate's browsers. Technical term: Modal window, is a window that forces the user to interact with it.

Benefits*:*

• Increased visibility of your session/company through the EAACI Hybrid Congress 2021 Mobile App messaging function.

Deadlines:

• Booking Deadline: 15 April 2021
• Deadline for submission of notification text: 29 April 2021

Additional information:

• Limited to 3 notifications per day
• Limited to 1 notification per symposium
• A company may book a max. of 1 push notification per day (on both Mobile App and Digital platform).
• Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply . Information is on the ESOP (click here).
• All submissions will be subject to EAACI approval.
• Please read the Sponsorship Instructions Manual, which includes the item specifications available on ESOP (click here).

Product codes:
ADV21.07.01 – Congress Mobile App – 4.500 € net per notification
ADV21.07.02 – Digital Platform – 5.500 € net per notification

Package deal: 8.000 € net per notification (must be same activity)

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App Carousel Advertisement

Your digital advertisements within the EAACI Hybrid Congress 2021 Mobile App and on the Digital Platform.

Description: The EAACI Hybrid Congress 2021 Mobile App and Digital platform are both key vehicles for delivering programme and other important information to delegates. The ads run on a timer and after the last one. On the Mobile App the user arrives at the home screen of the event after the timer is complete. Your advert can also be added as a favourite by the user.

Benefits:

- Maximum exposure/visibility multiple times a day whenever the user opens each EAACI Hybrid Congress 2021 platform.
- Advertisements will be run on Saturday, Sunday and Monday
- Limited to 3 sponsored advertisements per day for the Mobile App
- Limited to 6 sponsored advertisements per day for the Digital Platform

Deadlines:

- Booking Deadline: 15 April 2021
- Deadline for submission of advertisement: 29 April 2021

Additional Information:

- A company may book a max. of 1 advertisement per day and a max. of 2 advertisements for the whole congress period.
- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply . Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- Please read the Sponsorship Instructions Manual, which includes the item specifications available on ESOP (click here).
- Specifications: Click here for more technical information on the ESOP.

Product codes:

ADV21.08.01 – Congress Mobile App – 5.000 € net
ADV21.08.02 – Digital Platform – 5.000 € net

Cost: 9.000 € net per Advertisement (must be same activity)

Lanyards (exclusive item)

Your exclusive branding opportunity on the official EAACI lanyard - exclusive item

Description: Increase your company´s visibility with this excellent promotion item and gain brand exposure with all congress participants. Your logo together with the official EAACI Hybrid Congress 2021 logo will be visible on the lanyard.

Benefits*:*

- Maximum exposure/visibility to all participants – each registered person receives a lanyard upon picking up their registration badge

Deadlines:

- Booking Deadline: 5 April 2021

Additional information:

- All associated production costs (design, printing and shipping) are at the sponsors' expense
- The design of the lanyard will be subject to approval by EAACI
- Sponsor will need to provide 2,500 lanyards

Product code: ADV21.09

Cost: 7.000 € net

SOLD OUT

Pocket Programme Advertisement (exclusive item)

Your exclusive opportunity to advertise on the official EAACI 2021 Pocket Programme (printed version) - exclusive item

Description: This is the only printed programme that is handed to participants. Your full-page advertisement will be included in the Pocket Programme which will be available onsite.

Benefits:

• Maximum exposure/visibility to all participants – each registered person receives a copy of the Pocket Programme upon picking up their registration badge

Deadlines:

• Booking Deadline: 5 March 2021
• Deadline for submission of advertisement: 15 March 2021

Additional information:

• Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply. Information is on the ESOP (click here).
• All submissions will be subject to EAACI approval.
• Please read the Sponsorship Instructions Manual, which includes the item specifications available on ESOP (click here).

Product code: ADV21.10

Cost: 9.500 € net

SOLD OUT

Congress promotional email

Your opportunity to promote your participation at the EAACI Hybrid Congress 2021 prior the event and to a wide audience.

Description: EAACI provides an email platform for a branded message to be sent to all participants prior to the congress. This item is non-exclusive.

Benefits*:*

- Promote the location of your booth, an up-and-coming symposia or a call to action message.

Deadlines:

- Booking Deadline: 10 February 2021
- Deadline for submission of content/artwork: depends on sending date

Additional Information:

- Non-Founder Sponsors are limited to one (1) advertisement for EAACI 2021.
- EAACI will provide you with specifications for submission of your material. Your submission will be converted into an EAACI template.
- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply . Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- Please read the Sponsorship Instructions Manual, which includes the item specifications available on ESOP (click here).
- EAACI Founder Sponsors receive priority and will be allocated their specific weekly slot after first week of February 2020 (allocation draw). Non-Founder Sponsors will then be informed of the remaining weekly slots after this date and be allocated on a first come, first served basis.

Product code: ADV21.11

Cost: 1.000 € net

Advertisement in EAACI Online Newsletter

Your opportunity to reach EAACI members and non-members throughout the year.

Description: EAACI provides a platform to gain exposure to all members and non-members of the Academy. Newsletter issues are published online in May and November each year and disseminated via EAACI website, social media channels and mass emails.

Benefits:

- Reach EAACI members and non-members prior the event with your full-page advertisement
- Limited to 3 companies

Deadlines:

- Booking deadline 1 month prior to issue
- Material deadline for May issue: 15 April 2021
- Material deadline for November issue: 15 October 2021

Additional Information:

- Contact EAACI for further specifications – email: communications@eaaci.org
- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply. Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- Please read the Sponsorship Instructions Manual, which includes the item specifications available on ESOP (click here).

Product code: ADV21.13

Cost: 5,000 € net

Official EAACI Hybrid Congress 2021 Time Sponsor <mark>NEW ITEM</mark>

Place your brand in one of the most prominent positions on the EAACI Hybrid 2021 digital platform.

Description: Sponsors have a unique opportunity to display their brand on the landing page of the EAACI Hybrid Congress 2021 digital platform (see images). As one of the official "EAACI Hybrid Congress 2021 Time Sponsors" this limited offer of one sponsor per day offers a logo placement together on a digital rotation with the EAACI official time digital clock (visible by all participants visiting the congress virtually). Once the delegate clicks on the EAACI clock feature to view their own local time zone a further sponsor banner will pop up with a banner advertisement opportunity (see supporting image).

Benefits:

High visibility potential placement on all digital pages of the platform
Four booking options available:
One placement available to book per congress day – officially an EAACI Hybrid Congress sponsor (Saturday, Sunday & Monday)
One placement available to book for the entire on-demand period after the official congress days conclude (6 months post congress)
Your logo advertisement will be seen by all users of the digital platform in all areas
Drive traffic of all registered participants to your Industry digital booth or Symposia.

Deadlines:

* Booking Deadline: 5 April 2021
* Deadline for submission of advertisement: 5 June 2021

Additional Information:

* Displayed: Saturday, 10 July to Monday, 10 January 2022
(NB. All EAACI Digital Event Platforms are open to registered participants for 6 months after event)
* File format: jpg (exact dimension tba)
* Images and links are able to be interchangeable
  > one image/link change permitted per official congress day
  > one image/link change permitted after congress official days
* Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply. Information is on the ESOP (click here)
* Specifications: see ESOP for more technical information on this digital item (click here)
* All submissions will be subject to EAACI approval.

Product code: ADV21.17
Cost: 9,000 € (per day, per booking)

40
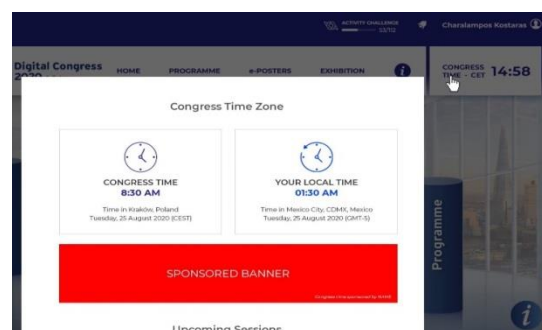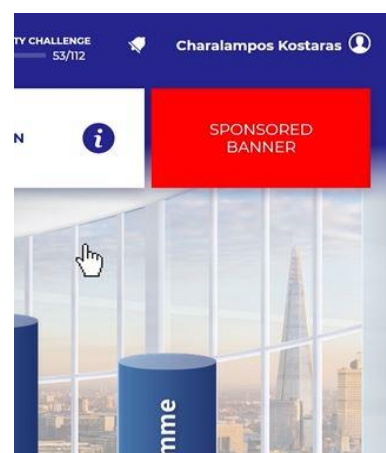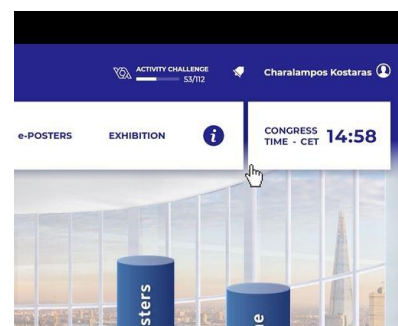
COVID Safety Kit - exclusive item NEW ITEM

Exclusive sponsor item that places your brand on the official EAACI Hybrid 2021 onsite COVID safety kit handed out multiple times to delegates.

Description: Increase your company´s visibility with this excellent branded item and gain exposure with all congress participants. Your logo together with the official EAACI Hybrid Congress 2021 logo will be visible on the kit.

Benefits:

• Maximum exposure/visibility to all participants – each registered person receives one COVID safety kit upon picking up their registration badge. Further COVID safety kits will then be available to participants if requested in other areas of the congress venue.

Deadlines:

• Booking Deadline: 5 April 2021

Additional information:
• All associated production costs (design & printing) are at the sponsors' expense *
• Contents and design of the COVID safety kits options are provided below and the final order is subject to approval by EAACI.
• Additional pricing of kits available and listed below.
• Sponsor will need to provide 4,000 COVID safety kits
• Please note images (see below for more info):
  • The EAACI corporate logo is just used for illustration purposes. The sponsors logo will be located in this position.
  • The EAACI Hybrid 2021 logo must be used on the product.

Product code: ADV21.14

Cost: 10.000 € net (* plus associated costs)

Additional costs: See below order quantity, printing and shipping pricing - payable separately by sponsor (see below item detail options). Supplier has already been sourced by EAACI.

COVID 19 Kit options – * associated costs are below (depending on the item chosen)

Business set
- Contents: Reusable antibacterial mask with silver ions, 3-ply. 30 ml disinfectant gel.
- Bag: 170x160mm.
- Branding: 1 colour on mask, disinfectant and bag.
- Delivery time: approx. 6-8 weeks from approval of the sample
- Order quantity / price per piece: 4,000 / 13.50 EUR
- Printing and Shipping is included in the price per quantity cost payable separately by sponsor

Deluxe set
- Contents: Hygiene mask (according to UNE 0064-1: 2020 standard). 30 ml disinfectant gel. 2 antibacterial
- Cloths. Mask holder.
- Bag: 169 x 126 x 52 mm
- Branding: 1 colour on disinfectant, mask holder and pouch.
- Delivery time: approx. 6-8 weeks from approval of the sample
- Order quantity / price per piece: 4,000 / 6.20 EUR
- Printing and Shipping is included in the price per quantity cost payable separately by sponsor

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COVID Onsite Testing - exclusive item   NEW ITEM

Exclusive sponsor item that supports and associates your brand with the official EAACI Hybrid 2021 onsite COVID safety Testing area - multiple times to delegates.

Description: Increase your company´s visibility with this excellent initiative and gain exposure with all congress participants. Your logo together with the official EAACI Hybrid Congress 2021 logo will be displayed throughout the testing area. The test will be administered online by appointment every 15 minutes (10 minutes for conducting the test; question protocol and test procedure; and 5 minutes to sanitise in between appointments; 15 minutes in total per test appointment) and the results provided to the delegate in confidence.

Benefits:
- Maximum exposure/visibility to all participants – all registered onsite participants have access to the COVID PCR testing. Participants should feel rest assured that EAACI is looking after their well-being and safety.
- Permitted to distribute sponsor brochures onsite within the designated area
- The quick test would be beneficial if required by participants traveling on airlines or delegates required a mandatory confirmation when they return to their home country
- A fast antigen test would reassure delegates of their safety at the congress (this test will not be made mandatory by EAACI for all delegates)

Deadlines:

- Booking Deadline: 5 April 2021

Additional information:
- Associated costs of producing the vaccine tests and delivery will be the responsibility of the sponsor *
- Associated costs of the storage and implementation will be shared 50/50 with EAACI and the sponsor *
- All associated production costs (design, printing and shipping) of sponsors' brochures are at the sponsors' expense *
- Design and implementation of the COVID testing area (and online appointment portal) and its surroundings are the responsibility of EAACI to manage however done under the consultation of the sponsor.
- All delegates will be shared the results of their test privately and securely. It will be the responsibility of the delegate to use that information responsibly and conform to the COVID-19 congress and national policies/regulations.

Product code: ADV21.16

Cost: 15.000 € net (* plus associated costs)

Additional costs: See above additional information - payable separately by sponsor. Supplier can either be sources by EAACI or own product used. All details must be approved by both sponsor and EAACI beforehand.

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Science and Education

Highlights Session (Unrestricted educational grant)

Description: Highlights Sessions are an excellent opportunity to support scientific content with a high level of visibility. Highlights Sessions are short and concise sessions which are compiled by the Scientific Programme Committee. The session highlights the most relevant talks of a certain topic and recaps on significant results from other sessions. With an educational grant, a company can select the overall topic of the session. However, the content and structure will be up to the EAACI Sections and Interest Group to design: an innovative, fast-paced session that highlights the most burning topics and compiles key messages.

Benefits:

- Your company logo will be integrated in the session announcements in the e-Final Programme and EAACI Hybrid Congress 2021 Mobile App as well as at the beginning of the session on the welcome screen.
- Your session will be announced by an official independent host
- Limited to 3 sessions for the whole congress period (1 session per day)

Deadlines:

- Booking Deadline: 22 January 2021
- Deadline for submission of overall topic: 22 January 2021

Additional Information:

- Duration: 15 minutes
- When? Once per day during a break between regular sessions. As the session is only 15 minutes long, there will be enough time for delegates to arrive from previous sessions and leave for the next session

Please consider that this is an **independent, scientific session supported by an unrestricted educational grant from a company.**

Companies providing such a grant are only permitted to suggest an overall topic and are prohibited from influencing speakers of the content of the session. Any requests by the sponsors to speakers – either prior to the congress or shortly before/during the session - with regards the content of their session or requests to mention company names and products etc. are not permitted.

Product code: SE21.02

Cost: 5,000 € net

EAACI Media Library

EAACI Media Library Sponsorship (limited item)

Support the EAACI online Media Library – limited item

Description: The EAACI Media Library hosts all EAACI Scientific resources. From webcasts, abstracts, e-posters, and presentations of all EAACI events to all books, guidelines and EAACI position papers. It is an essential resource for scientists, researchers and Allergy Professionals all over the world.

The EAACI Media Library has over 70'000 annual visits and more than 10'000 users.

Benefits:

- Possibility to show your company´s support for EAACI throughout the whole year
- Your company will be integrated as a supporter with the company logo in the lower part of the screen
- Limited to a maximum of five companies

Deadlines:

- Booking Deadline: 5 March 2021

Product code: EML21.01

Cost: 7.500 € net

Meeting Rooms

Industry Meeting Rooms allow sponsors and/or exhibitors of the EAACI Hybrid Congress 2021 to host a limited number of guests and organise small and informal meetings in a range of rooms available within the ICE Krakow. Hands-on and training of products/ therapies are not permitted in Meeting Rooms.

The meeting rooms are centrally located in the ICE and allow confidential talks in a quiet and private atmosphere without being disturbed.

Included Benefits:

- Meeting Room in ICE (Level 2)
- 1 room set-up for up to 10 pax (Boardroom set-up)
- Free WIFI (basic usage: emails check)
- Cleaning once a day in the evening
- Waste bin
- Signage with company name

On request:

- Audio Visual, catering and extra furniture at additional expense
- Change of setup at additional expense

Deadlines:

- Booking Deadline for Industry Meeting Rooms: 30 April 2021

Additional Information:

- EAACI Founder Sponsors have first selection of rooms. Afterwards, rooms will be allocated on a first come, first served basis to all other sponsors.
- Full conference period bookings will be given priority.
- Full day bookings (8:00 to 19:00) or half day bookings (8:00-12:30 / 13:30-19:00) available
- Requests contact sponsors@eaaci.org
- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply . Information is on the ESOP (click here).

Product code: MR21.01

Cost:

Period	Price**	Daily Rate
0.5 day rate	EUR 2.500 per day	5.000
1 day rate	EUR 4.000 per day	4.000
2 days rate	EUR 7.500 for 2 days	3.750
3 days rate	EUR 10.500 for 3 days	3.500

Congress Venue Branding – ICE Krakow

Stickers on glass panels on the revolving door (main congress entrance) NEW ITEM

Personalise one large glass panels at the entrance to EAACI Hybrid 2021.

Description: Highly visible area located when the participants enter the congress venue.

Benefits:

- Create your individual design
- Prime exposure to participant pedestrian traffic areas

Deadlines:

- Booking Deadline: 5 March 2021
- Deadline for submission of advertisement: TBA

Additional information:

- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply. Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- Please read the Sponsorship Instructions Manual, which includes the item specifications available on ESOP (click here).

Product code: ICE21.02

Cost: 20,000 €

ICE Stair Branding – Display on step risers NEW ITEM

Brand the stair landing in the highly visible congress areas that participants access each level.

Description: To gain access to each level the majority of participants use these stairs during the EAACI Hybrid Congress 2021.

Benefits:

* Excellent exposure - the stairs is the main throughfare for all participants moving around the venue at the EAACI Hybrid Congress 2021.

Deadlines:

* Booking Deadline: 5 March 2021
* Deadline for submission of advertisement: TBA

Additional Information:

* The stairs are located on each level and are available to book as follows:
    * Level 0 (ICE21.06.01) – 1 available – 11.000 € each
    * Level 0 (ICE21.06.02) – 1 available – 10.000 € each
    * Level 1 (ICE21.06.11) – 1 available – 8.000 € each
    * Level 1 (ICE21.06.12) – 1 available – 9.000 € each
    * Level 2 (ICE21.06.21) – 1 available – 7.000 € each
* Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply . Information is on the ESOP (click here).
* All submissions will be subject to EAACI approval.
* Please read the Sponsorship Instructions Manual, which includes the item specifications available on ESOP (click here).
* Exact locations are demonstrated in the pictures below (All levels of ICE Krakow).

Product code: ICE21.06 (see each level above for specific corresponding code ending)

Cost: See above € net per stair rise (5 available)

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## Banners (at entrance staircase) NEW ITEM

Display your brand/advertisement hanging from prominent positions in the EAACI Hybrid 2021 venue

Description: Sponsors have a unique opportunity to display their advertisement on the front side of one or both of the hanging banners that are visible from two different levels within the congress venue at the entrance (cost is per banner). This large banner is located in a prime location that is visible from the main entrance, main plenary room and exhibition areas of the congress venue.
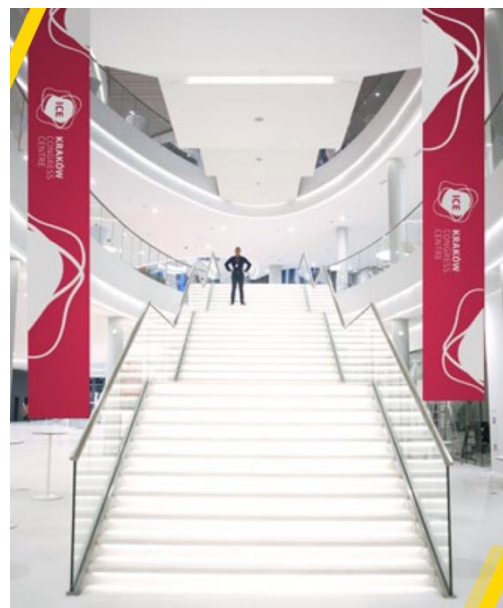
Benefits:

- High visibility of your advertisement at the EAACI congress (see ICE Exhibition Floor Plan on page 8 & 9 for locations available)

Deadlines:

- Booking Deadline: 5 March 2021
- Deadline for submission of advertisement: TBA

Additional Information:

- Displayed: Saturday, 10 July to Monday, 12 July 2021
- Only front sides available for sponsors (EAACI print will be displayed on the opposite/back side)
- File format (TBA)
- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply . Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- Please read the Sponsorship Instructions Manual, which includes the item specifications available on ESOP (click here).

Product code: ICE21.07

Cost: 14,000 €

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Banner (large centre) NEW ITEM

Display your brand/advertisement hanging from prominent position in the EAACI Hybrid 2021 venue.

Description: Sponsors have a unique opportunity to display their advertisement on the front side of one or both of the hanging banner that is visible from three different levels within the congress venue. This large banner is located in a prime location that is visible from the main plenary room and exhibition areas of the congress venue.

Benefits:

- High visibility of your advertisement at the EAACI congress (see ICE Exhibition Floor Plan on page 8 & 9 for location)

Deadlines:

- Booking Deadline: 5 March 2021
- Deadline for submission of advertisement: TBA

Additional Information:

- Displayed: Saturday, 10 July to Monday, 12 July 2021
- Only backside available for sponsors (EAACI print will be displayed on the opposite/front side)
- File format (TBA)
- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply . Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- Please read the Sponsorship Instructions Manual, which includes the item specifications available on ESOP (click here).

Product code: ICE21.08

Cost: 18,000 €

SOLD OUT

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Display on Glass balustrade panels (facing main access staircases) NEW ITEM

Personalise four large glass panels on the length of the internal balustrades.

Description: Highly visible areas located facing the participants as they ascend/descent the main stairs to each level of the congress venue.

Benefits:

- Create your individual design
- Prime exposure to participant pedestrian traffic areas

Deadlines:

- Booking Deadline: 5 March 2021
- Deadline for submission of advertisement: TBA

Additional information:

- Specifications: 1.06m (h) x 2m (w)
- Branding opportunities are available on each levels
- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply . Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- Please read the Sponsorship Instructions Manual, which includes the item specifications available on ESOP (click here).

Product code: ICE21.09

Cost: 7,000 €

32" & 42" Digital Screen Advertisement (multiple locations)

Your advertisement, rotating on the highly visible multimedia 32" & 42" screens (fixed locations)

Description: Highlight your company's attendance on a number of levels of the venue. There are four (4) packages available for this sponsor item (Level 0, 1, 2 or 3 package). Please note each level contains a different number of 32" & 42"digital screens (more information below). The screens are located throughout the entire venue (see ICE Exhibition Floor Plan on page 8 & 9 for locations available). Your digital advertisement will be rotating on all days of the congress.

Benefits:

- High visibility locations throughout the venue
- You are allowed one (1) Advertisement for each package
- Each Advertisement is allowed up to a 10 sec. slot per minute placed in an advert loop
- Your advertisement will be run on a loop one after the other with other sponsor and EAACI advertisements

Deadlines:

- Booking Deadline: 5 March 2021
- Deadline for submission of advertisement: TBA

Additional Information:

- A company is permitted to book multiple digital advertisements/level packages.
- The screens are divided into packages (based on venue levels) as follows:
    - Level 0 package (ICE21.10.0) - 8 (3 x 42"and 5 x 32")
    - Level 1 package (ICE21.10.1) - 11 (2 x 42" and 9 x 32")
    - Level 2 package (ICE21.10.2) - 9 (1 x 42" and 8 x 32")
    - Level 3 package (ICE21.10.3) - 5 (1 x 42" and 4 x 32")
- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply. Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- Please read the Sponsorship Instructions Manual, which includes the item specifications available on ESOP (click here).

Product code: ICE21.10 (see each level above for specific corresponding code ending)

Cost: 2,000 € net per package

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Display on the outer glass of the meeting room NEW ITEM

Place your branding/logo/advertisement on the outside glass of rooms on level 0 within the congress venue.

Description: Advertise your brand on the outside glass panels facing the main floor of exhibition area near the registration area.

Benefits:

- High visibility in a prime location of EAACI's congress areas
- Priority provided to the sponsor booking this specific meeting room

Deadlines:

- Booking Deadline: 5 March 2021
- Deadline for submission of advertisement: TBA

Additional Information:

- Exact locations are demonstrated on the picture below
- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply. Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- Please read the Sponsorship Instructions Manual, which includes the item specifications available on ESOP (click here).
- Availability to be confirmed after booth allocation

Product code: ICE21.11

Cost: 8,000 € net

Display on pillars NEW ITEM

Place your branding/logo/advertisement on selected pillars within the congress venue.
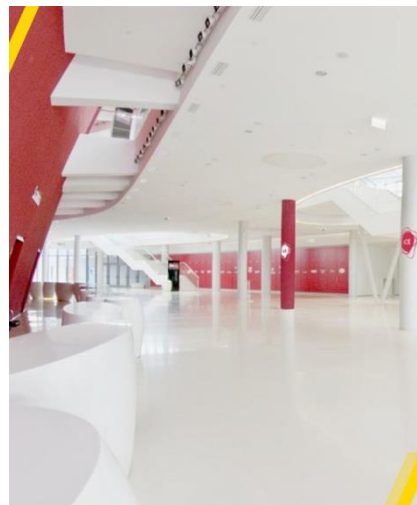
Description: Advertise your brand on the pillars throughout the congress venue in unique/select locations on a levels.

Benefits:

- High visibility in a prime location of EAACI's congress areas

Deadlines:

- Booking Deadline: 5 March 2021
- Deadline for submission of advertisement: TBA

Additional Information:

- The opportunities are divided (based on venue levels) as follows:
    - Level 0 (ICE21.12.0) - 10
    - Level 1 (ICE21.12.1) - 12
    - Level 2 (ICE21.12.2) - 4
- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply . Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- Please read the Sponsorship Instructions Manual, which includes the item specifications available on ESOP (click here).
- Availability to be confirmed after booth allocation

Product code: ICE21.12

Cost: 3,000 € net

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Flags NEW ITEM

Place your branding/logo/advertisement on a flag advertisement welcoming participants to the EAACI Hybrid Congress 2021.

Description: Advertise your brand on a flag at the entrance outside the congress venue.

Benefits:

- High visibility in a prime location of EAACI's congress entrance

Deadlines:

- Booking Deadline: 5 March 2021
- Deadline for submission of advertisement: TBA

Additional Information:

- Exact locations are demonstrated on the picture below
- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply . Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- Please read the Sponsorship Instructions Manual, which includes the item specifications available on the ESOP (click here).

Product code: ICE21.13

Cost: 2,000 € net

Display glass doors NEW ITEM

Place your branding/logo/advertisement on the outside glass of specific doors leading to EAACI workshop rooms within the congress venue.

Description: Advertise your brand on the glass one or more panels that leads to the hands on workshops within the congress (3rd floor).

Benefits:

Target physicians with a specific interest in topics relating to the Level 3 EAACI hand on workshops
Priority provided to the sponsors booking hands on workshop activities in those rooms

Deadlines:

- Booking Deadline: 5 March 2021
- Deadline for submission of advertisement: TBA

Additional Information:

- Limited to three glass doors (front and back)
- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply. Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- Please read the Sponsorship Instructions Manual, which includes the item specifications available on the ESOP (click here).

Product code: ICE21.14

Cost: 2,000 € net per door (per side)

Framed (poster) Advertisement (double sided) NEW ITEM

Your opportunity to reach EAACI participants throughout the venue with your targeted poster advertisement.

Description: 16 framed features will display your advertisement in prime locations throughout the congress venue. This uniquely presented double sided features will allow companies to present multiple advertising messages back to back.

Benefits:

- High visibility of your advertisement in prime locations (8 frames on both floors 0 and 1) of the EAACI congress area (Enquire more for exact locations and details).

Deadlines:

- Booking Deadline: 5 March 2021
- Deadline for submission of advertisement: TBA

Additional Information:

- Displayed: Saturday, 10 July to Monday, 12 July 2021
- File format (100 x 70 cm)
- Please consider that specified Rules & Regulations for EAACI logo usage and product advertisement apply . Information is on the ESOP (click here).
- All submissions will be subject to EAACI approval.
- Please read the Sponsorship Instructions Manual, which includes the item specifications available on ESOP (click here).

Product code: ICE21.15