



eECE 2021

23rd European Congress of Endocrinology

22-26 May 2021

Sponsorship and Exhibition Prospectus

Brand Awareness, Thought Leadership, Education
and Lead Generation/Delegate Interaction
opportunities during e-ECE 2021



presented by
bioscientifica



www.ece2021.org

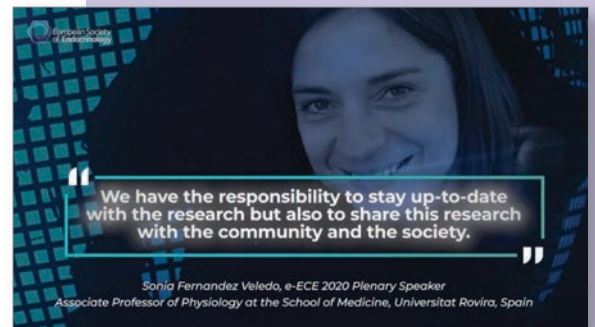
FIVE REASONS TO JOIN US AT e-ECE 2021



Due to the ongoing global situation with COVID-19 and the successful move of our 2020 Congress (e-ECE 2020) to a digital event, we are pleased to offer a range of re-developed and enhanced engagement opportunities for our industry partners to engage with, and benefit from.

We look forward to discussing these with you to build a package which meets your needs and maximises your engagement at e-ECE 2021.

- 1 Connect** digitally with thousands of endocrine specialists and healthcare professionals during the focused five-day period of e-ECE 2021 (e-ECE 2020 attendance was 4 675).
- 2 Position** your company as an industry leader in the endocrine field globally.
- 3 Present** your thought leadership and educational messages to an engaged international clinical audience.
- 4 Increase** awareness of your brand, products and services while capturing delegate data to communicate directly with your audience during and after e-ECE 2021.
- 5 Maximise** exposure of your educational content post-Congress (Satellite Symposia sessions and e-ECE Hub sessions) via ESE On Demand. Your booth and materials will also be available from the day before and for seven days after the live event.



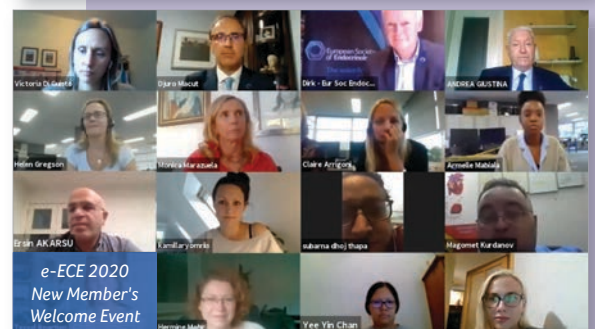
Sonia Fernandez Veledo, e-ECE 2020 Plenary Speaker
Associate Professor of Physiology at the School of Medicine, Universitat Rovira, Spain



Andrea Giustina
ESE President



Anton Luger, ESE Ex-Officio member responsible for ECAS



e-ECE 2020
New Member's
Welcome Event



Claudio Marelli, ESE Industry Partnership Board Co-Chair
Global Medical Lead Sr Director Rare Metabolic Diseases
at Takeda Pharmaceuticals International AG

eECE 2020 at a glance

ATTENDANCE 2020

4 675

TOTAL ATTENDEES



*ECE 2019 was a physical congress

ATTENDEES BY FOCUS AREA

Adrenal and Cardiovascular Endocrinology	1211
Calcium and Bone	927
Diabetes, Obesity, Metabolism and Nutrition	1533
Endocrine-related Cancer	808
Environmental Endocrinology	321
General Endocrinology	135
Pituitary and Neuroendocrinology	1490
Reproductive and Developmental Endocrinology	808
Thyroid	557

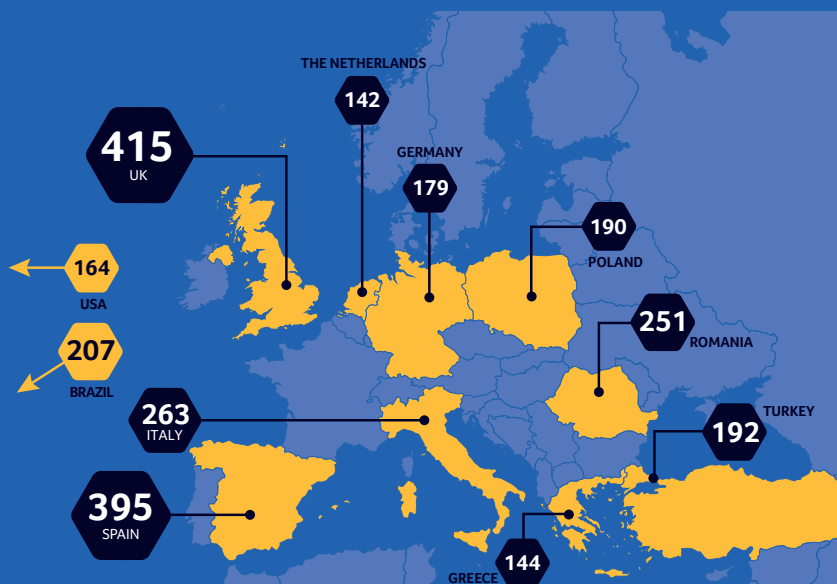
*Attendees could select more than one Focus Area

TOP 10 COUNTRIES IN ATTENDANCE

ECE 2019

Top 10 countries in attendance

599	France
309	Spain
276	UK
187	Italy
168	Switzerland
128	Germany
122	Greece
121	The Netherlands
109	Romania
98	Serbia



GENERAL

91% of delegates felt the programme met their needs

94% of delegates felt the live content was well delivered

98% of delegates intend to attend an ECE Congress again

80% of delegates would consider attending a digital e-ECE in the future

most viewed ePoster:
3 516

1 174 exhibition visits in total

ABSTRACTS 2020

ABSTRACT FOCUS AREA



216	Adrenal and Cardiovascular Endocrinology
212	Calcium and Bone
493	Diabetes, Obesity, Metabolism and Nutrition

24	Endocrine-related Cancer
9	Environmental Endocrinology
27	General Endocrinology

ABSTRACT TYPE



351	Pituitary and Neuroendocrinology
128	Reproductive and Developmental Endocrinology
306	Thyroid

108 000 Twitter Reach

422 Tweets from **31** countries

54 865 Facebook Reach

670 LinkedIn following

SPONSORSHIP PACKAGES ENHANCING BRAND AWARENESS



Bespoke Package
Only available to ESE's
Premium Corporate Members

SPONSORSHIP PACKAGE INVESTMENT	SUPPORTER €5 000	BRONZE €25 000	SILVER €45 000	GOLD €65 000	PLATINUM €75 000
Exhibitor booth profile	1 included	1 included	2 included	2 included	2 included
Congress bag insert	No	1 included	2 included	3 included	3 included
Brand awareness: level of exposure Includes acknowledgement of sponsorship across e-ECE website and platform, pre, during and post-Congress marketing materials including recruitment and registered delegate emails.	Base level*	Level 4	Level 3	Level 2	Level 1
Brand awareness: stand-alone Sponsor Spotlight email	No	No	No	Yes	Yes
Staff registrations included	2	5	10	15	Bespoke
'Included value':† Select from lead retrieval, voting/polling, Q&A, MP4 file export for external use, session hosted on ESE On Demand in perpetuity (can opt-out).	No	€8 000	€10 000	€12 000	€15 000
Lead generation/lead retrieval	No	†Included in 'included value'	†Included in 'included value'	†Included in 'included value'	†Included in 'included value'
Option to access additional sponsorship opportunities Nurses' Session, ePosters, Quiz, Patient Advocacy Group e-ECE Hub support etc.	No	No	Yes	€5 000 value included	€10 000 value included
Option for Satellite (additional cost) (priority arrangements based on on e-ECE 2020 spending)	No	Yes	Yes	Yes	Yes
Option for a e-ECE Hub (additional cost) (priority arrangements based on on e-ECE 2020 spending)	Yes	Yes	Yes	Yes	Yes
Option to sponsor Coffee Shops (additional cost) (single sponsor per Coffee Shop slot)	No	Yes	Yes	1 included	2 included
Option to sponsor or provide grant support for an e-ECE Hub session for a Patient Advocacy Group (additional cost)	No	Yes	Yes	†Included in 'included value'	†Included in 'included value'

*Acknowledgements detailed in final Contract and Manuals

†The options for 'Included Value' are detailed in the box opposite

VAT will be charged as applicable

†ENHANCED OPTIONS FOR SATELLITE AND e-ECE HUB SESSIONS:

Session voting	€1 000
Evaluation survey upgrade	€1 500
Lead retrieval for satellite symposium or e-ECE Hub or booth	€750 each
Full recording (MP4 export file incl live debate and questions)	€3 100
ESE On Demand post congress dissemination for satellite and/or e-ECE Hub (total one fee per company for all Satellite and e-ECE Hub sessions)	€8 000

THOUGHT LEADERSHIP AND EDUCATION OPPORTUNITIES



Satellite Symposium (only available to ESE Corporate Members)

e-ECE Hub session (available to ESE Corporate Members and e-ECE Congress Supporter level and above)

Content on ESE On Demand in perpetuity

Sponsorships of Nurses' session, ePosters, ESE Quiz, e-ECE Hub

SATELLITE SYMPOSIUM

Satellite Symposia offer a focused opportunity to talk directly with an engaged audience of key customer groups. They can be fully pre-recorded or include live Chair introductions, Q&A and polling.

There are a maximum of three parallel sessions offered in each time slot.

- **Morning sessions on main scientific session days:** **€40 000**
Monday, Tuesday and Wednesday, 07:00-08:00 CEST, 60 minutes
€47 500 after 15 January 2021
- **Evening sessions on main scientific session days:** **€40 000**
Monday, Tuesday & Wednesday, 18:00-19:00 CEST, 60 minutes
€47 500 after 15 January 2021

Lead generation/opportunities to interact with delegates: Via lead retrieval and Q&A, polling/voting and dedicated delegate survey.

'Included value': Satellite Symposia sponsorship will include a certain amount of included value to 'spend' to support the Satellite. Select from lead retrieval, voting/polling, Q&A, MP4 file export for external use, or session hosted on ESE On Demand in perpetuity.

e-ECE HUB

e-ECE Hub sessions offer a short 30 minute focused opportunity to talk directly with an engaged audience on a specific topic or area. They can be fully pre-recorded or include live Chair introductions, Q&A and polling.

There are a maximum of six parallel sessions offered in each time slot.

- **Morning sessions on main scientific session days:** **€7 500**
Monday, Tuesday and Wednesday 07:30-08:00 OR 08:15-08:45 CEST (30 minutes)
€10 000 after 15 January 2021
 - Maximum six parallel sessions per time slot
 - All will be run as 30 minute unlimited audience sessions
 - All will be run via the main MEvents platform (not on Zoom)
 - Lead Generation/Opportunities to interact with delegates: via lead retrieval and Q&A, polling/voting and dedicated delegate survey.

- **Co-sponsorship of e-ECE Hub** **€18 000**
Maximise your impact as a sponsor of the popular e-ECE Hub. As one of three sponsors, you will be included on the e-ECE Hub programme and all marketing, as well as receiving two e-ECE Hub sessions for your company use.

e-ECE 2020 SATELLITE SYMPOSIA



9 satellite symposia sessions

352 average satellite attendance

517 highest satellite attendance

82% of delegates rated satellite symposia sessions as having medium – high value or interest

Please note:

- 1 Your company must be an ESE Corporate Member to hold a Satellite Symposium at e-ECE.
- 2 Allocation of Symposia day and time is based on a priority ranking based on e-ECE 2020 spending.

e-ECE 2020 HUB SESSIONS



8 e-ECE Hub sessions

222 average attendance

421 highest attendance

87% of delegates rated e-ECE hub sessions as having medium – high value or interest

THOUGHT LEADERSHIP AND EDUCATION OPPORTUNITIES

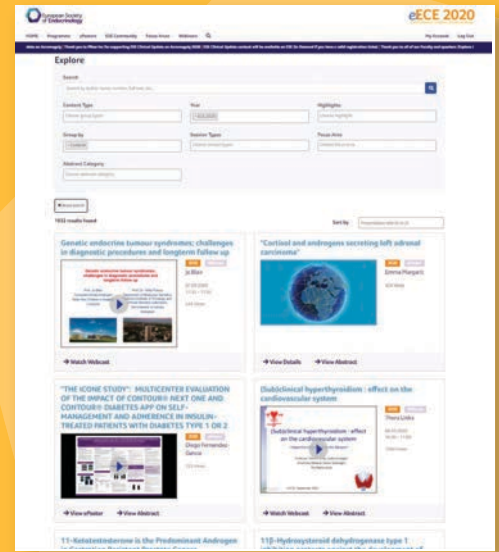
ESE ON DEMAND

Our established online content platform, ESE On Demand, allows you to disseminate your educational content to all ESE members and e-ECE delegates post-Congress alongside scientific content from e-ECE and ESE's postgraduate courses.

All Satellite Symposia and e-ECE Hub sessions will be recorded as they are streamed and will be available via the ESE On Demand platform during, and for a number of days after, the Congress.

For Sponsors (excluding Supporters) who have a Satellite or e-ECE Hub, ESE On Demand can be included as part of the 'include value' part of their package. Editing of the files is charged at an additional cost of **€125** per hour.

If a company is not a Bronze, Silver, Gold or Platinum Sponsor or is a Supporter level Sponsor, the cost is **€8 000** to put all of their sessions (Satellite Symposia and/or e-ECE Hub) on ESE On Demand.

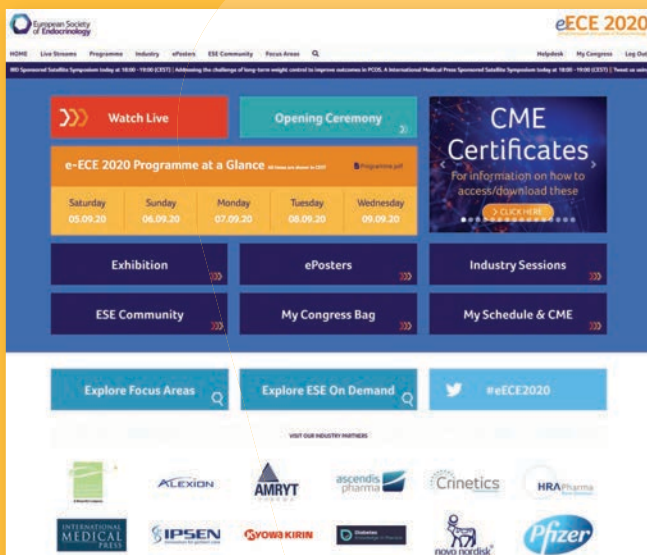
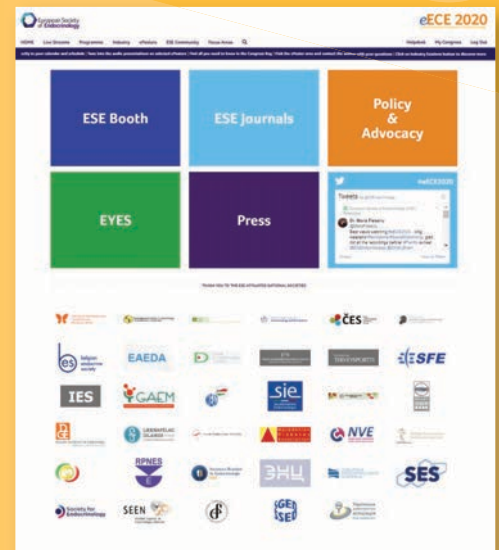


ESE VIRTUAL EXHIBITION

The e-ECE 2021 Exhibition will be accessible directly from the main Congress landing page

- A Company booth profile will be included in all Sponsorship packages
- Silver, Gold and Platinum have two booth profiles (1x Medical and 1x Commercial) which can be linked
- Lead generation/opportunities to interact with delegates
- Live meeting chat and lead retrieval are available at an additional cost
- Option to link externally to a microsite with a 3D booth from your company booth profile
- Also available to non-sponsors/non-ESE Corporate Members (at **€3 000** +VAT)

VAT will be charged as applicable



OTHER BRAND AWARENESS AND SPONSORSHIP OPPORTUNITIES



BEFORE e-ECE 2021

- **Pre-Congress mailings**
to registered delegates **€5 000**
- **Abstract Submission System**
sponsorship **€2 000**
(from November 2020–February 2021)

DURING e-ECE 2021

- **Congress e-Bag PDF/MP4 insert**
The Congress e-Bag was well visited at e-ECE 2020 with 3 120 views. Delegates can view or download your flyer and link to your website, MP4 or external 3D booth, or satellite or e-ECE hub programme, speakers and video teaser content.
Sponsors/exhibitors **€2 000**
Non-exhibitors **€3 000**

SPONSORSHIPS

- **Nurses' session Co-sponsorship** **€10 000**
Support the ESE Nurse Programme as one of three co-sponsors on Saturday and Sunday of the Congress days. Your support will enable endocrine Nurses from around the globe to attend the whole e-ECE 2021 Congress and improve their knowledge, patient care and networks.
- **ePosters Co-sponsorship** **€10 000**
As one of three co-sponsors, you will be associated with the ePoster programme and awards and on all marketing for the ePoster session.
- **e-ECE Hub Co-sponsorship** **€18 000**
Maximise your impact as a sponsor of the popular e-ECE Hub.
As one of three co-sponsors, you will be included on the e-ECE Hub programme and all marketing, as well as receiving two e-ECE Hub sessions for your company use.

- **ECE Quiz** **€5 000**

This networking event proved very popular at e-ECE 2020 and as one of three co-sponsors you will be included in all marketing for this event as well as supporting the prize for the winner and two runners up.

- **Patient Advocacy Group**
e-ECE Hub session supporter **€3 500**

Enable one of the Patient Advocacy Groups to develop and share their work in an e-ECE Hub session.

- **Coffee Shops** **€3 000**

The Coffee Shops will give delegates a chance to network and extend discussions with the speakers from the sessions held that day. These informal drop in sessions will be themed and facilitated to ensure a productive and interesting experience for all.

POST e-ECE 2021

- **ESE On Demand** **€8 000**

To put all of the sessions (Satellite Symposia and/or e-ECE Hub) sessions on ESE On Demand.

VAT will be charged as applicable

PAYMENT TERMS AND CONDITIONS

The allocation of dates and times of Satellite Symposia and e-ECE Hub sessions will be made in order of spend at the previous congress (e-ECE 2020).

Upon receipt of a completed application form (which can be found here), confirmation of your booking along with details of the agreed package and benefits will be sent via email. A contract containing all detail and full terms and conditions will then be sent to you to sign and return along with a purchase order number and VAT registration number.

The countersigned contract must be returned to ESE by 28 February 2021 at the latest. An invoice will then be issued and payment due within 30 days.

Any requests for additions or changes to the original contracted package must be made in writing and will be acknowledged.

The following cancellation charges will be applied:

- Cancellation before 31 January 2021:
10% of total booking cost
- Cancellation between 1 February and 15 March 2021:
50% of total booking cost
- Cancellation after 15 March 2021:
100% of total booking cost

VAT will be charged as applicable

KEY CONTACTS

Sponsorship and Exhibition Opportunities

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MANAGED BY:



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