

ECE 2022

24th European Congress of Endocrinology

21 – 24 May 2022

In-person in Milan, Italy

Live and On Demand via  **ECE@HOME**

PROSPECTUS

Sponsorship, Education & Exhibition Opportunities

- Thought Leadership
- Education
- The Patient Connection
- Brand Awareness
- Delegate Interaction/
Lead Generation



presented by
bioscientifica



www.eso-hormones.org/ece-2022

SIX REASONS TO JOIN US AT ECE 2022!



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ECE 2022 will be the first time in two years that the European endocrine community will be able to get together in person – this is an occasion for celebrating and reconnecting.

For ECE 2022 we will be live in Milan and online with ECE @Home and we are pleased to offer a range of re-developed and enhanced 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 ECE 2022.

1 Connect in person and online with our global community of endocrine specialists and healthcare professionals!

ECE 2022 offers delegates the choice to attend the Congress live in Milan or join via ECE@Home – the live-streamed and on demand version of ECE 2022. Those attending via ECE@Home will be able to participate in satellite symposia via online Q&A, polling and evaluation, and can connect with all Industry Partners via email.*

In-person: Delegates who come to Milan will be able to engage with Industry Partners on exhibition booths, in satellite symposia and ECE Hubs, and throughout the day in the exhibition hall or hospitality areas. Delegates will be able to ask questions directly during sessions and benefit from the networking opportunities with colleagues from across the world. What's more, they can enjoy access to all the sessions which will be recorded, as soon as they are available, via ESE On Demand!

ESE@Home: Exclusive and new for ECE 2022, we are excited to introduce a registration option that will offer delegates access to a selection of sessions live streamed in real-time and access to the rest of the sessions via ESE On Demand shortly after the live session has ended. This will also apply to industry satellite symposia, and delegates can interact with speakers via online Q&A, polling and evaluation. The inclusion of Industry Links in the Congress e-Bag will allow delegates to get in touch with Industry Partners. Delegates can also access the whole programme content on ESE On Demand – all from the comfort of their own home or place of work.

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 and scientific audience of senior, mid and early career endocrinologists.

4 Demonstrate your company's patient focus through support of ESE's Patient Advocacy Groups' activities – The Patient's Voice Hub sessions and The Patient's Experience Educational zone – at ECE 2022.

5 Increase awareness of your brand, products and services while capturing delegate data to communicate directly with your audience during and after ECE 2022.

6 Maximise exposure of your educational content post-Congress (Satellite Symposia sessions and ECE Hub sessions) via ESE On Demand or purchase a recording of the session (as an MP4 file), giving you the opportunity to use it as desired post ECE 2022.

*Industry Company contact information will be included on a Sponsor Overview leaflet in the Congress e-Bag, linking out to each company's website or dedicated Congress landing page/3D booth.

eECE 2021 at a glance

ATTENDANCE 2021

3453

TOTAL ATTENDEES



ATTENDEES BY FOCUS AREA

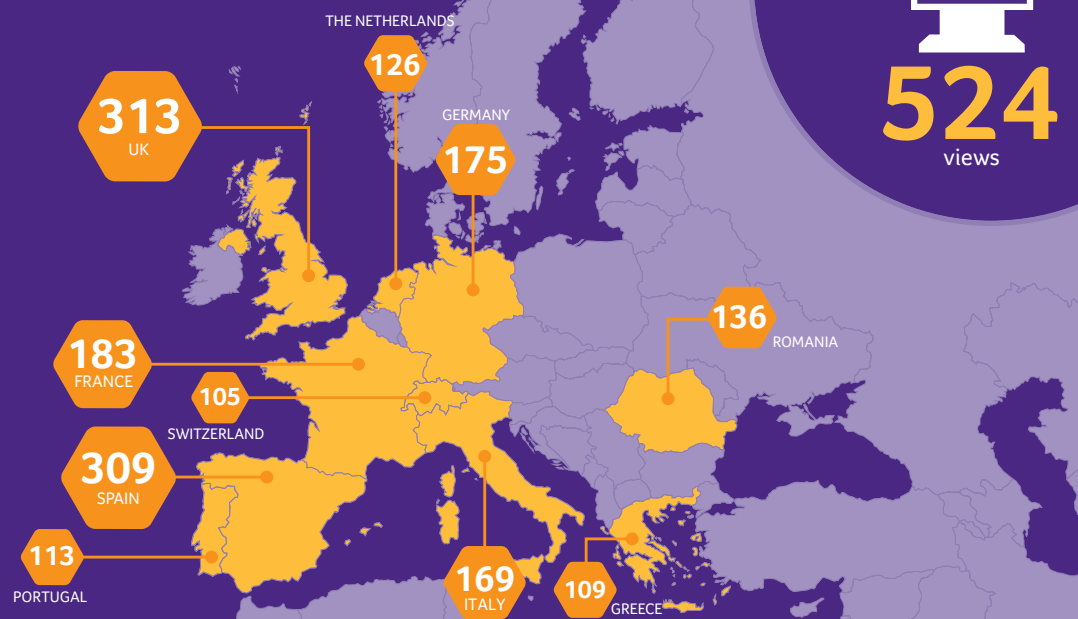
14%	Adrenal and Cardiovascular Endocrinology
11%	Calcium and Bone
21%	Diabetes, Obesity, Metabolism and Nutrition
10%	Endocrine-related Cancer
6%	Environmental Endocrinology
16%	Pituitary and Neuroendocrinology
8%	Reproductive and Developmental Endocrinology
14%	Thyroid

TOP 10 COUNTRIES IN ATTENDANCE

e-ECE 2020

415	UK
395	Spain
263	Italy
251	Romania
207	Brazil
192	Turkey
190	Poland
179	Germany
164	USA
144	Greece

e-ECE 2021



ePOSTERS

Most
viewed
ePoster:

524

views

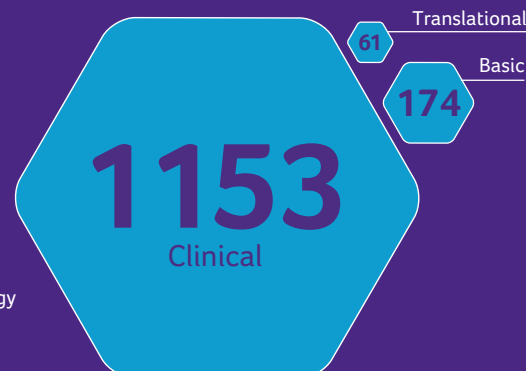
ABSTRACTS 2021

ABSTRACT FOCUS AREA



156	Adrenal and Cardiovascular Endocrinology
117	Calcium and Bone
395	Diabetes, Obesity, Metabolism and Nutrition
59	Endocrine-related Cancer
4	Environmental Endocrinology
75	General Endocrinology
211	Pituitary and Neuroendocrinology
96	Reproductive and Developmental Endocrinology
275	Thyroid

ABSTRACT TYPE



OPPORTUNITIES OVERVIEW

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Bespoke Package only available to
ESE's Premium Corporate Members

THOUGHT LEADERSHIP	SUPPORTER	BRONZE	SILVER	GOLD	PLATINUM
Sponsorship package	€5 000	€25 000	€45 000	€65 000	€75 000 bespoke package
Staff registrations included in package [†] <i>See details on page 5</i>	Yes	Yes	Yes	Yes	Yes
Option to access additional sponsorship opportunities [†] <i>See details on page 5</i>	Yes	Yes	Yes	€5 000 value included	€10 000 value included

EDUCATION

Option for a Satellite (additional cost) – priority arrangements based on level of ECE Sponsorship package booked. [†] <i>See details on page 6</i>	No	Yes	Yes	Yes	Yes
Option for a ECE Hub Session (additional cost) [†] <i>See details on page 7</i>	Yes	Yes	Yes	Yes	Yes

THE PATIENT'S EXPERIENCE

Option to sponsor The Patient's Experience (incorporating The Patient's Voice Hub sessions) NEW! <i>See details on page 8</i>	Yes	Yes	Yes	Yes	Yes
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BRAND AWARENESS

Exposure level for each sponsorship package [†] <i>See details on page 9</i>	Base level [†]	Level 4	Level 3	Level 2	Level 1
Congress bag insert: PDF leaflet included in the online Congress e-Bag and on the Congress e-Bag Wall in the exhibition (no physical printed flyers will be included in the Congress e-Bag) [†] <i>See details on page 9</i>	No	1 included	2 included	3 included	3 included
Stand-alone Sponsor Spotlight email (pre or during Congress)	No	No	No	Yes	Yes
Pre-Congress mailing to registered delegates <i>See details on page 9</i>	Yes	Yes	Yes	Yes	Yes
Other sponsored items [†] <i>See details on page 9</i>	Yes	Yes	Yes	Yes	Yes
Venue branding Opportunities and prices on application	Yes	Yes	Yes	Yes	Yes

DELEGATE INTERACTION/LEAD GENERATION OPPORTUNITIES

Exhibition booth [†] Space only and shell scheme booth options available Note: all booths over 12sqm must be space only <i>See details on page 10</i>	Shell Scheme or Space only booth at standard price Space only €350/sqm Shell scheme €550/sqm	Space only €250/sqm Shell scheme €450/sqm	Space only €200/sqm Shell scheme €350/sqm	Space only €150/sqm	Space only €100/sqm
Hospitality rooms Limited availability. From €1,000 per room per day.	Yes	Yes	Yes	Yes	Yes
'Included value' [†] Select from lead retrieval, voting/polling, Q&A, MP4 file export for external use, session hosted on ESE On Demand. <i>See details on page 9</i>	No	€8 000	€10 000	€12 000	€15 000

[†]Acknowledgements detailed in final Contract and Manuals

VAT will be added where applicable

OPPORTUNITIES OVERVIEW

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THOUGHT LEADERSHIP OPPORTUNITIES

Priority allocation will be given in order of the ECE Sponsorship Package booked, with ECE 2022 Platinum sponsors having first choice of date and time of satellite symposia, ESE Hub sessions, exhibit booth location and the option to book specific sponsorship items.

OPTION 1:

ECE 2022 SPONSORSHIP PACKAGES

We offer five levels of Sponsorship packages for ECE – starting at entry level ‘Supporter’ through to top level ‘Platinum’ (which is only open to ESE’s Premium Corporate Members). Each package has an increasing level of brand exposure through the Congress marketing, delegate communications, onsite/in platform experience, and ‘included value’. Packages also offer access to additional Sponsorship Opportunities and Company Staff Registration. The ‘included value’ allows you to tailor the package to meet your specific needs and optimise your investment and presence. See page 4 for full details.

OPTION 2:

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Opportunities to support specific elements and areas within the ECE Programme are available either as stand-alone items or part of the ‘included value’ options for some of the ECE Sponsorship Packages booked. These include:

1 Nurses’ Programme Co-sponsorship €10 000

Support the ECE Nurse Programme as one of three co-sponsors on Saturday and Sunday. Your support will enable endocrine Nurses from around the globe to attend the whole ECE 2022 Congress in Milan or via ECE@Home and improve their knowledge, patient care and networks. You will be recognised as Sponsor on all marketing of the whole Nurses’ programme pre, during and post Congress (onsite and online).

2 Young Investigator Awards €15 000

Awarded to 12 Early Career researchers who submit outstanding abstracts (basic or clinical) to the annual European Congress of Endocrinology. You will be associated with the Young Investigator Awards programme onsite in Milan and on ESE On Demand (available to all registered delegates during and 60 days post ECE, and to ESE Members one year or 364 days post ECE) as well as on the Awards and all marketing for the Award session.

3 ESE Poster Awards €10 000

As one of three co-sponsors, you will be associated with the Poster programme onsite in Milan and on ESE On Demand (available to all registered delegates during and 60 days post ECE and to ESE Members one year or 364 days post ECE) as well as on Awards and all marketing for the Poster session.

4 Pre-Congress Thyroid Ultrasound Course PRICE ON APPLICATION

This course provides a review of the latest advances in thyroid ultrasound techniques delivered through presentations, interactive discussions and practical sessions. The target audience for this course is clinical endocrinologists, endocrine surgeons, ENT / head and neck surgeons, pathologists and radiologists and their physician extenders with interest in thyroid.

The course arrangements will be discussed and developed with the interested sponsor/s. This can include the availability of ultrasound equipment for the practical sessions.

5 ECE Daily Spotlight Broadcast €8,000 per day

Taking place twice daily (08:00–08:30 and 17:50–18:20 CEST with Posters session) on Sunday, Monday and Tuesday. Broadcasted in the Exhibition Hall and Live Streamed online, these studio-style interview sessions with our Master of Ceremonies and key speakers will set the scene for the day ahead and review the day’s highlights.

e-ECE 2021 DELEGATES REPORTED:



of delegates felt that the programme met their needs



of delegates said they would attend another ECE Congress again



of delegates felt the live content was well delivered



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

OPPORTUNITIES OVERVIEW

EDUCATIONAL OPPORTUNITIES

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Satellite Symposia (only available to ESE Corporate Members)

ECE Hub sessions (available to ESE Corporate Members and ECE 2022 Congress Supporter level and above)

Sponsor content (Satellite Symposia and ECE Hub session) on ESE On Demand for up to five years

SATELLITE SYMPOSIA

Satellite Symposia offer a focused opportunity to talk directly with an engaged audience. They can be fully live, pre-recorded or include hybrid elements to allow ECE@Home Delegates to participate in Q&A and polling or for Key Speakers to join remotely.

These are only available to ESE Corporate Members (your company can apply for this alongside the Satellite Symposia application).

Priority allocation will be given in order of ECE Sponsorship Package booked, with ECE 2022 Platinum sponsors having first allocation. Please note that room capacities may be restricted due to any Covid-19 social distancing and room capacity measures in place at the venue at the time of ECE. We will ensure that Satellites are located in rooms with the largest capacity to maximise attendance should social distancing and room capacity restrictions still be in place.

There are a maximum of three parallel sessions offered in each time slot – and 12 Satellite sessions available in total.

1. Lunchtime slots on main scientific session days: Sunday and Monday: 13:30–14:30 CEST, 60 minutes.
2. Afternoon slots on main scientific session days: Sunday and Monday: Sunday 16:50–17:50 CEST, Monday 16:20–17:20 CEST, 60 minutes.

We have four Satellite Symposia packages available – depending on your reach and dissemination objectives:

OPTION 1 LIVE ONLY €45,000 (+10% after 30 November 2021)

- ▶ A 60-minute Satellite Symposium session held live at ECE in Milan.
- ▶ INCLUDES: Congress room laid out to hold agreed capacity of delegates, standard AV equipment, an AV technician, live technical support for one 30-minute rehearsal and one 60-minute Symposium session, and marketing (all as detailed in the Satellite Manual provided on booking).
- ▶ OPTIONAL EXTRAS: AV equipment outside the standard package, additional AV technicians, rehearsals (dependent on availability), lead retrieval, additional standalone emails, Q&A/voting/polling systems. Prices available on application.

OPTION 2 LIVE ONLY + LIVE STREAMED €50,000 (+10% after 30 November 2021)

As per Option 1 PLUS

- ▶ Satellite Symposium session live streamed to ECE@Home delegates.

OPTION 3 LIVE ONLY + LIVE STREAMED €55,000 + on ESE On Demand or MP4 download of whole session (+10% after 30 November 2021)

As per Options 1 and 2 PLUS

- ▶ Hosting on ESE On Demand (ESE's online content platform) for one year after ECE 2022 (available to all ECE 2022 Congress delegates for 60 days post ECE and for all ESE Members from 61–364 days post ECE 2022).
- OR
- ▶ A recording of the whole Satellite Symposium (as an MP4 file) and the opportunity to use it as desired post ECE 2022.

OPTION 4 LIVE ONLY + LIVE STREAMED €60,000 + on ESE On Demand + MP4 download of whole session (+10% after 30 November 2021)

As per Options 1, 2 and 3 PLUS

- ▶ A recording of the whole Satellite Symposium (as an MP4 file) and the opportunity to use it as desired post ECE 2022.

e-ECE 2021 SATELLITE SYMPOSIA



293

average satellite attendance

588

highest satellite attendance

81%

of delegates rated satellite symposia sessions as having a good to high value or interest

OPPORTUNITIES OVERVIEW

EDUCATIONAL OPPORTUNITIES

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ECE HUB SESSIONS

ECE Hub Sessions offer a short 20-minute focused opportunity to talk directly with an engaged audience on a specific topic or area. Talks can be fully live or pre-recorded and include hybrid elements for Key Speakers to join remotely if they are unable to attend in person.

ECE Hub Sessions will be held in four 50-seater Hub Theatres located within the ECE Exhibition, with sessions running in parallel during the morning coffee break on Sunday, Monday and Tuesday.

e-ECE 2021 HUB SESSIONS



122
average
attendance

278

highest
attendance

85%

of delegates rated e-ECE
hub sessions as having
a medium or high
value or interest

OPTION 1 LIVE ONLY

€7,500

(+10% after 30 November 2021)

- ▶ A 20-minute ECE Hub session held live at ECE in Milan. Note: there is NO live streaming option offered for ECE Hubs.
- ▶ INCLUDES: ECE Hub Theatre laid out to hold agreed capacity of delegates, standard AV equipment, an AV technician, live technical support for one 15-minute rehearsal and one 20-minute ECE Hub session, and marketing (all as detailed in the Satellite Manual provided on booking).
- ▶ OPTIONAL EXTRAS: AV equipment outside the standard package, additional AV technicians, rehearsals (depending on availability), lead retrieval, additional standalone emails, Q&A/voting/polling systems, inclusion on ESE On Demand, and download of Session (MP4). Pricing outlined on page 9.

OPTION 2 LIVE ONLY + on ESE On Demand or MP4 download of whole session

€10,000

(+10% after
30 November 2021)

As per Option 1 PLUS

- ▶ Hosting on ESE On Demand (ESE's online content platform) for one year after ECE 2022 (available to all ECE 2022 Congress delegates for 60 days post ECE and for all ESE Members from 61-364 days post ECE 2022).
- OR
- ▶ A recording of the whole ECE Hub session (as an MP4 file) and the opportunity to use it as desired post ECE 2022.

OPTION 3 LIVE ONLY + on ESE On Demand + MP4 download of whole session

€12,500

(+10% after
30 November 2021)

As per Options 1 and 2 PLUS

- ▶ A recording of the whole ECE Hub session (as an MP4 file) and the opportunity to use it as desired post ECE 2022.

OPPORTUNITIES OVERVIEW

THE PATIENT'S EXPERIENCE

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OPTION 1: THE PATIENT'S VOICE HUB SESSIONS

Main Sponsor (two available) **€10 000**

Supporter (four available) **€5 000**

Following on from the successful launch of The Patient's Voice Hub sessions at e-ECE 2021, the ECE 2022 sessions will offer a 30-minute opportunity for Patient Advocacy Groups to engage with the audience on a specific topic or area. The Patient's Voice sessions will be part of the Congress programme in Milan and also be part of the live streamed content in ECE@Home, enabling them to reach a wider audience. The talks can be fully live or pre-recorded and include hybrid elements for Key Speakers to join remotely if they are unable to attend in person.

There will be nine Hub sessions offered to Patient Advocacy Organisations on Saturday afternoon (three sessions running in parallel over three time slots (14:00-14:30/14:40-15:10/15:20-15:50 CEST). A recording of The Patient's Voice Hub session (as an MP4 file) will be provided to the Patient Support Group and the opportunity to use it as desired post ECE 2022.

Sponsorship of The Patient's Voice Hub sessions will be acknowledged across all of the sessions.

OPTION 2: THE PATIENT'S EXPERIENCE ZONE

NEW!

Sponsorship **€10 000**

The NEW 'The Patient's Experience' Zone within the ECE Exhibition, will incorporate the Patient Advocacy Group's congress presence and exhibit area, specialist society presence and other stakeholders, with a focus on educational activities and material. Our Industry Partners can support the Patient Experience Zone and use the opportunity to disseminate, demonstrate and discuss your company's e-learning and educational materials directly to delegates, from a dedicated tabletop/pod booth.

e-ECE 2021 THE PATIENT'S VOICE SESSIONS



8
sessions

192

average attendance

381

highest attendance

81%

of delegates rated
The Patient's Voice Hub
sessions as having a good
to high value or interest



OPPORTUNITIES OVERVIEW

BRAND AWARENESS OPPORTUNITIES

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EXPOSURE LEVEL

Exposure level for each ECE Sponsorship package includes acknowledgement of sponsorship within the venue, across the ECE website, and on the Congress platform. Acknowledgment of support also included in ECE marketing materials including recruitment and delegate emails.

'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).

Lead generation/lead retrieval

A separate booking and lead retrieval will be needed for each of the in-person Satellite or Hub sessions and the online sessions as they are different systems.

Enhanced options for Satellite and ECE Hub Sessions:

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

CONGRESS E-BAG INSERT

Sponsors/Exhibitors	€2 000
Non-Sponsors/Exhibitors	€3 000

A PDF leaflet will be included in the online Congress e-Bag and on the Congress e-Bag Wall in the exhibition (no physical printed flyers will be onsite). The Congress e-Bag Wall will have an A2 copy of each flyer with a QR code for delegates to scan and be taken directly to the landing page specified by the sponsor. Available to all delegates attending in person or virtually (via the Congress Platform).

STAND-ALONE ECE SPONSOR SPOTLIGHT EMAIL

ECE 2022 Sponsoring companies only €5 000

This email is promoting the engagement and activity of the ECE Sponsoring company with content provided by the Sponsor. To be sent out to all registered delegates (who have opted in to receive this content) ahead of, during or in the seven days post-ECE 2022.

EXHIBITOR/SPONSOR PRE-CONGRESS MAILING TO REGISTERED DELEGATES

ECE 2022 Sponsors and Exhibitors only €5 000

This email promotes the ECE Sponsor or Exhibiting company with content provided by the Sponsor and sent out to all registered delegates (who have opted in to receive this content) pre-ECE 2022.

ITEM PROVISION

Provision of items such as pens and writing pads, water bottles, face masks and hand gel to delegates in the Delegate Bags, provided in kind by the Sponsor.

WATER BOTTLE REFILL STATIONS

Please contact us to discuss. Price on application.

PHONE CHARGING STATIONS

Please contact us to discuss. Price on application.

VENUE BRANDING

Options available - please contact us to discuss. Price on application.

OTHER

If you have other ideas you would like to discuss, please contact us!

OPPORTUNITIES OVERVIEW

DELEGATE INTERACTION/ LEAD GENERATION

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Delegates who come to Milan will be able to engage with Industry Partners on exhibition booths, in satellite symposia and throughout the day in the exhibition hall.

EXHIBITION IN MILAN

There are two options available for exhibition space:

OPTION 1 SPACE ONLY €350/sqm

Note: all booths over 12sqm must be space only

ECE 2022 Sponsor space only price:

Platinum	€100/sqm
Gold	€150/sqm
Sliver	€200/sqm
Bronze	€250/sqm
Supporter	€350/sqm

Two exhibition-only registrations passes per 9sqm purchased

OPTION 2 SHELL PACKAGES €550/sqm

The exhibition package includes

- Two exhibition-only registration passes per 9sqm purchased
- Exhibitor profile in the Congress e-Bag (online)
- Lunches and refreshments in scheduled breaks
- Power (one double socket), lights (two spotlights), name board and furniture (a table, two chairs)
- Carpet (one colour – colour TBC)
- Technical manual and support from the ESE Sponsorship and Exhibition Logistics Manager

Note: all booths over 12sqm must be space only

ECE@HOME

Those attending via ECE@Home will be able to participate in satellite symposia via online Q&A, polling and evaluation, and can connect with Industry Partners via email (through Industry Company contact information included on a Group Tile in the Congress e-Bag, linking out to each company's website or dedicated Congress landing page/3D booth). Please note that this is NOT the same individual virtual booth profiles as we had in e-ECE 2021 but will include contact details and a link to your company website or any bespoke landing page you have developed for your presence at ECE 2022.



REGISTRATION ENTITLEMENTS

	SUPPORTER	BRONZE	SILVER	GOLD	PLATINUM
Exhibition only	2	4	6	8	10
Full Registration to ECE in Milan and on ESE On Demand	1	2	3	4	5
Full Registration for ECE@Home	4	4	4	4	4

HOSPITALITY ROOMS

from €1,000 per room per day

There are nine hospitality rooms – four located on Level 1 and five located on Level 2 (to seat 10-15 Covid-19 restrictions, 20-28 without) boardroom or U-shape and include one setup plus screen (240 x 135 cm), projector (4.000 al) and relevant cable (HDMI/DVI connection for laptop – projector) for connecting laptops to the screen in the rooms. Allocation will be made in order of Sponsorship Package level (with Platinum sponsors first).

PAYMENT TERMS AND CONDITIONS

The allocation of dates and times of Satellite Symposia and ECE Hub sessions (and hospitality rooms) will be made in order of ECE Sponsorship Package booked, with ESE 2022 Platinum sponsors having first allocation.

Upon receipt of a completed application form confirmation of your booking along with details of the agreed package and benefits will be sent via email. A contract containing all booking details including 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 2022 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 2022:
10% of total booking cost
- Cancellation between 1 February and 15 March 2022: 50% of total booking cost
- Cancellation after 15 March 2022:
100% of total booking cost

VAT will be charged as applicable

MANAGED BY:
 **bioscientifica**

Starling House,
1600 Bristol Parkway North
Bristol, BS34 8YU, UK



European Society
of Endocrinology

ECE 2022 Congress Team

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Web: www.es-e-hormones.org/ece-2022

COMPLIANCE

The country of compliance is Italy.

In the event that the Congress would need to move entirely online, for example as the result of a worsening COVID-19 situation, the country of compliance would be the United Kingdom (as it was for e-ECE 2020 and e-ECE 2021).

ESE reserves the right, when and if it would prove to be impossible to hold the live event at the time indicated, to either look for an alternative date or replan ECE 2022 as a fully online event.

KEY CONTACTS

Sponsorship and Exhibition Opportunities

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Sponsorship and Exhibition Logistics

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