

45TH ANNUAL MEETING OF THE

EUROPEAN SOCIETY FOR PAEDIATRIC INFECTIOUS DISEASES

Organised jointly by ESPID and the ESPID Foundation

BERLIN
& ONLINE
31 MAY - 4 JUNE
2027



INDUSTRY GLOSSARY

#ESPID2027

espidmeeting.org

2027 GLOSSARY

ACKNOWLEDGEMENTS

Each Supporter and Exhibitor will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website and mobile application.



FULL PRODUCT DETAILS

Choose how you want to be present in the ESPID 2027 Meeting!
PHYSICALLY, ONLINE OR IN BOTH.

Below you can find the available educational, promotional, and advertising items. Most items are available for both physically and online, but please note that a few will only be available for one or the other.

SUPPORT CATEGORIES & BENEFITS

You will be given a support category status dependent upon the total amount of your support contribution. The total contribution will consist of items such as advertisements, sponsored sessions and exhibition space (excluding storage space).

Benefits will be allocated to supporters based on the following table.
Branded items will carry company logos only.
No product logos or advertisement are permitted.

BENEFIT	PLATINUM	GOLD	SILVER	BRONZE
COMPLIMENTARY STAFF REGISTRATIONS FOR THE PHYSICAL AND ONLINE MEETING	10	6	3	1
SUPPORTER'S LOGO WITH HYPERLINK ON MEETING WEBSITE	✓	✓	✓	✓
ACKNOWLEDGEMENT ACCORDING TO SUPPORT LEVEL	✓	✓	✓	✓

Request Price List

EDUCATIONAL ITEMS

MEDICAL EDUCATION GRANT

Independent medical grants dedicated to the educational mission of the Meeting are appreciated and important to the Meeting' success.

- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, virtual platform, mobile app and with signage during the event.

TRAVEL AND/OR PARTICIPATION GRANT

As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for our Meeting. The industry will entrust the Kenes Group and provide educational grants directly, and Kenes Group together with the Meeting Committee will be responsible for participants (HCPs) pre-selection.

Educational Participation Grants of any amount are appreciated and important to the success of our Meeting.

Recipients (HCPs) will need to fulfil the criteria specified by the Committee in order to be eligible to apply for an educational participation grant. Accepted grant recipients will be contacted by the Meeting Secretariat.

- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, virtual platform, mobile app and with signage during the event.

VIRTUAL PLATFORM EDUCATIONAL GRANT

Independent grants dedicated to the educational mission of the Meeting are appreciated and important to the success of the Meeting' virtual platform.

- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, virtual platform, mobile app and with signage during the event.

EDUCATIONAL ITEMS

SUPPORT OF E-POSTERS

Kenes e-Posters are a unique combination of scientific posters and interactive content. An e-Poster is an electronic version of the traditional paper poster and is shown at dedicated digital stations at the event.

E-Posters create unique networking and engagement opportunities, generate participants' interest, and are good exposure for authors. The highly trafficked e-Poster terminals, located in prime locations allow attendees to access the electronic presentations easily and conveniently.

E-POSTER SUPPORT INCLUDES:

- Signage at the entrance to the e-Poster area with "Supported by..." and a company logo only.
- Signage "Supported by..." and a company logo only on each individual e-poster station.
- Signage in the virtual platform with "Supported by..." and a company logo only.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, virtual platform, mobile application and with signage during the event.

PROMOTION OF INDUSTRY SYMPOSIA ON THE MEETING WEBSITE

Companies can rent a space on the Meeting website for period of 12 months (or until the next Meeting) and use it as a hosting partner to broaden the audience of their Supported Symposium.

- The webcast will be displayed in an Industry dedicated page on the website.
- Webcast will be clearly indicated as: "Webcast of an industry symposium session" on the Meeting Website.
- The company will need to provide a written agreement with the speakers, which allows the webcast to be placed there.
- Webcast needs to be provided by the supporting company.

PROMOTIONAL ITEMS

60-MIN INDUSTRY SYMPOSIA (NON-CME)

Organise an official non-CME Industry Symposium, subject to Congress Committee approval.

- Includes hall rental, standard AV equipment, and a display table.
- Includes a basic recording package featuring a generic background and standard picture-in-picture layout (see illustrative example). High-quality recording, customized branding, and live streaming services are available at an additional cost.
- Permission to use the phrase “Official Industry Symposium of [Congress Name].”
- Featured in the designated industry section of the Congress Programme.
- Indicated in the timetable as: “Industry Session” (not included in the main event CME/CPD credit offering).

SPEAKER EXPENSES

Please note that the Congress will not cover expenses for speakers participating in industry sessions. In addition to the support fee, the sponsoring company is responsible for all speaker-related expenses, including registration, accommodation, and travel. This obligation remains even if speakers were previously invited by the organisers and had independently arranged their travel. MedTech/EFPIA regulations will be considered where applicable.

RECORDING & STREAMING GUIDELINES

To ensure the highest production quality for recorded or streamed sessions, the following technical requirements and recommendations apply:

PRE-EVENT PLANNING & REHEARSAL

- One preliminary coordination meeting via Zoom or Microsoft Teams is required to align expectations and technical logistics.
- A mandatory technical rehearsal must take place at least 24 hours before the session to verify stage setup, lighting, and audio configurations.
- All presentation materials (slides, videos, and other assets) must be provided to the technical team no later than 48 hours prior to the session for pre-loading and testing.

PRODUCTION STANDARDS & SESSION OVERSIGHT

- A two-camera PTZ setup is strongly recommended for all sessions to ensure optimal coverage and provide operational redundancy.
- Final video quality is dependent on venue-specific conditions, including hall layout, lighting, and stage configuration. These elements should be reviewed with the hybrid production technician during the rehearsal.
- Audio quality is dependent on the venue's AV infrastructure. Testing all microphones and audio feeds during the rehearsal is mandatory.
- The sponsoring company is requested to assign a representative to remain near the hybrid technician throughout the session. This individual will be responsible for monitoring the feed and immediately reporting any issues during the live recording or streaming.

POST-PRODUCTION

- The standard package includes basic post-production services consisting of:
  - Video trimming
  - Addition of lower thirds
  - Minor video and audio quality corrections
- Any additional editing requests outside the standard scope will be quoted separately. Requests must be submitted in writing within 24 hours following the conclusion of the session.

RULES FOR BOOKING SYMPOSIA:

1. Symposia bookings will be analysed by ESPID Board to avoid clashes in topics and to have a balanced programme.
2. No new symposia slots/timing will be added until all the ones available have been already taken.
3. Costs will vary between different days.
   Please check the price list for more information.
4. Priority on Tuesday symposium slot will be given to companies who also support ESPID Travel Grant as part of its package.
   More information about the Selection Criteria can be found here.
5. Companies can only book one symposium on Tuesday.
6. Companies won't be allowed to book more than 2 sessions in a row.
7. Slots will be allocated according to the Sponsorship Level/Total Contribution to the Meeting.
8. All bookings will be confirmed after review of the ESPID Board.

ESPID 2027 Industry Symposia Timetable can be found here.
ESPID Code of Practice can be found here.

PROMOTIONAL ITEMS

30-MIN PRODUCT THEATRE (NON-CME)

Meet with attendees and key decision makers to share your new research outcomes, discuss your clinical protocols, and conduct product demonstrations of your new products and services. Product Theatre sessions will take place during the coffee breaks and will be held in a designated area in the virtual and/or physical exhibition hall.

Product Theatre provide a high value educational opportunity for hosts to reach engaged healthcare professionals. These sessions deliver a platform to gather and discuss issues on patient education, specific products and therapeutic areas.

LOCATED IN THE EXHIBITION HALL, BOTH PHYSICALLY AND VIRTUALLY, PRODUCT THEATRE PROVIDES AN OPPORTUNITY TO:

- Highlight and demonstrate new and existing products.
- Provide up-to-date research findings.
- Give product details in-depth.
- Demonstrate products.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, virtual platform, mobile application and with signage during the event.

MOVIE SCREENING

Opportunity to organise a Movie Screening Session (Video/Content subject to the approval by the Scientific Committee).

- Video is played during the lunch break of the Meeting days (Wednesday – Friday). If there is a Product Theatre session taking place in the break, the video will be played in a loop during the coffee breaks.
- Time and date to be coordinated with the Meeting Organiser.
- Duration: up to 10 minutes.
- Video can be available on the Meeting App to be viewed on demand.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, virtual platform, mobile application and with signage during the event.

PROMOTIONAL ITEMS

PRE-MEETING VIDEO TEASER

- Sponsors will be offered a dedicated webpage including a 4-minute video on the official Meeting Website.
- Opportunity for sponsors to connect with attendees before the Meeting days and create anticipation with a pre-event promotional video/webpage hosted by Meeting organisers.
- Product advertising is not permitted.

NOTE: All pages are subject to review by the Meeting Programme Committee.

NEW: CROSS BODY PHONE HOLDER

A practical and stylish event accessory designed to keep mobile phones easily accessible throughout the event. This round lanyard crossbody can be fully branded with the sponsor's logo, offering continuous visibility among attendees during the congress and beyond. Combining functionality with everyday use, it provides brands with long-lasting exposure even after the event has ended.

PHOTO BOOTH

The Photo Booth is an excellent tool to engage with attendees. It allows them to have fun and share their experience. Attendees are given the opportunity to take a photo of themselves and colleagues, using fun props provided by Kenes, and have the photo sent to them via email, text message or directly uploaded to their social media accounts.

- The booth attracts many attendees, and a sponsor would gain exposure by having their branding on the outside of the booth, including their logo on every photo taken.
- The exposure will last long after the Meeting ends as these photos are shared with colleagues, friends and family.
- By sponsoring the Photo Booth, the company will be the official supporter of the Photo Contest taking place virtually.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, virtual platform, mobile application, and with signage during the event.

PROMOTIONAL ITEMS

NEW: MAGNET PHOTO BOOTH

Create an interactive experience for attendees while offering a lasting souvenir from the Meeting. A professional photographer will take photos onsite, which will be instantly printed as magnets for participants to keep.

The sponsor's branding will be featured on each magnet, ensuring repeated visibility as delegates take their keepsakes home and display them in their personal or professional spaces.

NEW: SCAVENGER HUNT

Boost your booth traffic and enhance your brand's presence by participating in the Meeting Scavenger Hunt. This exciting, interactive activity encourages attendees to visit your booth and engage directly with your team, creating memorable experiences and lasting connections.

HOW IT WORKS:

- Your company's logo and message will be prominently featured in the Scavenger Hunt section of the Meeting app, drawing attendees straight to your booth.
- Participants can complete challenges by visiting exhibitor booths, solving tasks, and scanning your unique QR code.
- To boost engagement, the Society will award three prizes to participants with the most scans, adding a fun, competitive element.

CHOOSE YOUR CHALLENGE TYPE:

- QR Code Scans: A simple, effective way to draw attendees to your booth - just have them scan a QR code to complete your challenge.
- Keyword Entry: Create a unique, memorable keyword that links back to conversations at your booth. It's easy for attendees to participate and recall your brand.
- Insight Questions: Spark deeper connections by asking engaging questions, either multiple-choice or open-ended, such as, "How would you use (Product/Service)?". This option offers valuable feedback while boosting brand recall.

REQUIREMENTS FOR PARTICIPATION:

- Challenge Description: Provide a short, enticing line for delegates (up to 150 characters), like: "Visit the (Company Name) booth and scan our QR code to complete this challenge!"
- Extra Info: Add any specific details or instructions to enhance your challenge.

PROMOTIONAL ITEMS

STEPS COMPETITION IN THE MOBILE APP

Connected to the Meeting Mobile App, we will have a Steps Competition, where participants will be able to track their steps, compete with each other and win a prize.

- By sponsoring the steps competition, you will be promoting a healthy lifestyle.
- Your logo will be added in the mobile app, in the onsite signage promoting the steps competition and, on the screens, keeping track of the steps.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, virtual platform, mobile application, and with signage during the event.

NEW: MEETING PODS LOUNGE

Your brand, their connection hub! Elevate your presence at the event by creating a dedicated branded meeting area featuring 4 fully branded, tech-equipped Meeting Pods, each with 4 seats. A private, professional space where meaningful business conversations happen. The space can be customised to suit your objectives - either as an open meeting hub available to all participants or as a dedicated branded area for your company and invited participants.

- Exterior display branding — your logo and messaging featured on the pod's exterior meeting display, visible to all passing delegates and showing live reservation status.
- Interior monitor branding — engage occupants with your brand through the interior screen, with options for a static image, a curated slideshow, or a full video.
- Optional digital kiosk — for maximum visibility, a branded digital kiosk can be placed directly in front of the pod at an additional cost, drawing delegate attention from across the event floor.
- Flexible quantity — sponsor a single pod for a focused presence, or take a cluster of pods to create a dedicated branded meeting hub.
- Flexible placement — sponsor a pod within the congress area for maximum delegate visibility, or have it positioned directly at your exhibition booth to drive traffic and host private conversations with prospects.
- Flexible duration — sponsor for a single day or the full congress, depending on your engagement objectives.
- Booking is managed via a custom-branded app with calendar integration, keeping your brand visible with every reservation.
- An onsite technician ensures smooth operation throughout the event.

PROMOTIONAL ITEMS

WELCOME RECEPTION

Supporter will have the opportunity to promote itself through a networking reception on the first evening to which all registered attendees are invited. Hospitality and any activities provided will be in compliance with all relevant industry codes.

- Supporter's logo on sign at the entrance to the Welcome Reception.
- Opportunity to provide items bearing company logo for use at the event.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, virtual platform, mobile application, and with signage during the event.

COFFEE BREAK

Coffee will be served during breaks in the exhibition area. Hospitality provided will be in compliance with all relevant industry codes.

- Opportunity to have a one-day display of company's logo at the catering point located within the exhibit area.
- Opportunity to provide items bearing company logo for use during the supported break.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, virtual platform, mobile application and with signage during the event.

ICE CREAM BREAK

Ice Cream will be served during one of the breaks in the exhibition area. Hospitality provided will be in compliance with all relevant industry codes.

- Opportunity to have a one-day display of company's logo at the ice cream point located within the exhibit area.
- Opportunity to provide items bearing company logo for use during the supported break.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, virtual platform, mobile application and with signage during the event.

PROMOTIONAL ITEMS

BRANDING IN THE VENUE

Several branding opportunities will be available across the conference center.

The opportunities are still upon confirmation, and the supporter will receive these options in a separate file.

HOSPITALITY SUITES / MEETING ROOMS

Boost your brand's visibility and connect with key decision-makers by reserving a dedicated hospitality suite or meeting room at the event.

- Host VIPs, conduct meetings, or organise private gatherings in a space designed to suit your specific needs.
- Enhance your room with catering and AV equipment (available at an additional cost) to create an environment for meaningful interactions.
- All hospitality services adhere to industry standards, ensuring a professional and seamless experience. Directional signage will guide attendees to your room, maximising your brand's exposure.
- Rental includes basic electrical connection (15AMP) and one power strip. Any additional AV or electrical requirements beyond this will have extra costs.

NOTE: The closed meetings and invitation-only social events are permitted only outside the official blackout hours and must not conflict with the official event programme or Opening Ceremony.

Internal staff meetings are permitted at any time; however, if attended by congress participants, they are subject to the blackout policy and may not take place during programme hours.

PROMOTIONAL ITEMS

WORLD MAP & SOCIAL MEDIA WALL

The World Map is a unique map providing viewers with extra info/data on participants from around the globe. The map is an interactive experience for participants to connect based on their geographical origins. The display can be placed in a central location at the venue and serves as an information and communications tool, ideal for enhancing participant networking.

- Support will be recognised on a separate printed sign/rollup located beside the World Map screen, with ˝Supported by… ˝ and a company logo only.
- Support will be recognised with World map signage within virtual Lobby including “Supported by…” and a company logo only.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, virtual platform, mobile application and with signage during the event.

SOCIAL MEDIA WALL ADVERTISMENT

A large screen will appear in a main area of the venue showing all social media interactions that include the Meeting hashtag.

- Your company advert will be shown on the social media plasma screen in a loop with the social media interactions and other companies’ adverts.
- Content of the advert subject to the approval by the Meeting Scientific Committee.
- Your company’s advert will also be available in the virtual platform’s lobby.

NEW: ADVERTISMENT ON MEETING MAILSHOT

Expand your brand’s reach by securing a spot in the official Meeting mailshot, directly engaging with a highly targeted event community before the event even begins.

- Your advert will be featured in a prime location within the mailshot, sent directly to all registered participants and event followers, ensuring broad and targeted exposure.
- Reach your audience where it matters most — their inboxes, giving your brand visibility and building excitement ahead of the event.
- Content will be subject to review by the Programme Committee to ensure compliance, with no product advertising allowed.

PROMOTIONAL ITEMS

PROMOTIONAL MAILSHOT: **PRIOR OR POST-MEETING**

PRIOR-MEETING MAILSHOT: Gain additional exposure for your industry session, company or exhibition booth by sending out a Mail Blast to the pre-registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Meeting Organiser.

- Exclusive: Mail blast will be exclusive for the supporting company. The designed mail blast (html format with Kenes design requirements) and the preferred "Subject" to be provided by the Supporter and subject to receipt by 6 weeks prior to the Meeting. "From" field will be ESPID 2027.
- Joint: Mail blast will be shared with other supporting companies. Supporting company should provide the content for the mail blast following Kenes design requirements. Design of mail blast will be done by Kenes/Organiser.

NOTE: Mailshots sent prior to the beginning of the virtual Meeting cannot be linked to activities within the virtual platform as this one is not live/ available yet, i.e Industry sessions and booths.

POST-MEETING MAILSHOT: Connect with participants after the Meeting days by sending out a post-Meeting Exclusive Mail Blast to registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Meeting Organiser.

- Mail blast will be exclusive for the supporting company. The designed mail blast (html format with Kenes design requirements) and the preferred "Subject" to be provided by the Supporter. "From" field will be ESPID 2027.

**In the case where the supporter cannot provide a compliant HTML file, they may provide one pdf/ image, that will be embedded into the Meeting designed mailshot for an additional charge of $250. Content received after the deadline may be processed for an additional fee of $500.*

INDUSTRY SUPPORT DISCLOSURE WILL BE ADDED TO ALL MAILSHOTS.
This event is supported, in part, by funding from industry. All support is managed in strict accordance with CME/CPD accreditation criteria and standards for commercial support. Industry Sponsored Symposia are organised by industry and not included in the main event CME/CPD credit offering.

PROMOTIONAL ITEMS

MOBILE APP ADVERT

Gain additional exposure for your company, industry session or booth by advertising it in a designated section of the Mobile App.

The Meeting Mobile App will be available for all participants who download the app.

PUSH NOTIFICATION
VIRTUAL PLATFORM, MOBILE APP, OR BOTH

- One "push notification" sent to all participants* via the virtual platform OR Meeting mobile app.
- Date and time to be coordinated with Meeting organiser.
- Specifications will be provided by the Meeting organiser.
- The Meeting App push notifications will be available for all participants who downloaded the app.
- Push notifications in the Mobile App are limited to maximum of 1 push notification per industry sessions.

**Only for those participants who have opted to receive such information.*

NEW: SOCIAL MEDIA PROMOTION — PER POST

Leverage the power of Meeting social media to increase your brand's visibility and connect directly with participants and healthcare professionals worldwide.

- Gain exposure to a global audience by sharing your post across the Meeting's official social media platforms, boosting your brand's visibility and engagement.
- Engage with participants and healthcare professionals in real time, fostering meaningful connections and increasing awareness of your products or services.
- Collaborate with the Meeting organisers to select the optimal time and date for your post, ensuring maximum impact when your audience is most active.

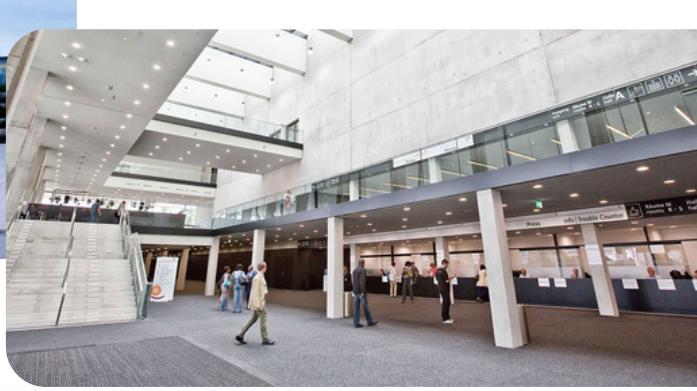
EXHIBITION DETAILS



Website | 360° Tour

VENUE

CityCube Berlin



OPTIONS

SPACE ONLY — MINIMUM OF 12 SQM

- Exhibitors' Badges
- 100-word Company / Product Profile in the Programme
- Cleaning of Public Areas and Gangways
- Invitation to the Welcome Reception for Registered Exhibitors

SHELL SCHEME

- Exhibitors' Badges
- 100-word Company / Product Profile in the Programme
- Cleaning of Public Areas and Gangways
- Invitation to the Welcome Reception for Registered Exhibitors
- Shell Scheme Frame, Basic lightning
- Fascia Panel with Standard Lettering

NOTE: Both get Company Logo on Meeting Website and Mobile App, as an Exhibitor prior to the Meeting **plus** Listing and Profile in the Final Programme.

Website

CONTACTS & MORE

FOR DETAILS, PRICING AND BOOKING

Meet your dedicated contact.

Book Now **Contact Us** **Website**



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ESPID STATISTICS & ATTENDEE PROFILE

Review audience demographics and key event insights **here**.

SPONSORSHIP & EXHIBITION RIGHTS

Click **here** to review the payments cancellation terms & conditions.