

# Sponsorship and Exhibition Invitation

ean  
congress

Vienna  
2021

7<sup>th</sup> Congress of the  
European Academy  
of Neurology

June 19 - 22



[www.ean.org/vienna2021](http://www.ean.org/vienna2021)

#ean2021   

## Welcome to Vienna

We look forward to welcoming you to the historic city of Vienna for the **7<sup>th</sup> EAN Congress from 19 to 22 June 2021**.

Vienna is the capital of Austria and is renowned for its historic and striking architecture, as well as its rich cultural heritage. Tourists from around the world flock to the city to enjoy its opera, classical music concerts, and to enjoy the local cuisine, which is famous for both its sweet and savoury specialities. But Vienna is a modern and cosmopolitan city with much more to offer than just culture and history. Its inhabitants have a quality of life consistently ranked first in the world, it has one of the best public transport systems of any city and is an ideal place to live or to visit.

Neurology as a discipline in Austria dates back to the mid-19th century, with the founding of its first department of neurology in 1846 and the world's first neurosciences institute in 1882 in Vienna. Since that time Austria has been at the forefront of neurological advances, and has produced numerous historically eminent researchers, such as T. von Meynert, C. Wernicke, H. Obersteiner, O. Marburg, S. Freud, J. Wagner-Jauregg, R. Barany, O. Loewi, E. Sträussler, J. v. Economo, P. Schilder and many others.

It is this combination of rich culture, highly developed infrastructure and neurological history that makes Vienna an ideal city to host the 7<sup>th</sup> Congress of the European Academy of Neurology.

On behalf of EAN and the Austrian Society of Neurology we invite you to join us in Vienna in 2021 and extend you our warmest welcome to what promises to be an outstanding congress in an unforgettable setting.

Claudio Bassetti  
EAN  
Acting President

Tony Marson  
Chairperson  
EAN Programme  
Committee

Thomas Berger  
Chairperson  
Local Organising  
Committee

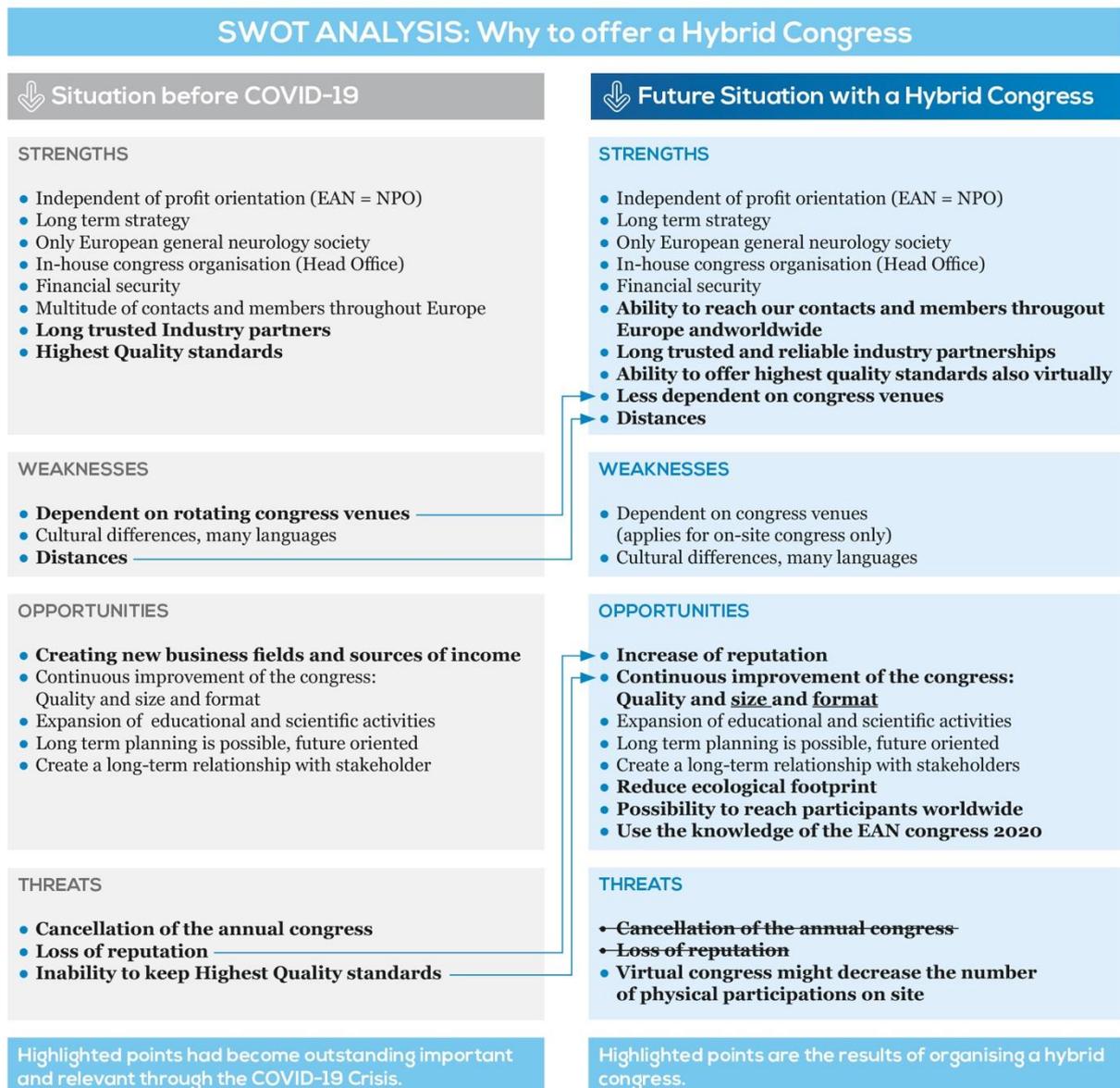
## The EAN Congress 2021 is the 1<sup>st</sup> EAN Hybrid Congress.

### Why is EAN offering a Hybrid Congress from 2021 on and what are the key benefits?

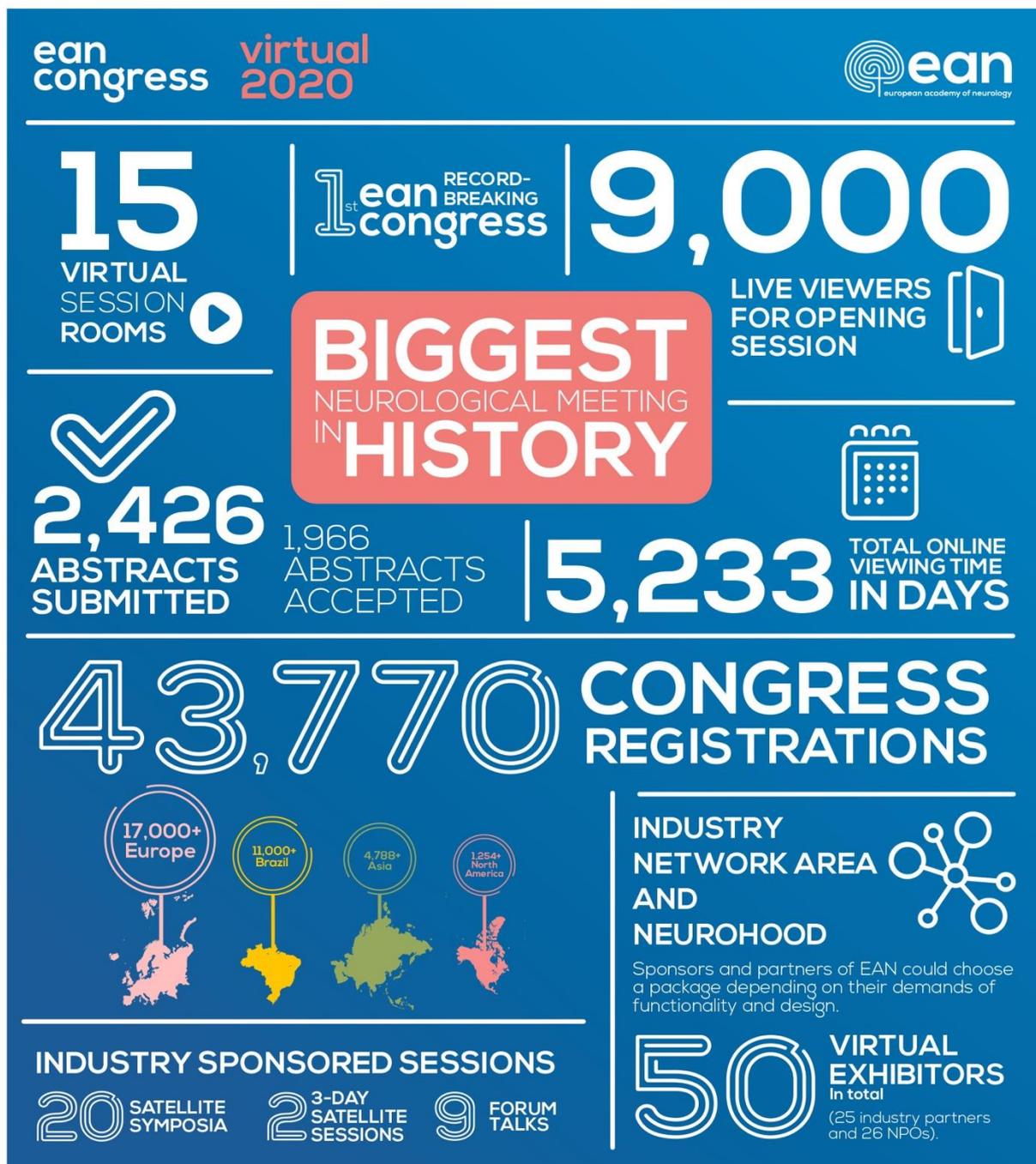
The goals, the new experience and the opportunities achieved in 2020, forced by a crisis and resulting in a short-notice contingency plan, should now be used for long-time future initiatives.

A lot investment and resources were put into the set-up and planning of a solid foundation and structure for the EAN 2020 Virtual Congress, **which we want to continue to offer you for the future.**

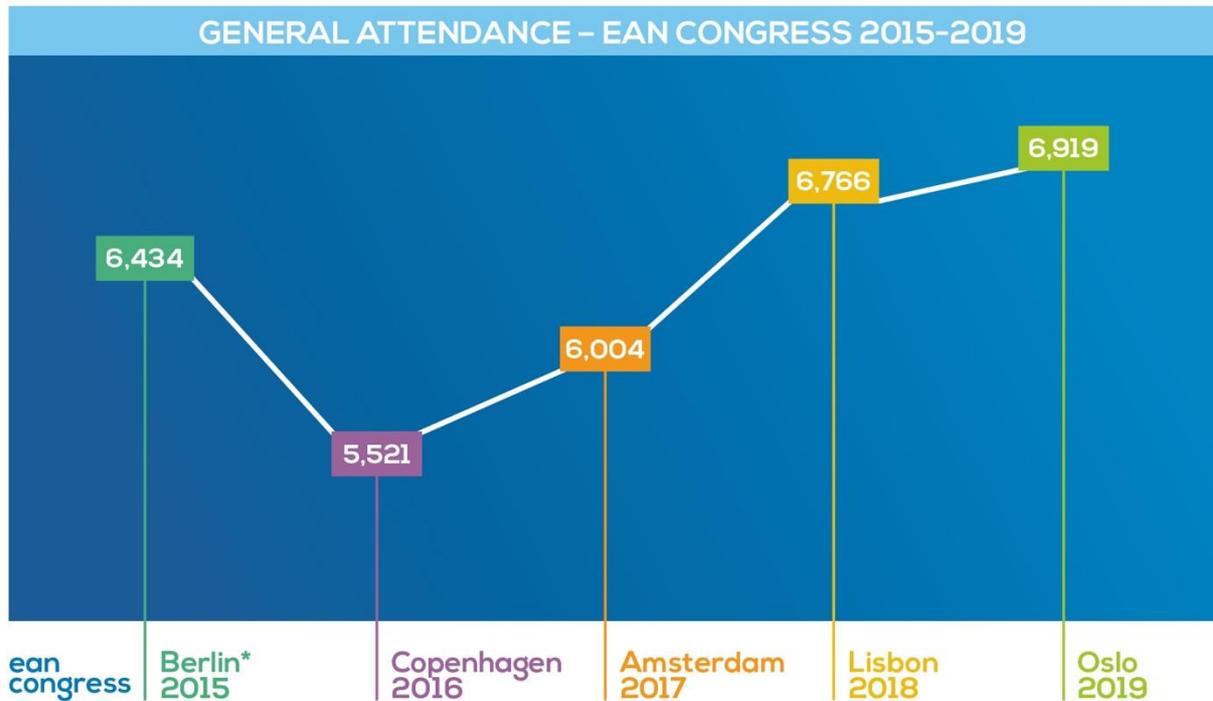
Any future activities and investments will be built on these achievements and will focus on keeping the structure and improving it.



Report - EAN Virtual Congress 2020



## Statistics – EAN Congress 2015-2019



\*Berlin 2015: 1<sup>st</sup> Congress of the European Academy of Neurology

TOP 10 COUNTRIES BY PARTICIPANTS – EAN CONGRESS 2017-2019

ean congress Amsterdam* 2017		ean congress Lisbon* 2018		ean congress Oslo 2019	
The Netherlands	584	Portugal	497	Italy	405
Germany	398	Switzerland	440	Spain	310
Italy	384	Italy	434	Germany	289
Switzerland	381	United Kingdom	426	Switzerland	287
United Kingdom	375	Spain	421	United Kingdom	275
Spain	332	Germany	370	Norway	258
France	232	USA	284	USA	205
Belgium	202	The Netherlands	241	France	188
USA	187	France	221	Portugal	182
Portugal	176	Turkey	210	Russian Federation	179

\*Amsterdam and Lisbon are including exhibitor registrations; Oslo is excluding exhibitor registrations



### EXHIBITION SPACE AND INDUSTRY SPONSORED SESSIONS – EAN CONGRESS 2017 – 2019

ean congress Copenhagen 2016	ean congress Amsterdam 2017	ean congress Lisbon 2018	ean congress Oslo 2019
1,687 sqm exhibiton	1,940 sqm exhibiton	2,230 sqm exhibiton	2,615 sqm exhibiton
14 Satellite Symposia	17 Satellite Symposia	20 Satellite Symposia	20 Satellite Symposia
	7 Forum Talks	1 3-Day Satellite Session	2 3-Day Satellite Session
		9 Forum Talks	8 Forum Talks

## Benefits

- 1 **Exposure** - Face-to-face exposure with **more than 6,000 healthcare professionals** and indirect access to a professional community of several thousand teachers, researchers and students worldwide.
- 2 **Share information and educate professionals** about your offerings at the only European congress that is covering all neurology sub-specialities.
- 3 **Meet** - Attendees at EAN Congresses are **general neurologists** as well as **neurologists specialised on all sub-specialities**, EAN congress is covering the “**big diseases**” such as Multiple Sclerosis, Movement Disorders, Headache, Muscle Disorders, Epilepsy, Dementia and Stroke as well as breakthrough research of **niche and rare diseases**.
- 4 **Generate/support ground breaking science** - with up to 300 invited speakers, 90 lectures, 104 e-posters and e-presentation sessions, 22 oral presentation and 2,157 abstracts were submitted. EAN is driving science and generating research in all fields of neurology. EAN is leading the way and paving the road for new fields of research.
- 5 **Position** your company among the **top leaders** and **decision makers** in the industry.
- 6 **Inform and update** an international audience about your research, products and services.
- 7 Generate **new business networks** and **leads**.
- 8 **Reach healthcare professionals**, who are **not able to participate** the onsite congress due to personal, economical or geographical reasons.
- 9 **Decrease of ecological footprint**.
- 10 **Democratisation of knowledge, education and science**.

## Congress Key Dates and Deadlines

### 2 September 2020

- Deadline for submitting order forms for the allocation procedure

### 1 October 2020

- Industry allocation meeting at Austria Center Vienna

### End of October 2020

- Start of open sale exhibition space
- Start of submission period for meeting room requests

### 13 January 2021

- Abstract submission deadline

### End of January 2021

- EAN Industry Zone online and technical manuals available

### 10 February 2021

- Deadline for submission of **preliminary** programmes of industry sponsored sessions

### 7 April 2021

- Early registration deadline

### 3 Mai 2021

- Deadline for submission of **final** programmes of industry sponsored sessions
- Delivery deadline for high resolution company logos and company descriptions to be included in the congress publications
- Submission deadline of **booth plans** for general approval

### 5 Mai 2021

- 2<sup>nd</sup> deadline for reduced registration fee

### 19 - 22 June 2021

- 7<sup>th</sup> Congress of the European Academy of Neurology

## Committees of the 7<sup>th</sup> EAN Congress

### **EAN Board**

President	Claudio Bassetti, Switzerland
President Elect	Paul Boon, Belgium
Past President	Franz Fazekas, Austria
Secretary General	Elena Moro, France
Treasurer	Marie Vidailhet, France
Chair Communication Committee	Dafin Muresanu, Romania
Chair Education Committee	Riccardo Soffietti, Italy
Chair Programme Committee	Anthony Marson, United Kingdom
Chair Scientific Committee	Thomas Berger, Austria
Member at large	Matthias Endres, Germany

### **EAN Programme Committee 2021**

Chair: Tony Marson, United Kingdom	Antonio Toscano, Italy
Co-Chair: Thomas Berger, Austria ( <i>Chair Local Organising Comm.</i> )	Riccardo Soffietti, Italy ( <i>Chair Education Comm.</i> )
Urs Fischer, Switzerland	Marie Vidailhet, France ( <i>Chair Scientific Comm.</i> )
Sten Fredrikson, Sweden	Claudia Sommer, Germany ( <i>Chair Teaching Course Sub-Comm.</i> )
Dan Healy, Ireland	Walter Struhal, Austria ( <i>EQTF Representative</i> )
Ivan Rektor, Czech Republic	Salimata Gassama, France ( <i>RRFS Representative</i> )
Philip Scheltens, the Netherlands	Angelo Antonini, Italy ( <i>MDS-ES representative</i> )
Guido Stoll, Germany	

### **Teaching Course Sub-Committee**

Chair: Claudia Sommer, Germany
Elena R. Lebedeva, Russia
Milija Mijajlovic, Serbia
Celia Oreja-Guevara, Spain
Erich Schmutzhard, Austria
Roland Wiest, Switzerland
David García Azorín, Spain ( <i>RRFS Representative</i> )
Maria Stamelou, Greece ( <i>EQTF Representative</i> )
Christian Falup Pecurariu, Rumania ( <i>MDS-ES Representative</i> )

### **Local Organising Committee**

Chair: Thomas Berger
Julia Ferrari
Elisabeth Fertl
Christian Enzinger
Stefan Kiechl
Walter Struhal
Eugen Trinka
Jörg Weber
Tim von Oertzen
Fritz Zimprich

## Overarching Theme

### **Towards Precision Neurology**

Diagnosis of neurological disorders has always been pivoted on precision. But nowadays we are moving much further to Precision Neurology, with its goal to synergize continuous gains of knowledge in clinical and experimental neurosciences to utmost individualized diagnoses and treatments. Precision Neurology, thus, spans from epidemiology to genetics, body fluid biomarkers and imaging in diagnosis and prognosis of rare and common neurological disorders as well as to targeted treatments based on personalized decisions and supported by new technologies, such as artificial intelligence. This overarching theme will be in the focus of many sessions and may engage interest of all neurologists, being clinicians or scientists, general or specialized neurologists, younger or more advanced generations.

### **Focused Workshop:** Saturday, 19 June 2021, 08:30-10:00

New therapeutic approaches in rare neurological diseases

- Transition from paediatric to adult care in rare neurological diseases: what the adult neurologist needs to know
- Rare neuromuscular disorders: from precise diagnosis to personalized treatment
- Rare and complex epilepsy syndromes: from precise diagnosis to personalized treatment

### **Focused Workshop:** Sunday, 20 June 2021, 08:30-10:00

Focus on Biomarkers in Common Diseases?

- Genetics: What are the “true” genetic biomarkers in neurological disorders
- Body fluid markers: recent developments
- Neuroimaging: Impact on treatment decisions and disease monitoring

### **Plenary Symposium:** Monday, 21 June 2021, 10:00-12:00

Towards Precision Neurology

- Epidemiology meets deep learning and artificial intelligence
- Current and future use of precise tools (e.g. genetics, biomarkers, imaging) for personalised diagnosis and prognosis
- Individual treatment decisions based on precision neurology
- Precision Medicine without limits? Ethical and economic challenges

## Important Addresses and Contact Persons

### **EAN Head Office**

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1070 Vienna

Austria

+43 1 889 05 03

[Vienna2021@ean.org](mailto:Vienna2021@ean.org)

[www.ean.org/Vienna2021](http://www.ean.org/Vienna2021)

### **On-site Venue**

Austria Center Vienna

Bruno-Kreisky-Platz 1

1220 Wien

Austria

[www.acv.at](http://www.acv.at)

### **Virtual Venue**

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

### **Industry Liaison & Exhibition**

EAN Head Office

Mr Peter Hofmann

Ms Elisabeth Starkl

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[industry@ean.org](mailto:industry@ean.org)

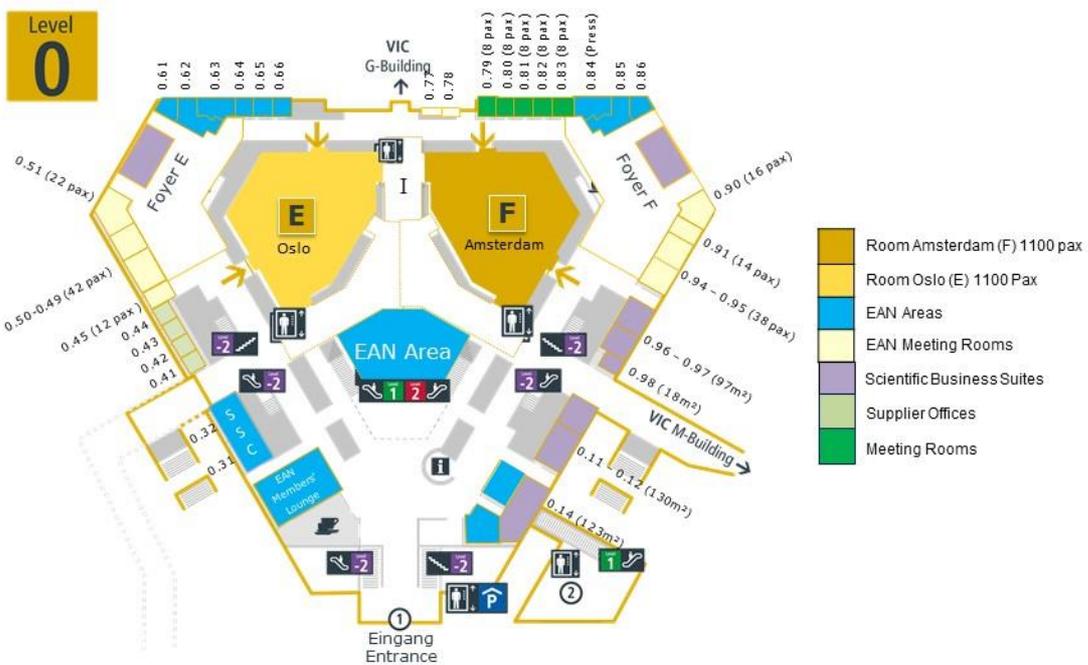
### **Registration Management**

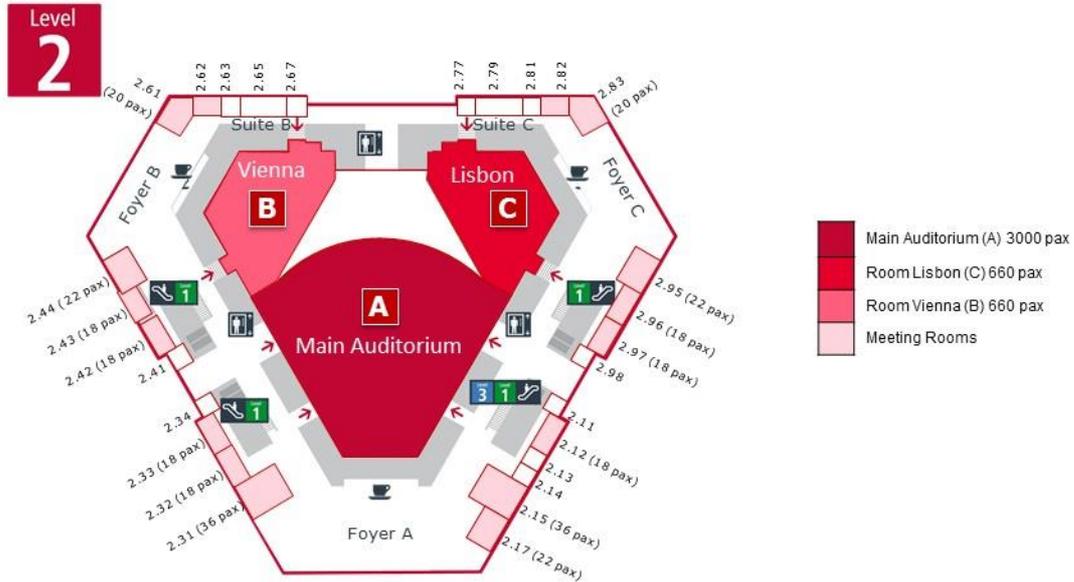
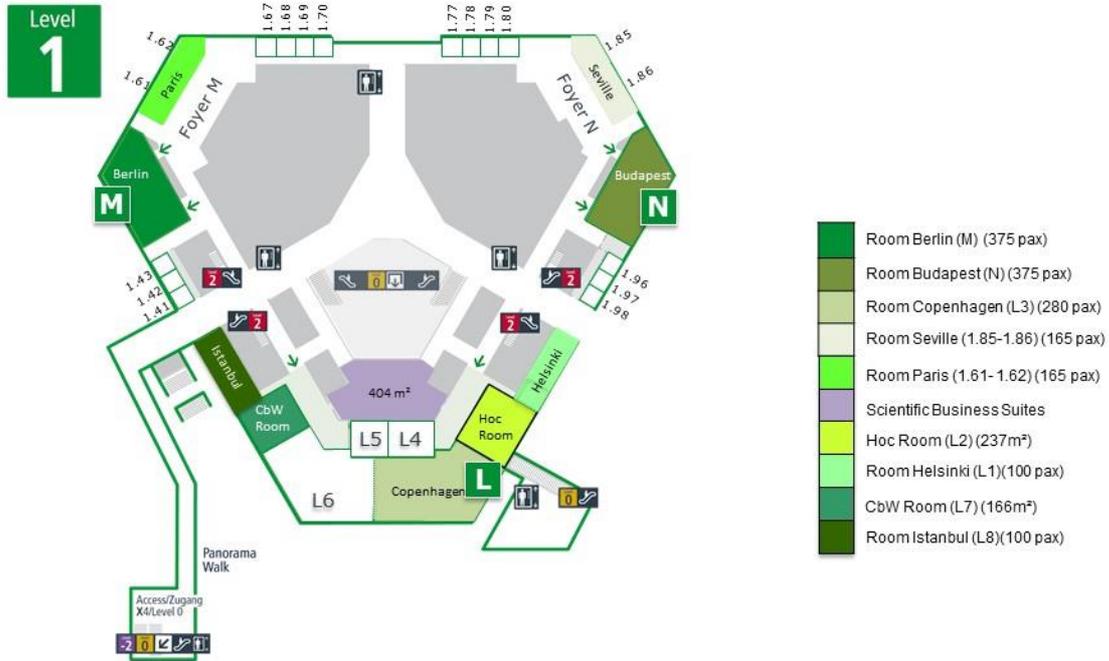
[registration@ean.org](mailto:registration@ean.org)

### **Abstract Management**

[abstract@ean.org](mailto:abstract@ean.org)

Preliminary floor plans





## Sponsorship Levels

	Premium Sponsor	Major Sponsor	Top Sponsor	Contributor
Sponsor supporting EAN 2020 with revenue of*	€ 350,000 and above	€ 200,000 – and above	€ 100,000 – and above	€ 50,000 – and above
Acknowledgement with your status on the congress website, the app and on the sponsor board (on-site and virtual)	✓	✓	✓	✓
Advertisement on the Industry Information Wall <u>on all congress days</u>	✓	✓		
Discount on additional virtual congress items class B (reductions not available if onsite congress must be cancelled)	50%	25%	10%	5%
Full congress registrations	8	4	2	
1 Web Push notification	✓			
1 Aisle sign (company logo and booth#)	✓			
Promotion possibilities @EAN Virtual Congress Lounge (on-site)	✓	✓		

\*Levels are determined by the total revenue (on-site and virtual), including exhibition space, industry network area, industry sponsored sessions, advertisements, sponsorship items, scientific business suite space and grants (contracted until 6 weeks before the congress).

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## Industrial Exhibition - On-site Congress

*Class A*

As EAN strongly believes in the necessary interaction between industry and healthcare professionals it will host an exhibition area at a prime location in the congress center surrounded by scientific resources such as session halls and the poster area. The exhibition area will allow exchange and learning on the latest products and services available for improvement in patient care.

**Exhibition space rental fee:** € 600 per sqm

### Exhibitors will receive the following additional benefits:



- 3 free exhibitor badges per 10sqm (1-10 sqm=3 badges, 11-20 sqm=6 badges, 21-30 sqm=9 badges, etc.)
- Basic cleaning and waste disposal included
- Company profile also published on the congress website
- One transferable company badge with access to the session rooms
- Access to the industry lounge including catering

### How to book your exhibition space?

- Submission of preferred square meter surface until **2 September 2020** (please use the order form on page 45)
- Space allocation will be made at the industry allocation meeting
- After the allocation meeting, exhibition stand space will be assigned on a first-come, first-serve basis
- For the application to be accepted, only products and services in direct connection to neurology can be presented.
- The booths may be used only for exhibiting and advertising the exhibitors' own products and in accordance with the applicable laws and regulations.
- The Exhibitor Manual will be available in end of January 2021.

### Exhibition floor plan

The preliminary exhibition floor plan will be available at the industry allocation meeting. After this meeting the floor plan will be ready for download on the EAN congress website.





## Industry Network Area - Virtual Congress

Class B

### Basic Package

€ 20,000

- Logo, company description and links (e.g. website, e-mail, social media)
- Product presentation module for up to 15 products
- Connect with participants via messenger service
- Lead retrieval system included
- Basic colours and design provided by EAN
- Your industry sponsored sessions will be embedded in your area during the virtual congress
- Brochures in other languages than English can be uploaded
- CMS System provided and support via technical help desk available
- Include up to 4 rotating banners in your profile

### Plus Package

€ 40,000

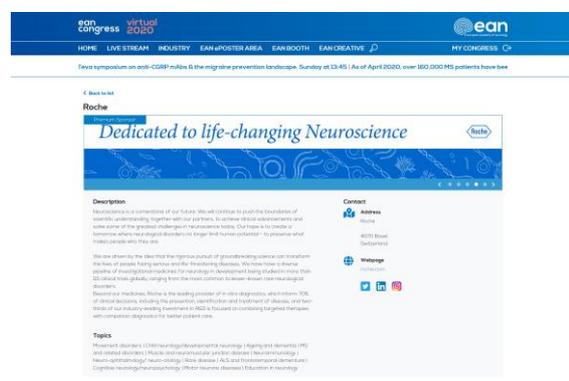
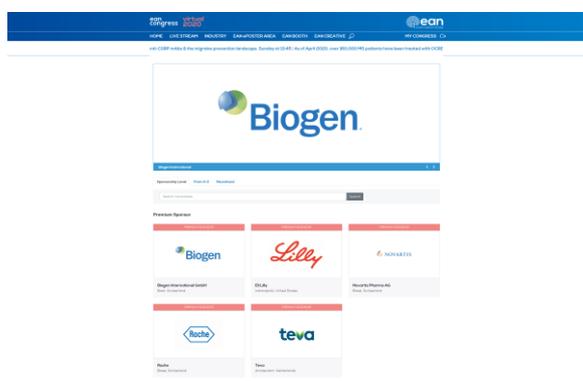
- Logo, company description and links (e.g. website, e-mail, social media)
- Product presentation module for up to 15 products
- Connect with participants via messenger service
- Lead retrieval system included
- **Design provided by EAN / basic colours adaptable (e.g. button colour)**
- Your industry sponsored sessions will be embedded in your area during the virtual congress
- Brochures in other languages than English can be uploaded
- CMS System provided and support via technical help desk available
- Include up to 4 rotating banners in your profile
- **Connect live with participants via 3 virtual chat rooms (e.g. appoint live Q&A sessions with chairs and speakers of your choice e.g. after your industry sponsored session)**

### Superior Package

€ 100,000

- Logo, company description and links (e.g. website, e-mail, social media)
- **Product presentation module for up to 15 products**
  - o **Picture, description and download options for each product**
  - o **Video or podcast possible**
- Connect with participants via messenger service
- Lead retrieval system included
- **Individual design possible at sponsors expense/ basic colours and design provided by EAN**
- Your industry sponsored sessions will be embedded in your area during the virtual congress

- Brochures in other languages than English can be uploaded
- CMS System provided and support via technical help desk available
- Include up to 4 rotating banners in your profile
- Connect live with participants via **6 virtual chat rooms** (e.g. appoint live Q&A sessions with chairs and speakers of your choice e.g. after your industry sponsored session)
- **Two separated areas (e.g. commercial/medical) are provided**
- **Host your physical “Meet the expert” sessions or host up to 2 “Meet the expert” sessions per day (15 min /during breaks only) with up to 40 participants.**



The EAN Industry Network Area is continuously improved and we aim to enhance the service and functionalities of the Industry Network Area. The final technical functionalities therefore may vary according to the technical realisation by EAN via M Events. If you have any questions about the Networking areas please contact [industry@ean.org](mailto:industry@ean.org).

## Industry Sponsored Sessions

*Class C*

EAN offers different formats of Industry Sponsored Sessions for different audience numbers at different times:

### Satellite Symposium

Sponsoring a Satellite Symposium is an excellent opportunity to reach out and interact with your target group. Educate the audience with your latest research activities and case-studies. EAN allows **4 Satellite symposia** to be organised in parallel. Please find the available timeslots on page 50.

- **Lunch-slots are 60-minute slots**
- **Evening-slots are 90-minute slots**

**Costs:** **€ 60,000**

Saturday, Sunday or Monday / 60- and 90-minutes slots available

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### 3 Day Satellite Sessions

This package refers to **3 thirty-minute Satellite Sessions** for a minimum of 45 people (subject to room availability) during lunch and/or coffee breaks. EAN allows **2 Satellite sessions** to be organised in parallel. Please find the available timeslots on page 51.

**All 3 sessions can be organised  
on one day!**

**Costs:** **€ 60,000**

available on all congress days

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### Early Bird Satellite Session

The Early Bird Satellite session is a **new format** that EAN offers to the industry and it is perfect for companies targeting a specific audience of professionals. Provide breakfast to your audience and let their day start with breaking news from your company!

These **30-minutes slots** are available on Sunday, Monday and Tuesday from 7:15 to 7:45. EAN allows **4 sessions** to be organised in parallel. Please find the available timeslots on page 52.

**Costs:** **€ 22,000**

Sunday, Monday, Tuesday morning slots available

## Benefits – Satellite Symposia, 3 Day Satellite Sessions and Early Bird Satellite Sessions



- Room rental of the session room and set up (theatre style)
- Standard AV equipment and usage of presentation management system (customisation and additional equipment needs to be ordered through EAN suppliers at extra costs)
- One Rehearsal slot
- **NEW:** Registration fee for up to 5 speakers for Satellite Symposia and 3 Day Satellite Sessions and for up to 2 speakers for Early Bird Satellite Sessions
- 5 free exhibitor badges, which allows access to the industry sponsored programme and the exhibition
- Printed name panels for chairs and branding of digital speakers' desk (lectern)
- Announcement of the programme in the designated industry section on the congress website and in the online programme
- Possibility to be part of a joint e-mail blast to our pre-registered delegates (title of the talk including link to an official invitation)
- Free electronic advert on one Industry Information Wall on the day of the Satellite Symposium or the 3-Day Satellite Session or on the day before the Early Bird Satellite Session.
- Promotion of your symposium or session with your own roll up in front of the session room (time of build-up depending on the sessions prior to the sponsors)
- Exclusive opportunity to book a web push notification
- Exclusive opportunity to book a break slide
- Special discount for bag inserts
- The congress logo may be requested for own advertising

## How to book Satellite Symposia and Sessions

- Submission of preferred timeslot and information about the overall session topic until **2<sup>nd</sup> September 2020** (please use the order forms on page 46ff)
- Slots for Satellite Symposium and Satellite Sessions will be assigned at the industry allocation meeting based on the sponsorship levels
- Requests received after the meeting will be assigned on a first-come, first-served basis.
- Industry sponsored programmes are subject to approval by the Programme Committee and must be submitted by **10<sup>th</sup> February 2021**.
- The technical manuals will be available end of January 2021.
- For all detailed rules and regulations please see page 53ff.

## Forum talk @ Scientific Theater

EAN designated a special area – the Scientific Theater – for 15 minutes' talks - available for sponsors during coffee breaks in the morning and afternoon. This format is an ideal way to present cutting edge science, case studies and to interact with a smaller specifically targeted audience.

### Costs:

€ 12,000

Morning and afternoon coffee breaks / on all congress days

The capacity is 40 participants maximum.

### Benefits



- Standard AV equipment including headphones and usage of presentation management system
- **NEW:** Registration fee for 1 speaker
- Announcement of the programme in the designated industry section on the congress website and in the online programme
- Possibility to be part of a joint e-mail blast to our pre-registered delegates (title of the talk including link to an official invitation)
- Free electronic advert on one Industry Information Wall on the day of the forum talk
- Exclusive opportunity to book a web push notification
- Special discount for bag inserts
- The congress logo may be requested for own advertising

### How to book a forum talk

- Submission of preferred timeslot and information about the topic until **2 September 2020** (please use the order forms on page 46ff)
- Slots will be assigned at the industry allocation meeting based on the sponsorship level
- Requests received after the meeting will be assigned on a first-come, first-served basis.
- Industry sponsored programmes are subject to approval by the Programme Committee and must be submitted by **10<sup>th</sup> February 2021**.
- The technical manuals will be available end of January 2021.
- For further rules and regulations please see page 53ff.



## Upgrades for Industry Sponsored Sessions

### Livestream and Recording – [www.eanvirtualcongress.org](http://www.eanvirtualcongress.org)

Class E



Be part of the virtual congress and enhance the value of your Satellite Symposium and/or Session by livestreaming it via [www.eanvirtualcongress.org](http://www.eanvirtualcongress.org) and by providing it on demand for worldwide participants.

- Costs:**
- € 15,000 for Satellite Symposia and 3-Day Satellite Sessions
  - € 10,000 for Early Bird Satellite Sessions
  - € 5,000 for Forum Talks

#### Benefits:



- Livestreaming and recording of each presentation with video (talking head only), power point presentation and sound
- The standard production costs are included as long as the presentation management system provided by EAN via MEEvents is used. Additional service/upgrades need to be ordered through MEEvents at extra costs.
- Permission to use the recording after the congress for own purposes

### Corporate Session Branding

€ 6,000

Class D

Have your satellite symposium or session branded with your individual corporate design (not available for forum talks).

#### Benefits:



- Two (2) digital chair tables on the stage allowing to show the symposium panel names on a branded background
- eSignage in front of the session room with the latest session programme, the current talk and speaker
- Individual presentation management design on main projection (only if presentation management system is in use)



Digital chair tables

### Session Evaluation (physical and virtual)

€ 2,000 / € 3,000

Class C



EAN implemented a session evaluation system both for the physical congress and the EAN Virtual Congress. EAN participants are very used to this system as it is linked to their certificate download. For sponsors there are two possibilities to receive feedback from the audience through this EAN system.

- **EAN standardised evaluation form** € 2,000 per session
- **Individual evaluation form** € 3,000 per session

## Educational support opportunities

### Topical Symposium

€ 70,000

*Class C*

Educational grant supporting a **CME accredited symposium**, which will become part of the congress programme and will be organised by the EAN Programme Committee. The company can suggest a topic which has to be approved by the Committee. One slot per day is available on Saturday, Sunday and Monday.

#### Acknowledgement

- Educational grants are announced on [www.ean.org/Industry.3569.0.html](http://www.ean.org/Industry.3569.0.html) - if requested
- Support will be acknowledged on the website and the online programme - if requested and confirmed by the supporting company

### Bursaries 2021

*Class F*

For EAN it is an important part of its educational mission that individuals in training for neurology and neurologists in their early career, who have prepared their own work (submitted and accepted for presentation at the congress) have the possibility to present their work and to participate in the annual EAN congress. Quite often this is not possible due to limited financial resources. For that reason, EAN has extended its bursary programme:

#### Category 1

**€ 1,150 per grant**

- Eligible are PhD (neurology) students, residents of neurology or certified clinical neurologists (with no more than 3 years' practice since completing training)
- who are working in Europe, in corresponding member countries or in countries belonging to HINARI Group A and
- whose abstract has been accepted.
- Bursary consist of: free registration, 4 nights accommodation

#### Category 2

**€ 900 per grant**

- Eligible are PhD (neurology) students, residents of neurology or certified clinical neurologists (with no more than 3 years' practice since completing training)
- who are working in Europe, in corresponding member countries or in countries belonging to HINARI Group A.
- NO abstract required
- This category will only be implemented if grants for more than 30 persons will be available.
- Bursary consist of: free registration, € 400 travel grant

### Category 3

**€ 800 per grant**

- Eligible are certified neurologists (with more than 3 years' practice since completing training)
- who are working in resource-poor countries (only full institutional members)
- This category will only be implemented if grants for more than 30 persons will be available.
- Bursary consist of: free registration, € 300 travel grant

### Acknowledgement

- Educational grants are announced on [www.ean.org/Industry.3569.o.html](http://www.ean.org/Industry.3569.o.html)

## Print Advertising

### Advertisement in the Pocket Programme (exclusive item)

**€ 25,000**

*Class C*

Attendees will receive this extremely popular and useful overview with the congress kit. Take the opportunity to have your advert exclusively in it!

- Full page advertisement in the Pocket Programme
- Page designed and provided by sponsor
- Content needs to be approved by EAN



### Congress Kit - insert

**€ 5,000**

*Class C*

- Promotional leaflet (max. A4 and 8 pages)
- Content needs to be approved by EAN

Special discount rate for Industry sponsored session organisers

**€ 3,500**

- Content: Invitation to the symposium and/or session only
- Please refer to the your Symposium or Session as “Satellite Symposium, 3 Day Satellite Sessions, Early Bird Session or Forum Talk at the 7<sup>th</sup> EAN Congress”

## Electronic Sponsorship Items

### Abstract USB drive (exclusive item)

**€ 60,000**

*Class C*

- Exclusive distribution of a fully searchable abstract USB drive at your booth.
- One free bag insert to inform delegates about abstract pick up possibility
- Acknowledgement as sponsor of the USB drive on congress publications (to be defined)
- Company logo on the USB drive can be realized (if compliant)



### Banner advertisement on EAN congress website

*Class C*

- Banner advertisement on the EAN congress website ([www.ean.org/vienna2021](http://www.ean.org/vienna2021)) inclusive link to your company website designed and provided by sponsor
- Content needs to be approved by EAN and needs to be congress related
- congress website statistics: average unique visitor per month: 19,122

Banner visibility from January 2021

**€ 10,000**

Banner visibility from March 2021

**€ 7,000**

### Banner advertisement on myean.org Congress Registration Page

**€ 80,000**

*Class C*



This banner advertisement has a prominent position and is a great opportunity to promote your congress activities to everyone who wants to register to the congress. The banner will be visible from the opening of the congress registration website (approx. end of year 2020)

- Content of the banner can be changed up to two times
- Content needs to be approved by EAN and needs to be congress related
- Banner can be linked
- No product placement allowed, as it is visible to the public
- Available for 2 sponsors only

## Banner advertisements on EAN Virtual Congress platform

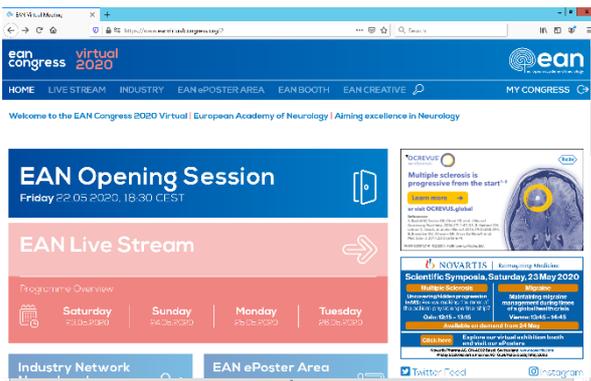
Class B



EAN offers 2 different banner advertisement positions on the EAN Virtual Congress platform: [www.eanvirtualcongress.org](http://www.eanvirtualcongress.org). It is a great opportunity to draw attention to your industry sponsored sessions or other online or offline congress activities.

### Banner on main landing page

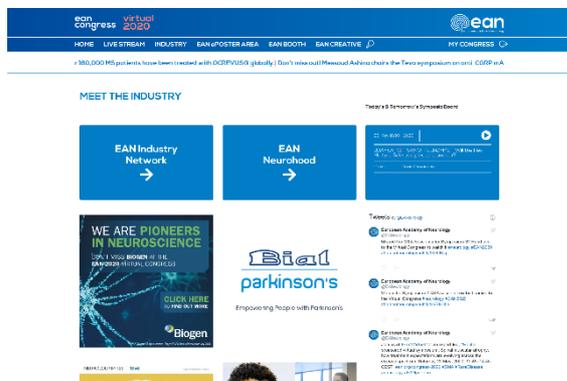
€ 30,000



- Content need to be congress related (no product placement is allowed)
- Available for 2 sponsors only
- Banner it automatically linked to the Industry Network Area of the sponsor
- Landing page exposure 2020: 311.172 page views

### Banner on industry network landing page

€ 10,000



- Banner visible from the first day of the congress for congress participants only
- Product placement allowed but congress related content recommended
- Banner it automatically linked to the Industry Network Area of the sponsor
- Unlimited availability
- Banners are rotating

### **Break slides (for industry sponsored session organiser only)**

**€ 8,000**

*Class C*

- Your advertisement (1 slide) will be shown on screens in all session halls during the session breaks
- Exclusive opportunity for industry sponsored session organisers to promote their satellite symposium or session (not available for forum talks).
- Satellite Symposia and 3 Day Satellite Session: break slide on the day of the symposium or session(s)
- Early Bird Satellite Session: break slide the day before the session

### **Upgrade: Break slide EAN Virtual Congress website**

**€ 2,000**

*Class E*



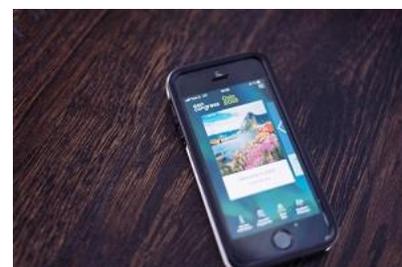
Book this upgrade and your break slide will also be shown on the EAN Virtual Congress website during “streaming breaks” – same timing as for the classic break slides.

### **Congress App (exclusive item)**

**€ 30,000**

*Class C*

- Logo placement on the splash screen
- Acknowledgement as sponsor of the congress app on congress publications (to be defined).
- 1 free web push notification promoting your booth activities
- Downloads EAN 2019: approximately 50% of congress participants



### **Delegate Wi-Fi access (exclusive item)**

**€ 50,000**

*Class A*

Internet access at the congress venue will be offered free of charge to all delegates and most delegates are expected to use the Wi-Fi network during the congress days with one or more devices.

- Customize network name, login name and/or password chosen by sponsor (depending on venue)
- Home screen/landing page designed by sponsor (depending on venue)
- Acknowledgement as sponsor of the Wi-Fi on congress publications (to be defined)
- Infrastructure, setup and maintenance are included
- No product placement allowed. Content needs to be approved by EAN.

## “How To” – EAN Virtual introduction video and e-mail blast

€ 30,000

(exclusive item)

Class C



EAN produces an introduction video on how to use the EAN Virtual congress website from a user perspective and spreads it via different channels (e.g. website, social media channels, etc.). As a main distribution channel, EAN will prepare an e-mail blast to the complete EAN Database in which the main features of the EAN Virtual platform are explained.

- Company logo placement: Company logo will be harmonized with the “How to” video by EAN and company brand will be incorporated into the video.
- Acknowledgement of the sponsor with the logo and sponsorship level in the e-mail blast

## Industry Information Wall – Digital Advert

€ 5,000

Class D

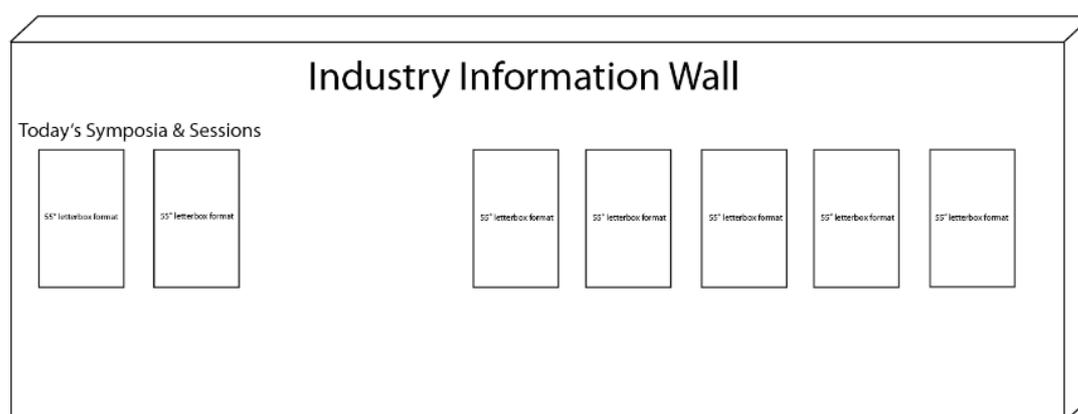
EAN will place **2 screen walls** with **5 portrait screens** throughout the congress center. Do not miss to place your advertisement on these walls.

- Digital advert designed and provided by sponsor
- Content needs to be approved by EAN

## Special discount rate for Industry sponsored session organisers

€ 3,500

- Content: Invitation to the sessions only
- Please refer to the Session as “Satellite Symposium/3-Day Satellite Session/Early Bird Satellite Session/Forum Talk at the 7<sup>th</sup> EAN Congress”



**Post-Congress – e-mail blast to registered participants** **€ 15,000 per sponsor**

*Class C*

Our post-congress e-mail blast is the ideal way to remain in the spotlight once the congress is over by promoting the congress activities to a broad audience, most notably with the inclusion of the recording of your sponsored session. Mailing to be **sent by EAN** on behalf of the sponsor and available for a maximum of **2 sponsors**. No product placement is allowed, and content needs to be approved by EAN.

**Pre-Congress – e-mail blast to registered participants**

*Class C*

Mailing to be **sent by EAN** on behalf of the sponsor to all participants, registered to the EAN Hybrid Congress – a maximum of **2 sponsors** per mail is accepted. The e-mail can announce activities such as booth number or industry sponsored programme. No product placement is allowed, and content needs to be approved by EAN.

E-mail blast sent out after early registration deadline	<b>€ 8.000 per sponsor</b>
E-mail blast sent out after 2 <sup>nd</sup> deadline for reduced registration fee	<b>€ 10.000 per sponsor</b>
E-mail blast sent out 2 weeks before the congress	<b>€ 15.000 per sponsor</b>

**Web push notification**

**€ 5,000**

**(for industry sponsored session organiser only)**

*Class C*

- One timed web push notification per day during the congress via the EAN Virtual congress website available
- Your text with up to 30 characters for the header and 100 characters for the body will be seen as a pop-up web notification by all EAN Virtual congress participants (also on mobile devices), who agrees to receive web push notifications
- Subscribed Users: 17.989 (as of 23<sup>rd</sup> June 2020)

## Boost your exposure

### Congress Kit (exclusive item)

**€ 65,000 / € 24,000**

*Class C*

Secure high corporate visibility: display your brand on the EAN 2021 congress kit with your company logo.

- If the kit is produced by EAN, a sponsorship fee of € 65,000 will be charged, which includes all production costs.
- If the sponsor provides the bag, the sponsorship fee is € 24,000 and the production cost is covered by the sponsor.
- Bag and design to be approved by EAN



### ePoster/ePresentation area (exclusive item)

**€ 35,000**

*Class C*

EAN displays over 1,200 posters on more than 20 ePoster/ePresentation stations both onsite and virtual. This is a clear manifestation of the scientific value of the EAN Congress. Any ePoster/ePresentation can be viewed on any screen at any time. In addition, ePoster/ePresentation sessions with discussions will be organised during the conference.

- Sponsor's logo and acknowledgement "Kindly supported by" will be displayed at the ePoster/ePresentation helpdesk and at the ePoster/ePresentation landing page of the EAN Virtual Congress
- Sponsor's logo and acknowledgement "Kindly supported by" will be displayed at the ePoster/ePresentation upload center
- Sponsor logo to be displayed as screen saver on every ePoster/ePresentation screen onsite
- Acknowledgement as ePoster/ePresentation sponsor on congress publications (to be defined)



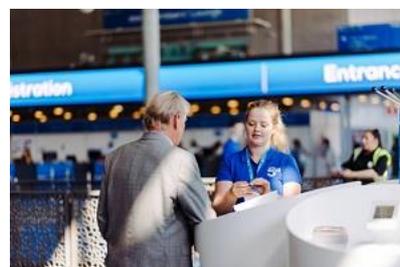
## Early badge pick-up (exclusive item)

**€ 15,000**

*Class D*

Be the first visible sponsor and welcome the delegates on Friday afternoon at the early badge pick-up.

- Distribute information (e.g. invitations, flyer) on your Satellite Symposium or congress and booth activities
- Put up branded roll-ups (designed and provided by sponsor)



## Exhibition aisle sign

**€ 8,000**

*Class D*

This is great way to drive traffic to the booth and literally put the company above all others.

- logo and booth number printed on a two-sided aisle sign (inside the exhibition hall)
- Production costs are included
- Limited availability, depending on congress venue

## Flyer distribution

**€ 5,000 per hour**

### (for industry sponsored session organiser only)

*Class D*

- Distribute your invitation in the exhibition area
- Service available on all days starting on Saturday morning
- 2 hostesses are included
- Flyer to be approved by EAN

## General Signage (exclusive item)

**€ 45,000**

*Class A*

Maximise your brand awareness by displaying your company on all directional signs placed throughout the congress venue.

- Opportunity to place company name, logo and booth number by stating on the signage: “kindly sponsored by company / booth no”
- Signage to the sponsor’s booth included in the overall general signage (max. 5 times)



## Industry Welcome Desk (for premium sponsors only)

**€ 7,500**

*Class D*



Premium sponsors are invited to rent an Industry Welcome Desk located next to the registration.

These desks will enable you to distribute your company's participant registrations directly to recipients,

manage your clients on their arrival in the congress center and provide an important information point for guest during the congress. Limited spaces available.

## Mobile charging stations (for a maximum of 2 sponsors available)

**€ 15,000**

*Class D*

Capture the undivided attention of attendees as they charge their mobile phones and other devices.

- Possibility to provide up to 5 mobile charging stations
- Stations to be designed and provided by sponsor
- Content needs to be approved by EAN
- The position of the mobile charging stations will be defined by EAN

## Mobile meeting pod

*Class D*



Finding some semblance of privacy within the congress venue is sometimes difficult. Give the participants places where they can quietly connect with each other.

- Fully branded wrap of meeting pod possible. Production costs of branding are not included.
- Maximum of 10 pods available – possibility of an exclusive sponsorship
- The position of the mobile meeting pods will be defined by EAN



10 meeting pods – exclusive sponsorship

**€ 30,000**

5 meeting pods

**€ 20,000**

1 meeting pod

**€ 5,000**

## Notepads & pens (exclusive item)

**€ 10,000**

*Class C*

A notepad and a pen are something every participant should have in the congress kit. Provide it for them!

- Notepad and pens to be designed and provided by sponsor
- Content needs to be approved by EAN

Alternative:

- EAN provides EAN notepads and pens with the EAN congress branding
- Exclusive availability of the items at the sponsor's booth together with the EAN booth and registration desk

## Speakers' service center (exclusive item)

**€ 15,000**

*Class C*

All speakers are requested to hand in their presentations at the Speakers' Service Center or before the congress via the Presentation Upload Center. Onsite, in the Speakers' Service Center, speakers will have the opportunity to check their presentations on computer terminals and receive technical support.

- Sponsor's logo and acknowledgement "Kindly supported by" will be displayed at the entrance to the Speakers' Service Center and at the landing page of the Presentation Upload Center
- Have mouse pads with your logo (supplied by Sponsor) and have your custom desktop image/screen saver on all computer stations.
- Acknowledgement as Speakers' Service Center sponsor on congress publications (to be defined)
- Number of Speakers EAN 2020: 500 inclusive oral session speakers

## Take a seat (100 seats)

**€ 10,000**

*Class D*

Seating facilities are always rare but demanded. Be part of the EAN Lounge and selected areas (e.g. overflow area) and make yourself seen throughout the congress centre with our eco-friendly cardboard seating cubes.

- 3 sides of the cube can be branded by the sponsor, two sides by EAN.
- The sponsorship fee includes the production costs.
- The design needs to be approved by EAN.



## **Water fountain**

**€ 7,000 per station**

*Class D*



Water stations will be located throughout the entire congress center and will be highly frequented by EAN participants. By branding these stations you will give the participants a refreshment during the busy day at the congress.

- The sponsorship fee is for one station and includes the production costs.
- The design provided by sponsor needs to be approved by EAN.

## Branding opportunities on-site

Class A

All Brandings are designed by the sponsor. Content/design needs to be approved by EAN.

Production via cPoint. Production costs are not included unless explicitly mentioned.

## Outdoor branding - public visibility

### Citylight – ACV Passage

- 3 citylights, double-sided
- Size: 118 x 175cm
- Production costs included



€ 10,000 / citylight



### Seating bench - ACV Passage

- 6 positions, single-sided
- Size: approx. 8 x 1.3m
- Production costs included



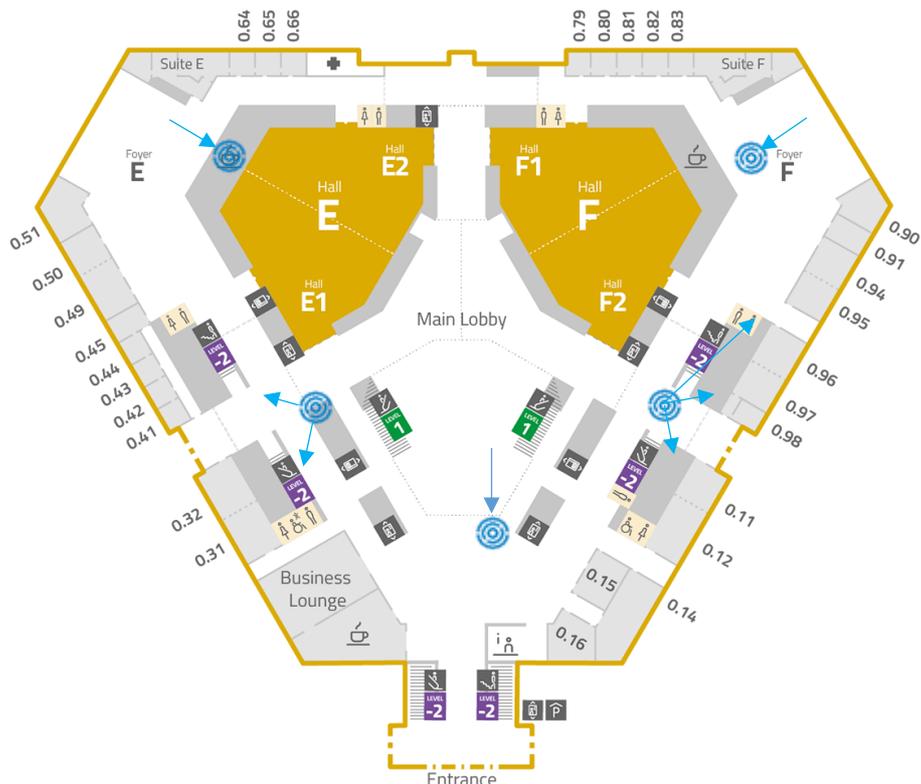
€ 10,000 / position



## Indoor branding - visibility only to participants

Promote your company, your industry sponsored programme, your congress activities, or even your product on selected positions throughout the Congress Center.

### Level 0



#### Branding – Foyer E and Foyer F walls

€ 15,000 / each

(2 positions available)

#### Branding – Staircase walls

€ 20,000

(1 positions available; left side; 3 parts)

#### Branding – Staircase walls

€ 10,000

(1 positions available; right side; 2 parts)

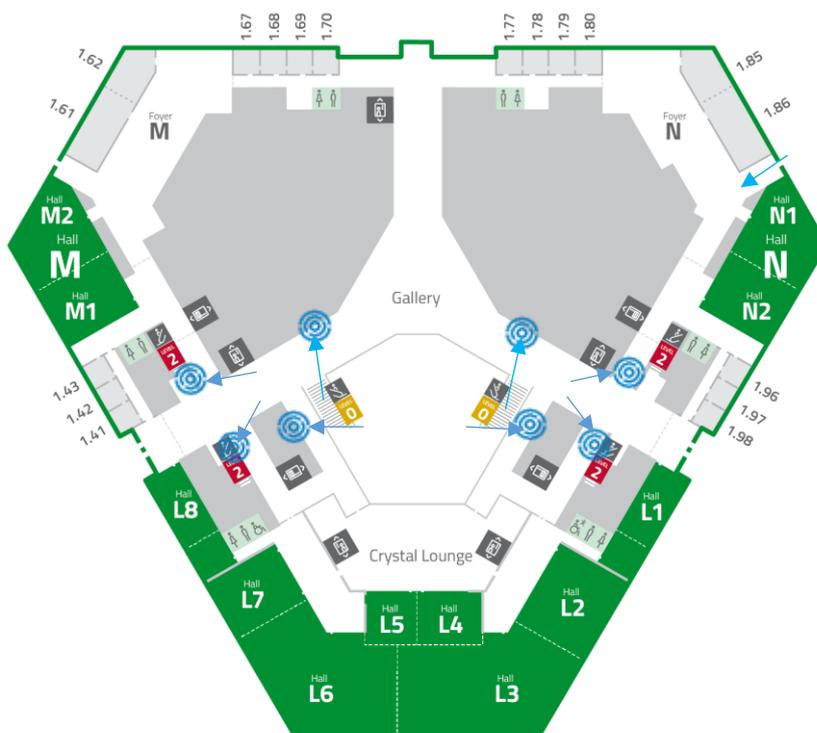
#### Branding – Gallery

€ 35,000 /each

(2 positions available; middle part  
is an EAN branding)



**Level 1**



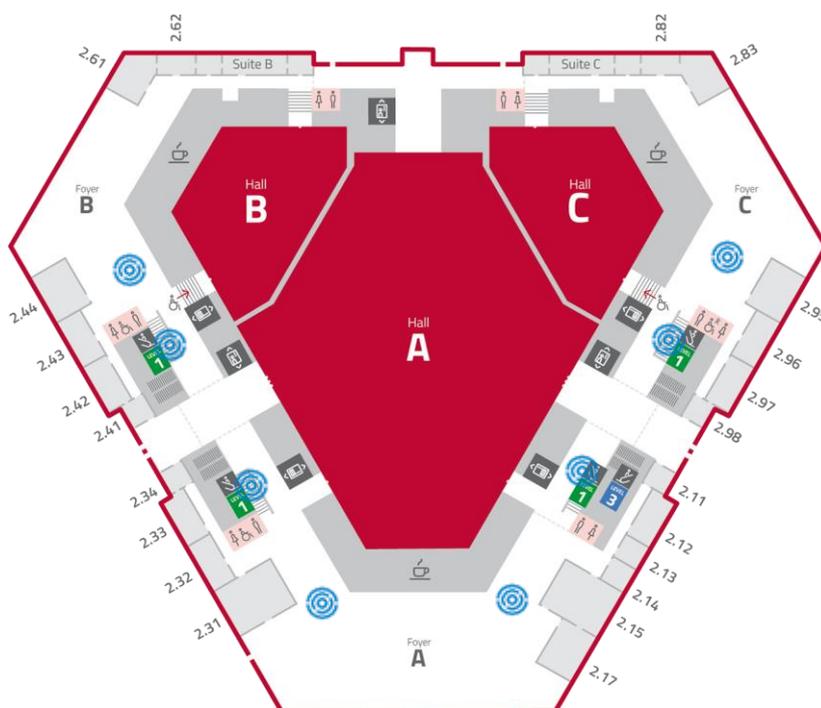
**Branding – Gallery walls units**  
(4 positions available)

**€ 20,000 /each**

**Branding – Staircase walls**  
(4 positions available; double sided)

**€ 15,000 /each**

## Level 2



### **Branding – Columns in Foyer A, B, C**

**€ 10,000 /each column package**

*(4 positions available; 5 columns on each side of Foyer A; 6 columns in Foyer B and 6 columns in Foyer C)*

### **Branding – Escalators**

**€ 20,000 /each**

*(4 escalators available; leading from level 1 to level 2; Main Auditorium is on level 2;*

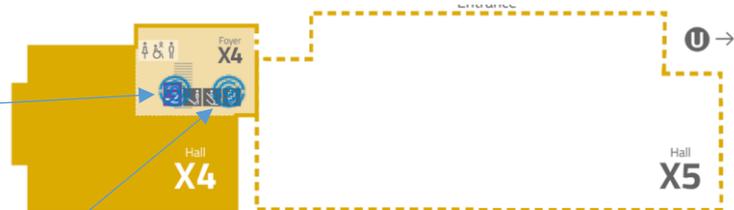
*branding of the sides of the escalator (left and right/up and down + band + wall on level 2)*

## Exhibition

### Banner – Expo X4

€ 15,000 /each

(2 positions available)



(placement will be different as hall X4 is currently refurbished)

## All Levels

### LED lightbox

€ 10,000 /each

(6 LED light boxes available; positions tbc; size: 100 x 230 cm)



## Special sponsorship opportunities for device companies

### Supporter of Hands-on-courses

**price upon request**

*Class D*

EAN will again host hands-on courses, where delegates can learn how to use equipment and devices.

- As a sponsor you provide the required staff and equipment for one or more hands-on-courses
- An acknowledgement “This session is supported by” will be displayed on the website and the app directly below the respective session, if requested by company

### Scientific business suites

*Class A*

EAN offers a limited number of scientific business suites for participating companies to welcoming their guests during the congress, at the congress centre.

- Scientific business suites are reserved for exhibiting companies
- The room/space must not be bigger than the exhibit surface of the sponsor and is assigned for the entire duration of the congress.

#### **Scientific business suite rental fee:**

€ 380 per sqm

Costs is for space only (no structure or amenities, furniture, catering, manpower, etc. but **including** basic cleaning and waste disposal).

Scientific business suites are closed rooms and may not be used to exhibit or promote company’s products or to organise activities, such as media briefings, press conferences, Satellite Symposia, or other sessions.

#### **How to book your Scientific Business Suite?**

- Submission of preferred square meter until **2 September 2020** (please use the order forms on page 46ff)
- Business suite allocation will be made at the industry allocation meeting according to sponsorship level
- After the allocation meeting scientific business suites will be assigned on a first-come, first-serve basis
- The technical manual will be available in February 2020.

## Meeting rooms

*Class D*

Meeting rooms on site are the most convenient way to do business and update staff during the Congress. A limited number of meeting rooms is available within the congress center.

- **Meeting rooms will be allocated according to the committed sponsorship and exhibition amount**
- **Submission period for meeting room requests starts end of October 2020**

When renting a meeting room, the company will be subjected to the following rules and regulations:



- Rooms may be hired for staff briefings, for meetings with associated professionals, such as speakers/ investigators, and for small closed meetings.
- Companies may offer light refreshments to those attending such meetings.
- Activities such as ‘Meet the Professor’ or ‘Meet the expert’-type events, scientific presentations, educational events, or any activity that would detract from the EAN scientific programme or compete with other approved sponsored activities, are expressly forbidden in these rooms.
- Please note that commercial and/or product presentations are not allowed.
- The meetings must be invitation-only, with a maximum of 20 attendees depending on room size.
- The meetings must not be promoted in any form prior to or during the Congress.
- One rollup with logo and meeting room number in front of the room is allowed

## Grant opportunities (outside congress activities)

*Class F*

### Fellowships

The company shall pay EAN an educational grant to support neurologists, who intend to apply for a research fellowship or clinical fellowship according to EAN rules and to spend up to 6 or 12 months (research fellowship) or up to 6 weeks (clinical fellowship) at a European Neurology Department.

**It is possible to dedicate the fellowship grant to a certain topic – but then the same amount of “topic free” grants have to be granted.**

See detailed information here:

- Research fellowship: <https://www.ean.org/Research-Fellowship.2839.o.html>
- Clinical fellowship: <https://www.ean.org/Clinical-Fellowship-former-D-D-programme.2842.o.html>

**Research experience fellowship:** 6 months / € 2,000 per month

=	€ 12,000	for the entire fellowship
+	€ 500	travel expenses
+	€ 2,500	overhead costs
<hr style="border: 0.5px solid black;"/>		
	<b>€ 15,000</b>	<b>grant per research experience fellowship</b>

**Research training fellowship:** 12 months / 2,000 per month

=	€24,000	for the entire fellowship
+	€ 500	travel expenses
+	€ 4,900	overhead costs
<hr style="border: 0.5px solid black;"/>		
	<b>€ 29,400</b>	<b>grant per research training fellowship</b>

**Clinical fellowship:** 6 weeks / 1,500 per month

=	€ 2,250	for the entire fellowship
+	€ 300	travel expenses
+	€ 510	overhead costs
<hr style="border: 0.5px solid black;"/>		
	<b>€ 3,060</b>	<b>grant per clinical fellowship</b>

### Acknowledgment:

- Educational grants are announced on [www.ean.org/Industry.3569.o.html](http://www.ean.org/Industry.3569.o.html)

## Order Form - Exhibition

Please return this preliminary sponsorship contract by **2 September 2020** to [industry@ean.org](mailto:industry@ean.org).

Our company would like to participate in the 7<sup>th</sup> EAN Congress 2021 industry exhibition in Vienna, Austria.

**Approximate surface required:** ..... **m<sup>2</sup> (€ 600 per sqm)**

Costs for floor space only (no structure or amenities). Minimum exhibition space is 6sqm.

**Company**.....

Key contact      Mr    Ms     .....

Position.....

Phone (incl. country code).....

E-mail (mandatory) .....

Address .....

Zip code..... City..... Country.....

**Invoice address (if different from above):**

**Company**.....

Address.....

Zip code..... City..... Country.....

Purchase Order No.....

VAT No.....

**Date:**..... **Signature:**.....

**By signing this order form, I have read the rules and regulations in this document and agree to observe and be bound by them.**

All published prices are in Euro (€) and are subject to applicable VAT.

## Order Forum – Sponsorship

Please return this preliminary sponsorship contract by **2 September 2020** to [industry@ean.org](mailto:industry@ean.org).

**Company**.....  
 Key contact     Mr     Ms    .....  
 Position.....  
 Phone (incl. country code).....  
 E-mail (mandatory).....  
 Address.....  
 Zip code..... City..... Country.....

**Invoice address (if different from above):**

**Company**.....  
 Address.....  
 Zip code..... City..... Country.....

Purchase Order No.....  
 VAT No.....

**To reach our sponsoring commitment of €**.....  
**and to reach a sponsorship level of**     Premium Sponsor     Major Sponsor     Top Sponsor     Contributor  
**we would like to order the following items upon availability:**

**Industry Network Area – Virtual Congress**

- |                          |                  |           |
|--------------------------|------------------|-----------|
| <input type="checkbox"/> | Basic Package    | € 20,000  |
| <input type="checkbox"/> | Plus Package     | € 60,000  |
| <input type="checkbox"/> | Superior Package | € 100,000 |

**Industry Sponsored Sessions**

- |                          |                                   |          |
|--------------------------|-----------------------------------|----------|
| <input type="checkbox"/> | Satellite Symposium (topic:.....) | € 60,000 |
| <input type="checkbox"/> | Satellite Symposium (topic:.....) | € 60,000 |
| <input type="checkbox"/> | Satellite Symposium (topic:.....) | € 60,000 |
| <input type="checkbox"/> | Satellite Symposium (topic:.....) | € 60,000 |

*Please indicate your preferred slot (including 2<sup>nd</sup> and 3<sup>rd</sup> choice) on page 50 and submit with this document)*

- |                          |                                       |          |
|--------------------------|---------------------------------------|----------|
| <input type="checkbox"/> | 3 Day Satellite Session (topic:.....) | € 60,000 |
| <input type="checkbox"/> | 3 Day Satellite Session (topic:.....) | € 60,000 |

*Please indicate your preferred slot (including 2<sup>nd</sup> and 3<sup>rd</sup> choice) on page 51 and submit with this document)*

- Early Bird Satellite Session (topic:.....) € 22,000
- Early Bird Satellite Session (topic:.....) € 22,000
- Early Bird Satellite Session (topic:.....) € 22,000

*Please indicate your preferred slot (including 2<sup>nd</sup> and 3<sup>rd</sup> choice) on page 52 and submit with this document)*

- Forum talks @Scientific Theater: ..... á € 12,000 .....
- (topic(s):.....)

*Please indicate your preferred forum talk slot(s):*

- Saturday  morning break  afternoon break
- Sunday  morning break  afternoon break
- Monday  morning break  afternoon break
- Tuesday  morning break

**Upgrade for Industry Sponsored Sessions**

- Livestream and Recording for Satellite Symposia and 3-Day Satellite Sessions á 15,000 .....
- Livestream and Recording for Early Bird Satellite Sessions á 10,000 .....
- Livestream and Recording for Forum Talks á 5,000 .....
- Corporate Session Branding á 6,000 .....
- Session Evaluation - EAN standardised evaluation form á 2,000 .....
- Session Evaluation - Individual evaluation form á 3,000 .....

**Educational support opportunities**

- Topical Symposium € 70,000
- (proposed topic:.....)

**Bursaries 2021**

- Category 1 (quantity:.....) á € 1,150 .....
- Category 2 (quantity:.....) á € 900 .....
- Category 3 (quantity:.....) á € 800 .....

**Print Advertising**

- Advertisement in the Pocket Programme (exclusive item) € 25,000
- Congress Kit - insert á € 5,000 .....
- Congress Kit - insert (reduced fee) á € 3,500 .....

**Electronic Sponsorship items**

- Abstract USB drive (exclusive item) € 60,000

**Banner advertisement on EAN congress website**

- Banner visibility from January 2021 € 10,000
- Banner visibility from March 2021 € 7,000

<input type="checkbox"/>	Banner advertisement on myean.org Congress Registration Page		€ 80,000
Banner advertisement on EAN Virtual Congress website			
<input type="checkbox"/>	Banner on main landing page		€ 30,000
<input type="checkbox"/>	Banner on industry network landing page		€ 10,000
<input type="checkbox"/>	Break slides (for industry sponsored session only)	á 8,000	.....
<input type="checkbox"/>	Upgrade: Break slides EAN Virtual Congress website	á 2,000	.....
<input type="checkbox"/>	Congress App (exclusive item)		€ 30,000
<input type="checkbox"/>	Delegates Wi-Fi access (exclusive item)		€ 50,000
<input type="checkbox"/>	“How To” – EAN Virtual introduction video and e-mail blast (exclusive item)		€ 30,000
<input type="checkbox"/>	Industry Information Wall – Digital Advert(s)	á 5,000	.....
<input type="checkbox"/>	Industry Information Wall – Digital Advert(s) (reduced fee)	á 3,500	.....
<input type="checkbox"/>	Post-Congress – e-mail blast to registered participants		€ 15,000
Pre-Congress – eBlast to registered participants			
<input type="checkbox"/>	E-mail blast sent out after early registration deadline		€ 8,000
<input type="checkbox"/>	E-mail blast sent out after 2 <sup>nd</sup> deadline for reduced registration fee		€ 10,000
<input type="checkbox"/>	E-mail blast sent out 2 weeks before the congress		€ 15,000
<input type="checkbox"/>	Web push notification		€ 5,000
<b>Boost your exposure</b>			
<input type="checkbox"/>	Congress Kit (exclusive item) - produced by organiser		€ 65,000
<input type="checkbox"/>	Congress Kit (exclusive item) - produced by sponsor		€ 24,000
<input type="checkbox"/>	ePoster/ ePresentations area (exclusive item)		€ 35,000
<input type="checkbox"/>	Early badge pick-up (exclusive item)		€ 15,000
<input type="checkbox"/>	Exhibition aisle sign	€ 8,000	.....
<input type="checkbox"/>	Flyer distribution (for industry sponsored sessions only)	á € 5,000/hour	.....
<input type="checkbox"/>	General Signage (exclusive item)		€ 45,000
<input type="checkbox"/>	Industry Welcome Desk (for premium sponsors only)		€ 7,500
<input type="checkbox"/>	Mobile charging stations		€ 15,000
Mobile meeting pods			
<input type="checkbox"/>	10 meeting pods – exclusive sponsorship		€ 30,000
<input type="checkbox"/>	5 meeting pods		€ 20,000
<input type="checkbox"/>	1 meeting pod	€ 5,000	.....
<input type="checkbox"/>	Notepads & pens (exclusive item)		€ 10,000
<input type="checkbox"/>	Speakers’ service center (exclusive item)		€ 15,000
<input type="checkbox"/>	Take a seat (100 seats)	€ 10,000	.....
<input type="checkbox"/>	Water fountain	€ 7,000	.....

**Branding opportunities on-site**

Please indicate your overall planned branding budget .....

and/or select your preferred branding item(s):

Outdoor branding - public visibility

- Citylight – ACV Passage á 10,000 .....
- Seating bench – ACV Passage á 10,000 .....

Indoor branding - visibility only to participants

Level 0

- Branding – Foyer E and Foyer F walls á 15,000 .....
- Branding – Staircase walls á 20,000 .....
- Branding – Gallery á 35,000 .....

Level 1

- Branding – Gallery walls units á 20,000 .....
- Branding – Staircase walls á 15,000 .....

Level 2

- Branding – Columns in Foyer A, B, C á 10,000 .....
- Branding – Escalators á 20,000 .....

Exhibition

- Branding – Expo X4 á 15,000 .....

All levels

- LED lightbox á 10,000 .....

**Sponsors opportunities for device companies**

- Supporter of Hands-on courses price upon request

**Scientific business suite**

- Please indicate your approximate surface required..... (€380/sqm) .....

**Grant opportunities (outside congress activities)**

- Research experience fellowship (quantity:.....) € 15,000
- Research training fellowship (quantity:.....) € 29,400
- Clinical fellowship (quantity:.....) € 3,060

**Date:**..... **Signature:**.....

**By signing this order form, I have read the rules and regulations in this document and agree to observe and be bound by them.**

All published prices are in Euro (€) and are subject to applicable VAT.

## Satellite Symposium Slots

		Room Oslo 1100 pax	Room Vienna 660 pax	Room Lisbon 660 pax	Room Amsterdam 1100 pax	
<b>Saturday</b>	19 June 2021	12.15 - 13.15	Company:	Company:	Company:	Company:
		Topic:	Topic:	Topic:	Topic:	
	13.45 - 14.45	Company:	Company:	Company:	Company:	
		Topic:	Topic:	Topic:	Topic:	
<b>Sunday</b>	20 June 2021	12.15 - 13.15	Company:	Company:	Company:	Company:
		Topic:	Topic:	Topic:	Topic:	
	13.45 - 14.45	Company:	Company:	Company:	Company:	
		Topic:	Topic:	Topic:	Topic:	
	18.30 - 20.00	Company:	Company:	Company:	Company:	
		Topic:	Topic:	Topic:	Topic:	
<b>Monday</b>	21 June 2021	12.15 - 13.15	Company:	Company:	Company:	Company:
		Topic:	Topic:	Topic:	Topic:	
	13.45 - 14.45	Company:	Company:	Company:	Company:	
		Topic:	Topic:	Topic:	Topic:	
	18.30 - 20.00	Company:	Company:	Company:	Company:	
		Topic:	Topic:	Topic:	Topic:	

### 3 Day Satellite Session Slots

Room Helsinki 100 pax	Room Istanbul 100 pax	Room Helsinki 100 pax	Room Istanbul 100 pax	Room Helsinki 100 pax	Room Istanbul 100 pax
Morning break		Lunch break		Afternoon break	

Saturday 19 June 2021	10:00 - 10:30*		13:15 - 13:45*		16:15 - 16:45*	
	Company:	Company:	Company:	Company:	Company:	Company:
	Topic:	Topic:	Topic:	Topic:	Topic:	Topic:

Sunday 20 June 2021	09:30 - 10:00*		13:15 - 13:45*		16:15 - 16:45*	
	Company:	Company:	Company:	Company:	Company:	Company:
	Topic:	Topic:	Topic:	Topic:	Topic:	Topic:

Monday 21 June 2021	09:30 - 10:00*		13:15 - 13:45*		16:15 - 16:45*	
	Company:	Company:	Company:	Company:	Company:	Company:
	Topic:	Topic:	Topic:	Topic:	Topic:	Topic:

Tuesday 22 June 2021	10:00 - 10:30*	
	Company:	Company:
	Topic:	Topic:

\* exact break times are subject to change

## Early Bird Satellite Session Slots

		Room Budapest 372 pax	Room Seville 165 pax	Room Helsinki 100 pax	Room Istanbul 100 pax
<b>Sunday</b>	20 June 2021 07:15-07:45	Company:	Company:	Company:	Company:
		Topic:	Topic:	Topic:	Topic:
<b>Monday</b>	21 June 2021 07:15-07:45	Company:	Company:	Company:	Company:
		Topic:	Topic:	Topic:	Topic:
<b>Tuesday</b>	22 June 2021 07:15-07:45	Company:	Company:	Company:	Company:
		Topic:	Topic:	Topic:	Topic:

## Rules and Regulations

### Definition Hybrid Congress:

EAN is organising an Onsite Meeting in Vienna and an additional Virtual Congress with the same content in parallel. If the Onsite Meeting in Vienna must be cancelled because of reasons not within EAN's responsibility, only the virtual congress takes place. The Virtual congress might be postponed if there is not enough time to prepare the content.

**The undersigning sponsor accepts that this agreement applies to a hybrid congress concept and accepts the rules and regulations and especially the special cancellation terms.**

### Classification Sponsorship items and Special Terms of Cancellation

#### Class A:

Sponsorship item is only available on-site.

**In case of cancellation of the on-site congress, 70% of the value of this items must be transferred into additional virtual sponsorship items (Class B) or independent Sponsorship items (Class C). 30% will be refunded.**

#### Class B:

Additional virtual sponsorship items

**In case of cancellation of the on-site congress, these items will be distributed completely new according to sponsorship level.**

#### Class C:

Independent Sponsorship item available on-site and virtually.

**In case of cancellation of the on-site congress, this item will be transferred automatically into the corresponding virtual sponsorship item. No refunding possible.**

#### Class D:

Sponsorship item is only available onsite.

**In case of cancellation of the on-site congress costs will be 100% refunded.**

#### Class E:

Virtual upgrades to onsite sponsorship items.

**In case of cancellation of the on-site congress costs will be 100% refunded.**

#### Class F:

Sponsorship items/grants which are independent of how the congress will be organised.

**No refund possible.**

## Terms of payment



1. Terms of payment mentioned on the invoice/confirmation are valid otherwise a penalty fee of 10% of the open invoice amount will be charged.
2. All payments must be received by the stated deadlines and in all cases before the start date of the congress. Please note that otherwise, your participation cannot be guaranteed, as the organiser will deny set-up of your booth/access to the room.
3. All published prices are in Euro (€) and are subject to applicable VAT.

## General Terms of Cancellation

Cancellation must be made in writing to the organiser. Any cancellation may affect the sponsorship level.

Cancellation before/at the Allocation Meeting affects the ranking – but no sponsorship handling fee is charged. The terms for cancellation after the Allocation Meeting are as follows:

### 1. Industrial exhibition and Scientific business suite

When an exhibit space confirmed in writing is cancelled, the rental fee still has to be paid. In case the exhibit space can be let again, there is a handling fee of 20% to be paid. If only parts of the cancelled space can be let again, a 20% handling fee for the part let again and the full price for the rest is due.

### 2. All other Sponsorship items including Industry sponsored sessions

When a sponsorship item or an Industry sponsored session confirmed in writing is cancelled by the undersigning sponsor, the full amount is due.

## Industry allocation meeting

The allocation of sponsorship items especially exhibition space and slots for industry sponsored sessions will be at the industry allocation meeting in Vienna on **1<sup>st</sup> October 2020**. The meeting is aimed at creating a fair and transparent allocation process for the industry.

## Rules

The sponsor who is spending the highest amount according to the signed order forms is allowed to choose first. All items offered in this Sponsorship and Exhibition Invitation except Meeting Rooms count towards this amount.

## Preparation of the meeting

- By **2 September 2020** all companies, who wish to participate in the allocation process must return the signed order forms.
- EAN will analyse the requests and will contact companies whose first choice(s) cannot be accommodated because a higher ranked sponsor might have chosen the same.
- EAN will prepare the exhibition floor plan and industry programme schedule to be presented at the meeting

### Allocation Meeting - Agenda

1. After a short welcome and introduction: site visit of the congress centre
2. General questions by companies. The following information will be available:
  - Ranking of companies
  - Congress center floor plan and preliminary exhibition plan
  - Industry sponsored programme slots
  - Chart with sponsorship items
  - Scientific business suites locations
3. Representatives of the companies (one company after the other) will be invited to make their final selection and sign on the respective overview.

Sponsorship requests/order forms submitted after this meeting will be allocated on a first-come, first-served basis.

### Industry sponsored Sessions

Industry sponsored sessions (such as Satellite Symposium, 3 Day Satellite Session, Early Bird Satellite Session and Forum Talks) are scientific sessions sponsored by the industry, which may be attended by registered congress participants without any extra charges. Time slots for these are available depending on the format on all congress days.

### Chairs and Speakers

1. Speakers can only participate twice in the industry sponsored programme, but only once as chairperson.
2. Members of the EAN Board, the local organising committee, the teaching course sub-committee or the programme committee must not chair or speak at a Satellite Symposium.
3. The lectures presented during an industry sponsored session underlie the full responsibility of the speakers. Speakers will have to include a Conflict of Interest statement on the first slide of their presentations.
4. Approved speakers and co-chairs are to be invited by the sponsoring company. Registration fees for up to 5 speakers for Satellite Symposia and 3 Day Satellite Sessions and for up to 2 speakers for Early Bird Satellite Sessions and for 1 speaker for a Forum talk are included in the applying package.

### Programme

1. Industry sponsored sessions are part of the official scientific programme but organised by a sponsoring company.
2. The organisers must submit the preliminary programme (**including title, speakers and lectures**) until the deadline **10<sup>th</sup> February 2021** to the Programme Committee for quality approval of the scientific content. In order to avoid duplication of content and speakers within the main congress programme (symposia, educational sessions, focused workshops), companies are asked to carefully review the congress programme on the website.
3. Approved industry sponsored sessions will be mentioned as such on the website. Changes in the topic are unacceptable after booking. Changes in the programme must be submitted no later than **3<sup>rd</sup> May 2021**.
4. Industry sponsored session programmes must not include any product names or product information. No commercial names may appear in the titles of the industry sponsored sessions or in the titles of the individual presentations and lectures.

### Publications / Promotion

1. All publications and printed material issued in association with the Industry sponsored session (also post-congress publications; in print and electronic) must be submitted to the Programme Committee for approval and must mention: “Satellite Symposium, 3 Day Satellite Session, Early Bird Satellite Session or Forum Talk at the 7<sup>th</sup> EAN Congress”. The sponsor is responsible for involving his chairs and speakers in development of such printed materials and must have their approval prior to printing and distribution. Promotional material can be distributed at the sponsor’s exhibition booth and at the entrance of the lecture hall 15 minutes before the start. Beyond that, no distribution of material is allowed in and around the congress centre.
2. Material related to Industry sponsored sessions **must not** contain any product information.
3. The congress logo may be used on invitations
4. Abstracts are not published in the official abstract supplement. Organisers are however free to publish their own industry session supplements. Industry session organisers may publish their abstracts as a supplement to the *European Journal of Neurology*: please contact Silvana Losito: [slosito@wiley.com](mailto:slosito@wiley.com).

### Technical Equipment



Technical equipment of session rooms must be used, and additional services and equipment must be ordered through EAN suppliers at own expenses. No other AV companies are allowed without prior notice of EAN. Additional costs occurring for EAN suppliers due to use of other companies must be covered by the sponsor. **We strongly recommend using the presentation management system of EAN.**

### Miscellaneous

1. A small on-site reception (before or at the end of an industry sponsored session) or lunch boxes may be offered by the sponsor. No other activities are allowed.
2. 15 minutes’ time for set-up and clean-up will be allocated to every industry sponsored session organiser. Any extra cleaning cost arising from catering ordered by the organiser is the responsibility of the organiser.
3. EAN head office will only co-operate with the official agency chosen and announced by the sponsoring company for the logistics of the Industry sponsored session. These companies must abide by the rules and regulations.

## Exhibition and Sponsorship

### Booth Activity and Promotional Regulations

1. The main activity of any exhibition booth should be the presentation of the exhibiting company and/or its products or services.
2. Companies may organise booth activities in line with the information they have to communicate. Booth activities should be focused on the product and scientific information. Companies should ensure that the perception of the activity is above all the transfer of knowledge.
3. All booth activities are subject to review by the Programme Committee. The Programme Committee does not accept activities that feature non-scientific gimmicks. Approval requests have to be sent in writing to the organisers at least 2 months before the congress.

4. Promotional activities within the exhibition surface are allowed if they do not interfere with the running of the conference (i.e. must not be in parallel to the scientific morning and afternoon sessions) nor disturb your fellow exhibitors. Any activities such as “meet the experts” or other presentations must be approved by the organiser.
5. The projection of films and slides, the production of music and/or sound as well as the use of lighting, computer monitors, and television screens is acceptable within the booth space as long as no disturbance is caused. Talks and presentations are only allowed with headphones and audience must be seated. Sound and lighting effects must be contained within each booth area.
6. If EAN judges that a disturbance is being caused, the exhibitor is to halt the activity immediately. If this is not done, EAN reserves the right to make the necessary arrangements at the expense of the exhibitor.
7. These rules are analogously also effective for the Industry network area within the EAN Virtual Congress.

### **Miscellaneous**

1. The official language of the EAN Congress is English.
2. All flyers, items for distribution, promotional materials and presentations at booths as well as information on stand displays must be in English. Documents uploaded to the Industry network area within the EAN Virtual Congress may also be in other languages than English.
3. Exhibitors and sponsors are fully and solely responsible for information they display, presentations they hold and items they distribute to delegates.
4. Distribution or display of materials by an exhibitor or its agents is limited to the company’s exhibition space.
5. Distribution of flyers in the general and/or public areas (e.g. at the arrival entry of the venues, catering areas of the venues or within the walkway) is not allowed.
6. Professional filming and photographing is not permitted in congress sessions and in the exhibition without the organizer's prior permission. An official congress photographer is onsite. Please note that pictures of the exhibition are taken only for documentation and will not be used for marketing activities.
7. Industry - Social Events – Networking: Companies / sponsors / exhibitors are prohibited to stage their own events – neither inside nor outside the congress venue – parallel to the EAN scientific and networking programme without prior approval.

### **Damages and Security**

1. Exhibitors are entirely liable for damages to third parties' booths, properties, health (be injury or death). To this extent EAN and the congress venue are to be considered third parties. Exhibitors' liabilities are extended to their personnel and/or other people working under their control.
2. As there will be no guarding of the exhibition area during the official exhibition opening hours, all exhibits have to be staffed with at least one person. The conference rooms and exhibition areas of the congress venue will be locked at night; however, no extra security service for the exhibition is planned.

### **Insurance**

The undersigning sponsor agrees to arrange insurance coverage to include a general accident and liability insurance.

## House rules – congress venue

1. The rules of the congress venue do apply and are binding to all exhibitors. Whoever does not follow these regulations will be excluded from the exhibition after a first warning. Copies of these regulations can be provided upon request.
2. Material safety and fire certificates of all stand materials must be available for controls during build-up.
3. Representatives of the public authorities as well as technical staff from the congress venue must be allowed access to your booths at all times.

## Liability

It is the sponsors' responsibility to comply with the local authority's regulations.

- EFPIA (European Federation of Pharmaceuticals Industries & Associations) [www.efpia.org](http://www.efpia.org)
- IFPMA (International Federation of Pharmaceutical Manufacturers & Associations) [www.ifpma.org](http://www.ifpma.org)
- MedTech Europe (alliance of EDMA and Eucomed) [www.medtecheurope.org](http://www.medtecheurope.org)
- Code of Practice on the Promotion of Medicines

but also, any technical and safety regulations required by the congress venue.

## Force majeure

If the congress and/or the exhibition must be cancelled or changed due to reasons that are not within EAN's responsibility, EAN cannot be claimed for any compensation and refund other than described in the Special and General Terms of Cancellation.

## EAN Privacy and Data Security Policy



We will not use any data provided to us for purposes other than the purposes necessary for the performance of the sponsorship contract. For us to fulfil the contract it may be necessary to transfer your data to third parties (e.g. service providers). Our Privacy and Data Security Policy apply

(<https://www.ean.org/Privacy-Policy.3883.0.html>).

## Amendments to the rules

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of EAN. These rules may be amended at any time by EAN and shall be binding to exhibitors and sponsors likewise with the foregoing rules and regulations.

## Place of legal performance and venue

Should the parties involved disagree on any point, they are subject to the official court of Vienna thus Austrian law will be applied.

ISO Certification



**qualityaustria**  
Succeed with Quality



# CERTIFICATE

Quality Austria - Trainings, Zertifizierungs und Begutachtungs GmbH awards this **qualityaustria** certificate to the following organisation:

This **qualityaustria** certificate confirms the application and further development of an effective



**European Academy of Neurology**  
AT-1070 Vienna, Austria, Breite Gasse 4/7

## NET COPY

**QUALITY MANAGEMENT SYSTEM**  
complying with the requirements of standard  
**ISO 9001:2015**

**Medical Organisation**

The validity of the **qualityaustria** certificate will be maintained by annual surveillance audits and one renewal audit after three years.

Registration No.: 08903/0  
Date of initial issue: 22 February 2010  
Valid until: 22 February 2022

Vienna, 01 February 2019

Quality Austria - Trainings, Zertifizierungs und Begutachtungs GmbH,  
AT-1010 Vienna, Zelikagasse 10/3

**Signatures removed for security reasons**





Konrad Scheiber  
General Manager

Dr. Mag. Anni Koubek  
Specialist representative

Ök. Nr. FD\_04\_038  
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The current validity of the certificate is documented exclusively on the Internet under  
<http://www.qualityaustria.com/en/cert> EAC: 36