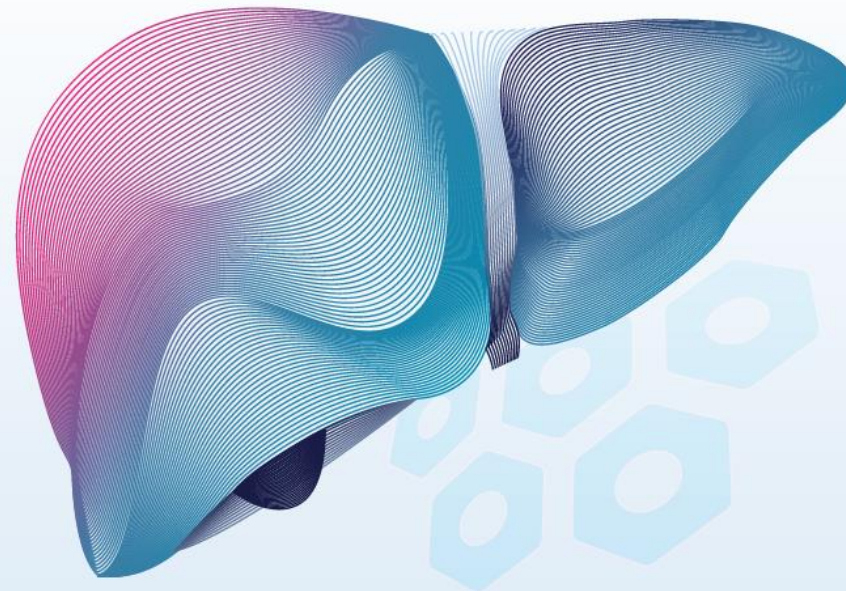




EASLTM CONGRESS

Vienna, Austria
21–24 June 2023



Onsite Advertisement Offer

[https://industry.easl.eu/](https://industry.easl.eu/#EASLCongress2023)
#EASLCongress2023

Onsite Advertisement Offer 2023



- Mark your presence at EASL Congress 2023
- Showcase at the market place for hepatology and liver professionals
- Invite the community and delegates to engage
- Communicate your therapeutic areas & innovations
- Raise disease awareness
- Promote your Industry Sponsored Sessions
- Leave a lasting impression

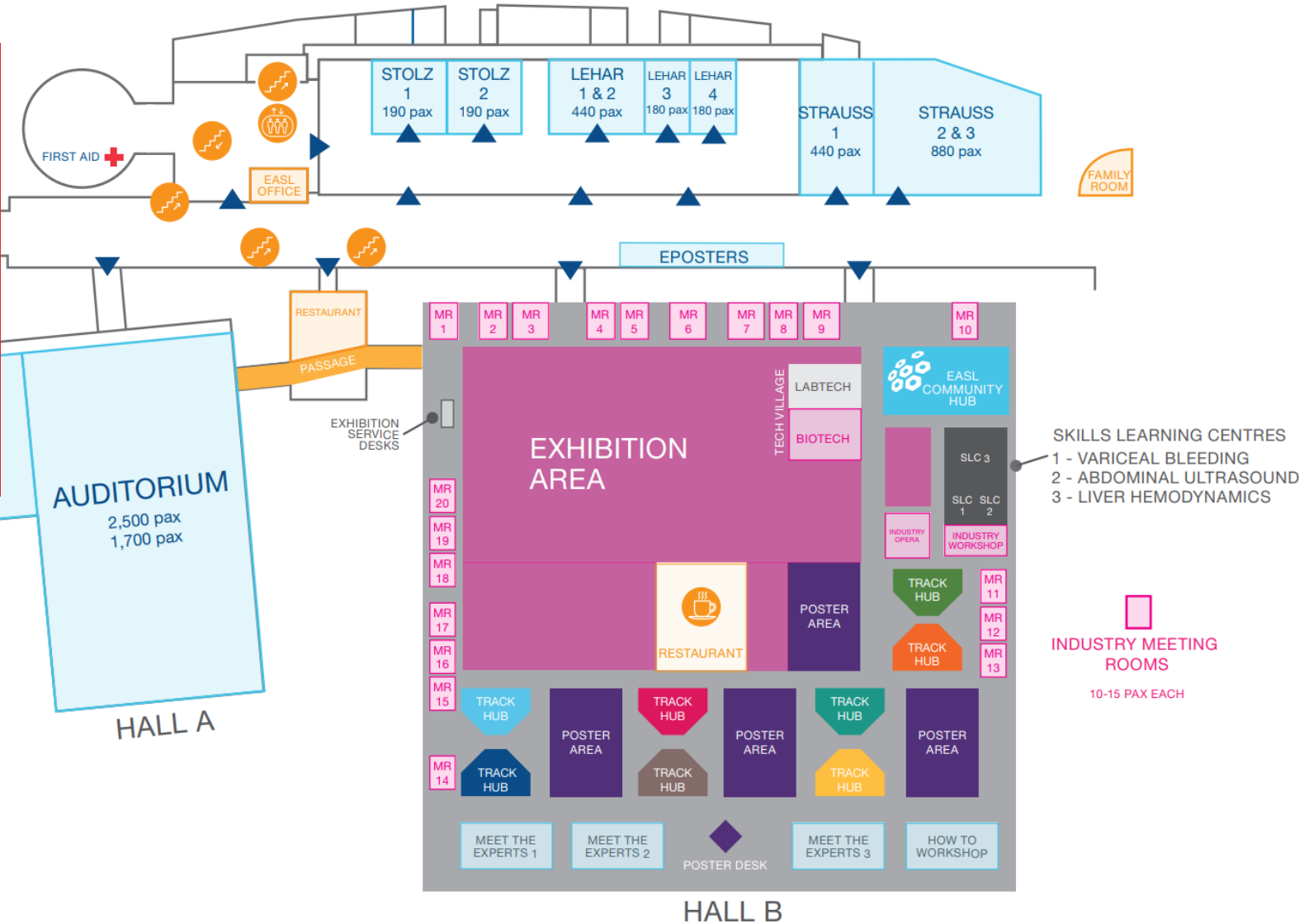
Important Note:

- All visuals and illustrations are not contractual and serve as examples.
- All prices listed within are exclusive of Austrian VAT & represent full rental and production costs.
- The offer may be subject to change. Items can be added or removed. Any changes on this offer will be communicated.
- Assignment of Sales: Assignment by priority of Sponsor ranking until March 10. Deadline for to order: 30/4/2023.
- Deadline to send finalized artwork files for approval 15 May 2023 to industry@easloffice.eu.
- Approved files should not be modified, otherwise this will incur extra production costs at the expense of the sponsor.
- Congress messages within Onsite Advertisement items purchased/designed are valid for the duration of the congress. For specific requests regarding your congress communications strategy, please contact us at industry@easloffice.eu.
- EASL Onsite Advertisement Offer is exclusively open to Sponsors and/or Exhibitors at EASL Congress.
- Sponsor points: 2,500 EUR = 1 point

Content Reminder:

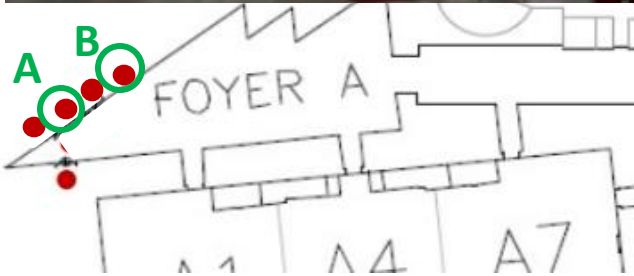
- EASL allows product advertising on Onsite Advertising items within the badged areas, unless otherwise indicated on item description. Local regulatory approval is incumbent on the company selecting the product. EASL acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

A schematic map of the congress venue layout. At the top center is a 'TAXI' icon. To the left is a purple square with 'U2' in white, with 'MESSE-PRATER' written below it. A purple arrow points from this area towards the center. In the center is a large orange triangle labeled 'FOYER A'. Inside the triangle are an information icon 'i' and a coat rack icon. To the right of the triangle is the word 'REGISTRATION'. A blue arrow points from the registration area towards the right. At the bottom left, a red arrow points to the 'ENTRANCE'. At the bottom right, a blue box represents the 'HEPATOLOGY ARENA', with 'EASL STUDIO' written below it.



#1 Outer windows fix glass panels - Revolving doors A

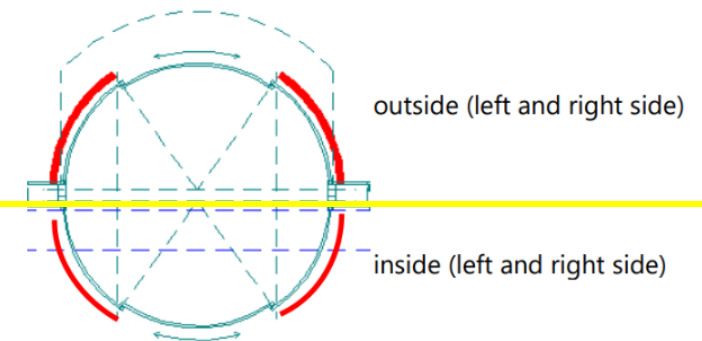
- 5 revolving doors are situated at the main entrance providing unique access to EASL Congress and Foyer A.
- EASL offers the opportunity to brand 2 of these doors (highlighted in green) for the whole congress duration.
- Below illustrated door shows opportunity to brand, with self-adhesive foils, both fix panels, facing the **outside** of the entrance.
- No product advertisement allowed on this opportunity & no dated calls for action. Designs and messages need to be validated with EASL.



Technical details:

- Position – #1 Outer windows fix glass panels
- Dimension (W x H) 1.090mm x 2.220 mm
- Visible Area (W x H) 1.090 mm x 2.220 mm
- Single sided, self-adhesive foils
- **Limited to 2 Items (only 1 per sponsor)**

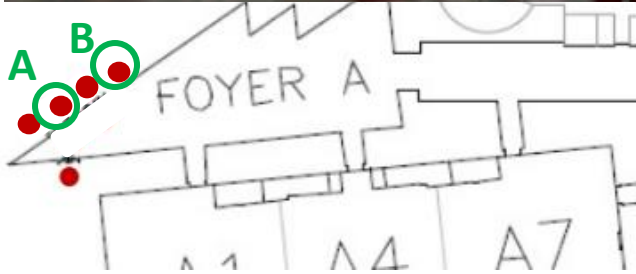
each door has 2 outed windows (fix glass panel) outside, and 2 inside



EUR 25,000 per set of 2 fix glass panels inside

#2 Inner windows fix glass panels - Revolving doors Foyer A

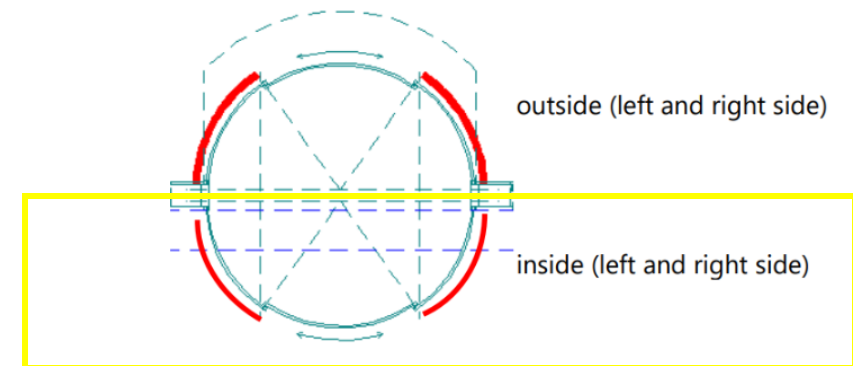
- 5 revolving doors are situated at the main entrance providing unique access to EASL Congress and Foyer A.
- EASL offers the opportunity to brand 2 of these doors (highlighted in green) for the whole congress duration.
- Below illustrated item shows opportunity to brand, with self-adhesive foils, both fix panels, facing the **inner** of the entrance.
- NO product advertisement allowed, no dated calls for action. Designs and messages need to be validated with EASL.



Technical details:

- Position – #2 Inner windows fix glass panels
- Dimension (W x H) 1.090mm x 2.220 mm
- Visible Area (W x H) 1.090 mm x 2.220 mm
- Single sided, self-adhesive foils
- **Limited to 2 Items (only 1 per sponsor)**

each door has 2 outed windows (fix glass panel) outside, and 2 inside

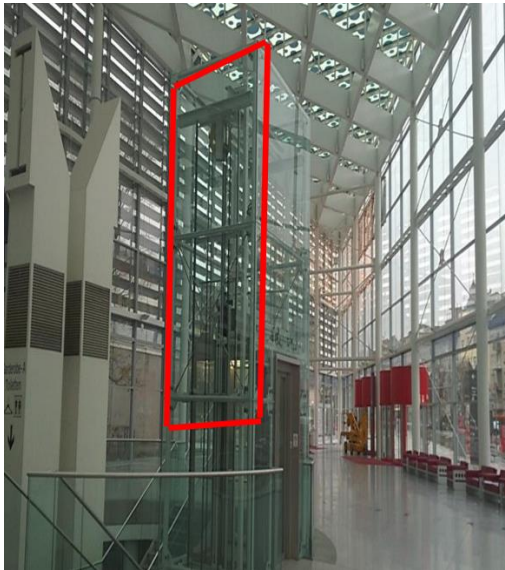


EUR 25,000 per set of 2 fix glass panels inside

#3 Elevator Branding - Foyer A

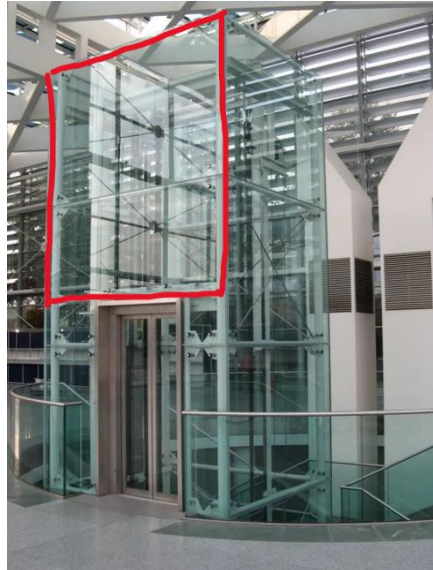
- 1 elevator is located in the middle of Foyer A, half-way from main entrance doors and the registration area, inevitable on the delegates' path to Halls A & B.
- This elevator grants access to the cloak room.
- EASL offers the opportunity to brand 3 surfaces (highlighted in yellow) for the whole congress duration.
- Below illustrated item shows opportunity to brand, with self-adhesive foils.
- No product or commercial advertisement is allowed on this opportunity (non-badged area). Designs and messages need to be validated with EASL.

a. Left side



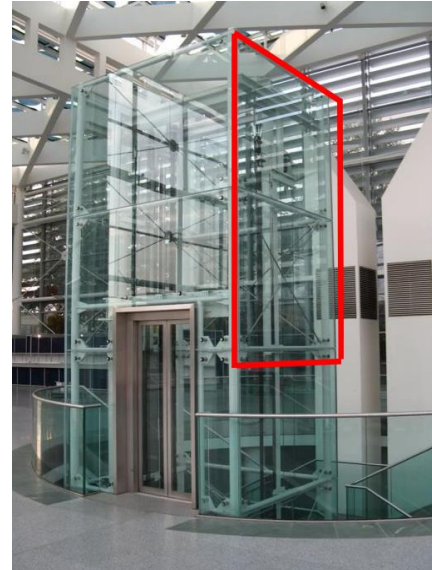
EUR 10,000

b. Front side



EUR 10.000

c. Right side



EUR 10,000

Technical details:

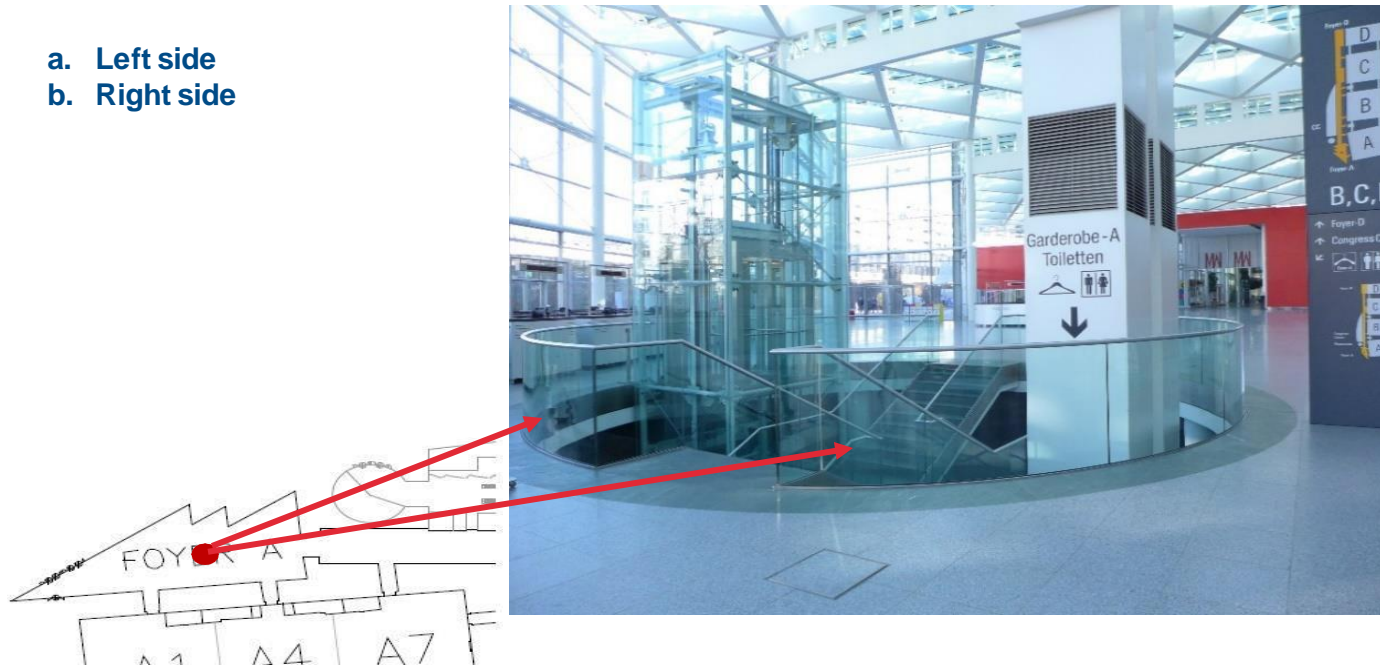
- Position – #3 elevator Foyer A
- Dimension upon request per each side
- Single sided, self-adhesive foils
- **3 sides available**

Package, EUR 25,000

#4 Round Glass Branding - Foyer A

- Located in the middle of Foyer A, around the elevator & stairs, to the cloak room, this branding opportunity is inevitable on the delegates' path to Halls A & B.
- This stairs grant access to the cloak room.
- EASL offers the opportunity to brand 2 surfaces (pointed below with arrows) for the whole congress duration
- Below illustrated item shows opportunity to brand, with self-adhesive foils.
- No product or commercial advertisement is allowed on this opportunity (non-badged area). Designs and messages need to be validated with EASL.

- a. Left side
- b. Right side



EUR 15,000

Package, EUR 25,000

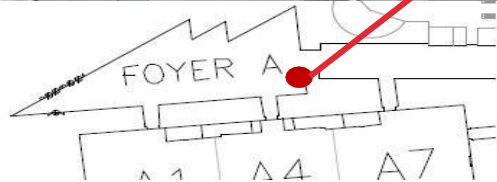
Technical details:

- Position – #4 Round glass branding Elevator/stairs to cloak room in Foyer A
- Dimension upon request per each side
- Single sided, self-adhesive foils
- **2 sides available**

8 Sponsor Points

#5 Portal Cover NR4 - Foyer A

- Located next to the registration area, at the walkway entry to Halls A & B, this branding opportunity is inevitable on the delegates' path into the congress.
- This section grants unique access to Halls A & B.
- EASL offers the opportunity to brand this panel (made of fabric material) for the whole congress duration.
- No product or commercial advertisement is allowed on this opportunity (non-badged area). Designs and messages need to be validated with EASL.



EUR 35,000

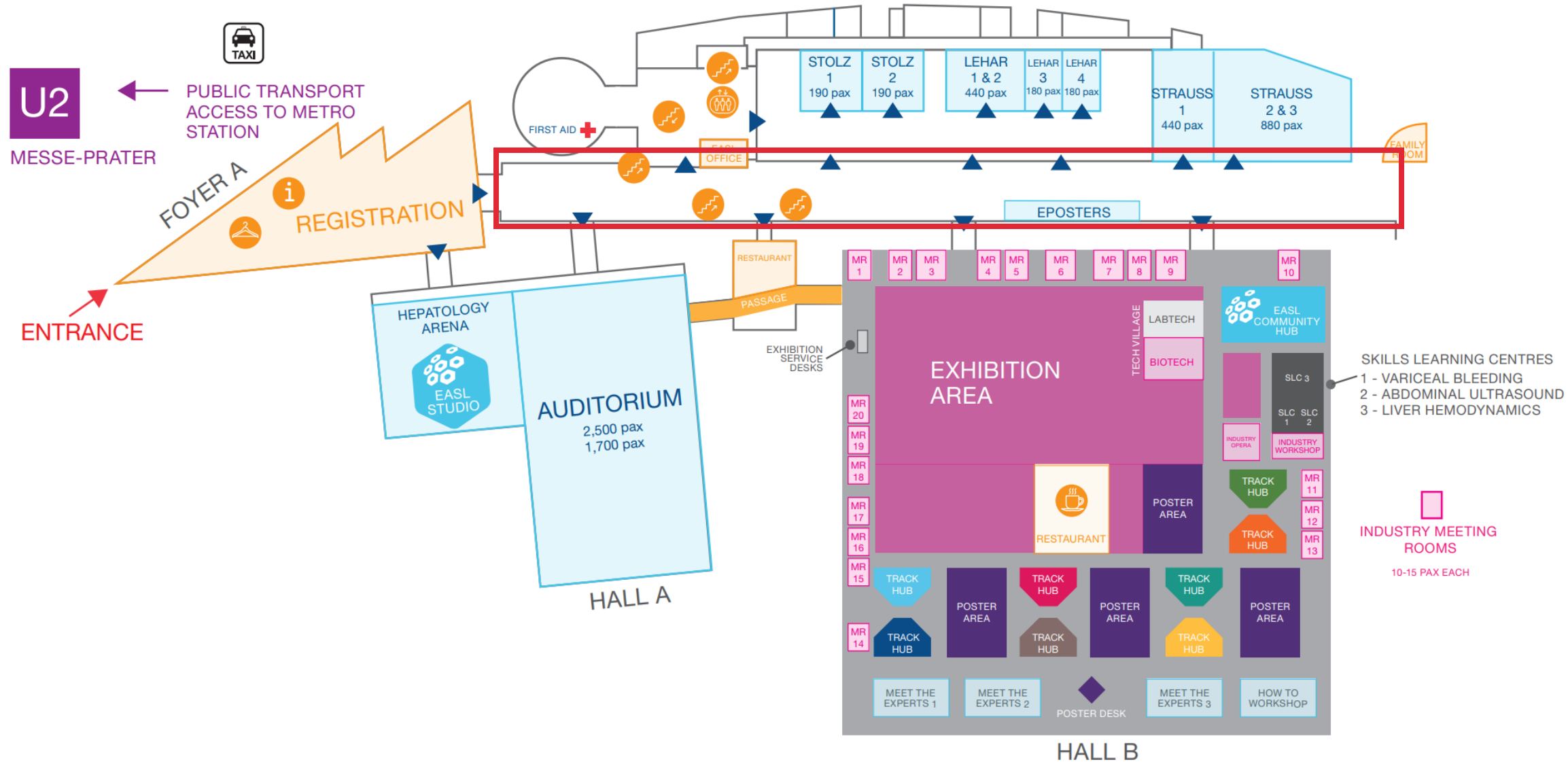
Technical details:

- Position – #5 portal cover NR4
- Dimension upon request
- Single sided, self-adhesive foils
- **1 item – Exclusive visibility**

8 Sponsor Points

Opportunities - Mall

LEVEL 0



#6 Escalators - Mall

- Main escalator from Mall to Atrium (visible by delegates accessing lecture rooms).
- EASL offers the opportunity to brand each escalator with self-adhesive foils for the whole congress duration.
- Product advertisement is allowed on this opportunity (badged area). Designs and messages need to be validated with EASL.



Technical details:

- Position #6 escalators Mall
- Dimension upon request
- 4 Self-adhesive foils per escalator
- **2 sets available**



EUR 15,000

Package, EUR 25,000

#7 Package staircase branding steps - Mall

- Staircase located in Mall, access to lecture rooms and meeting rooms on floor 1.
- EASL offers the opportunity to brand the staircase with self-adhesive foils for the whole congress duration.
- Product advertisement is allowed on this opportunity (badged area). Designs and messages need to be validated with EASL.



Technical details:

- Position #7 package staircase branding on steps - Mall
- Dimension upon request
- Self-adhesive foils on vertical parts + Horizontal mid-level step.
- **2 sets available**



EUR 7,500

Package, EUR 12,000

#8 Staircase branding glass - Mall

- Staircase located in the Mall giving access to Hall A & B, lecture rooms and meeting rooms.
- EASL offers the opportunity to brand the staircase glass with self-adhesive foils for the whole congress duration.
- Product advertisement is allowed on this opportunity (badged area). Designs and messages need to be validated with EASL.

Left side coming from Foyer A



Right side coming from Foyer A



EUR 15,000

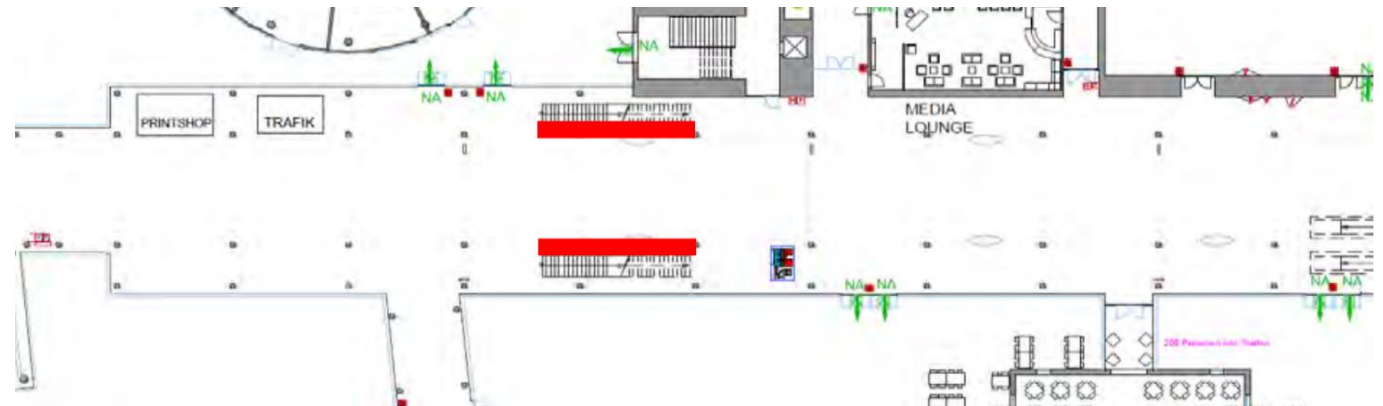
Package, EUR 25,000

Technical details:

- Position #8 Staircase branding Glass- Mall
- Dimension upon request
- Self-adhesive foils outside
- 2 items available

easlcongress.eu

[#EASLCongress](https://twitter.com/EASLCongress)

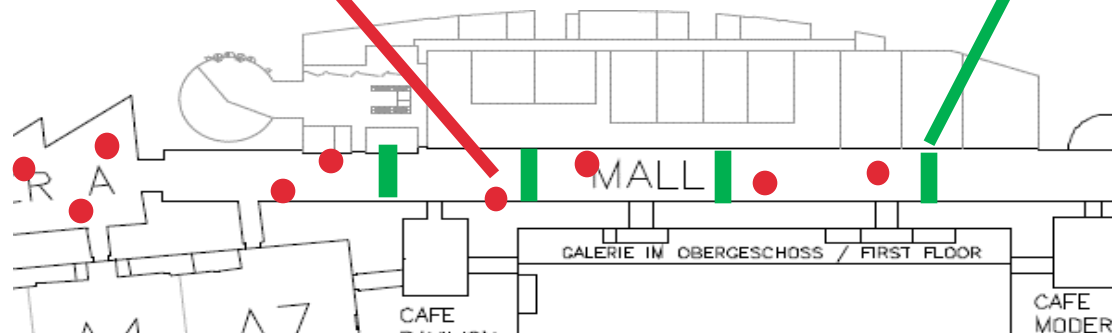


9 Floor stickers – various locations



- Position #9 floor stickers
- 3 x in Foyer A
- 6 x in Mall
- Product advertisement allowed (after badge check, all except Foyer A)
- Dimensions upon request

EUR 5,000



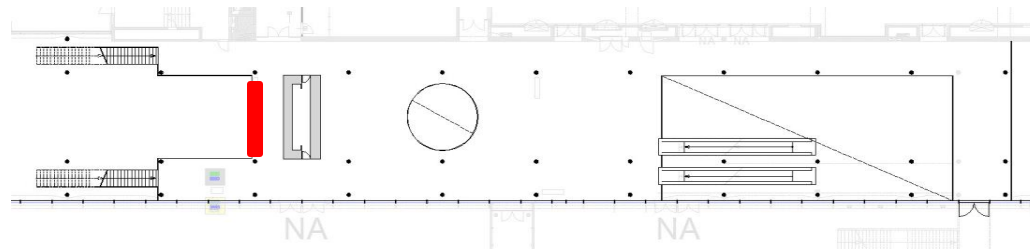
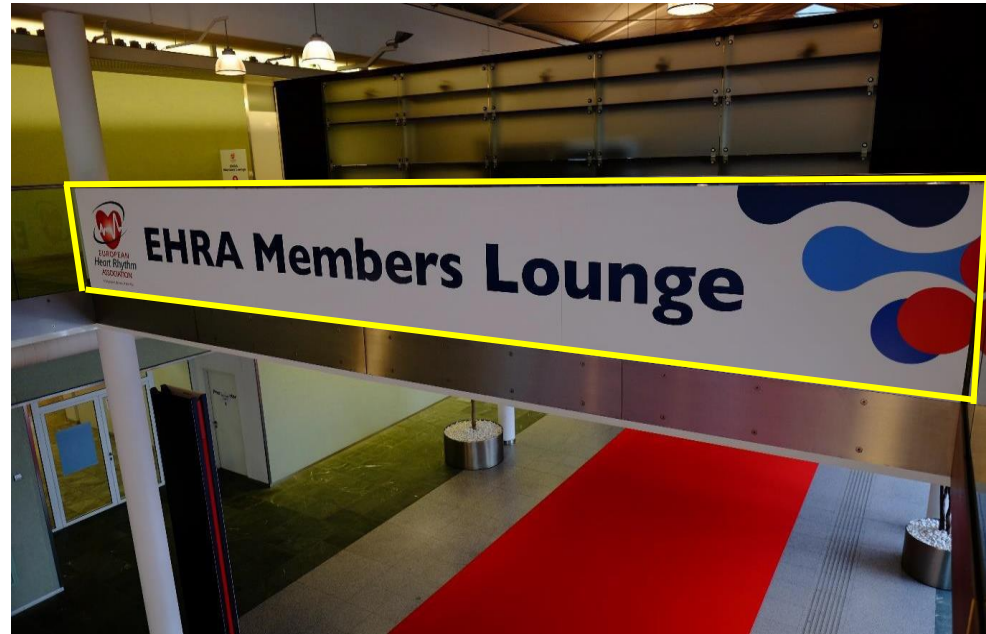
#10 Hanging Banner - Mall



- Position #10 hanging banner - Mall
- Dimensions of visible area (w x h): 4000mm x 4000mm OR 1400 x 4000
- Double sided on PVC
- Price is for 1 banner (4 available in Mall)
- Position suggested: Close to Hall B entrance
- Product advertisement allowed.
- **4 items available - Limited 1 per sponsor**

EUR 20,000

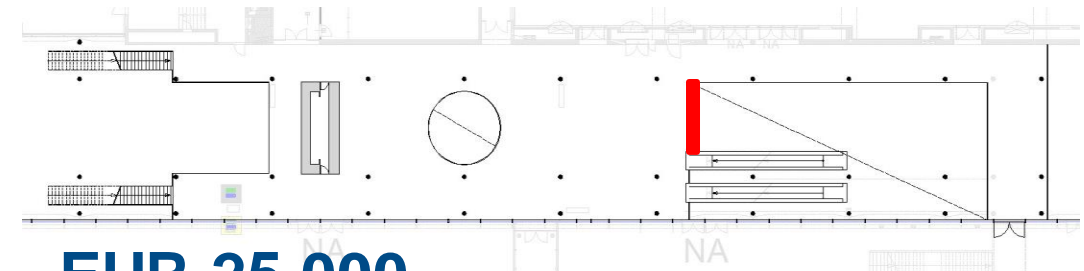
11 Atrium banner from Foyer A



EUR 35,000

- Position #11 Atrium banner from Foyer A
- Dimensions of visible area (w x h):
7300mm x 1020mm
- Foam board
- **No product advertisement**
- **Exclusive item – 1 available**

#12 Atrium banner from Mall



EUR 25,000

- Position #12 Atrium banner from Mall
- Dimensions of visible area (w x h):
5500mm x 1020mm
- Foam board
- **No product advertisement**
- **Exclusive item – 1 available**

13 Glass Tunnel Entry to Exhibition Hall B - Mall



Entry Hall B & Exhibition

EUR 45,000

- Position 13 # glass tunnel entry to Congress exhibition in Hall B
- Glass wall entry gives access exhibition floor, Hall B.
- EASL offers the opportunity to brand the glass wall tunnel with self-adhesive foils for the whole congress duration.
- Designs and messages need to be validated with EASL.
- Dimensions upon request.
- **Exclusive item – 1 available**



#14 Opera - Exhibition Hall B

- The Industry Opera is prominently located in Hall B, between the EASL Community Hub, the skills learning centres and workshop rooms, but also on the way to the poster area, the meet the expert sessions and the food court. This dedicated space aims at providing tired delegates a hospitality area. Equipped with charging stations, free water dispensers and various sitting opportunities, the Industry Opera will be streaming a selection of premium content by EASL throughout the whole congress.
- EASL offers the opportunity to sponsor the area and receive in return:
 - Position #14 Opera
 - Acknowledgement on modules “Sponsor name”
 - Set of 15 branded sitting cubes
 - 4 video adverts of 30 seconds will be streamed every day per sponsor (EASL will select suitable time slots in between EASL programme)
 - **This opportunity is limited to 2 Sponsors**



HALL B

EUR 30,000

#14 Industry Opera - Exhibition Hall B



#15 Sitting cubes – Foyer A & Mall

- 4 side branded sitting cubes can be ordered and placed throughout the congress layout, in strategic locations.
- Product advertisement is allowed on this opportunity.
- 1 set of 20 sitting cubes for whole congress duration.
- 4 sets available.



LEVEL 0

