22nd Euretina Congress Hamburg
1-4 September 2022
Congress Centre Hamburg & Online

SPONSORSHIP BROCHURE
Euretina 2021 Virtual Congress Statistics

- Registered Attendees: 8,225
- Concurrent Channels: 5
- Industry Sponsored Symposia: 22
- Independent Medical Education (IME) Symposia supported by 4 Industry Partners: 3
- Virtual Congress Days: 4
- Virtual Sessions: 50
- CME Credits: 10
- Live-stream Views: 17,072
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## Congress Attendance

**Virtual 2021** - 8,225  
**Virtual 2020** - 8,222  
**Paris 2019** - 6,992

## Delegate % Attendance*

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<th>2021</th>
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<td>Rest of the World</td>
<td>70</td>
<td>Rest of the World</td>
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*Top 5 countries*
The European Society of Retina Specialists invites you to participate as a sponsor at the 22nd Euretina Congress taking place at the CCH (Congress Centre Hamburg), Germany from 1-4 September 2022.

EURETINA has a wide variety of sponsorship and advertising opportunities exclusively available to companies exhibiting at the Congress.

**SUSTAINABLE CONGRESS:** As the Euretina Congress continues to grow, we are conscious of the environmental impact associated with an event of its scope. We are thus committed to reducing waste, lowering carbon emissions and using sustainable and ethically sourced congress materials.

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**MEMBERSHIP LOUNGE**

- **€30,000**

This is an exciting new opportunity. In Hamburg EURETINA Members will have access to Members only lounge which intends to be a relaxing sanctuary within the Congress Centre. The Membership lounge will provide members with complimentary refreshments and a space to relax and have a long overdue catch up with friends. The sponsor of the lounge will have access to the lounge and will be recognised in the lounge promotion. The sponsor will also have access to a screen within the lounge to showcase their products.

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**RECYCLED PET LANYARDS**

- **€10,000**

High visibility opportunity! Your company logo will appear on the official meeting lanyards. Distributed at the registration desk, all attendees will be given the official lanyard to wear during the Congress. The lanyards will be pre-printed with your company logo on them, keeping your company name visible throughout the event.

We have made the switch to PET lanyards produced with repurposed plastic materials which are globally recognised as an environmentally safe, recyclable product.
CONGRESS EBLASTS

Be a part of the Euretina pre-congress marketing eBlasts, a high impact branding opportunity for Industry to reach our strong email database. Industry can purchase advertising within the official Euretina campaign, enabling companies to communicate directly to the full Euretina mailing list, including the exclusive Congress Pre-Registration Delegate list.

For the Congress in Hamburg there will be a total of 8 eBlasts sent prior to the event in order to communicate information on Registration, the Scientific Programme, Exhibition, Hotels and more.

- Banner Ad – €6,800 - 4 available

CHARGING STATION

- €10,000 per station

With the current growing reliance on electrical devices, your company can provide delegates with a power source for their various devices during the Congress. Charging stations will be placed at various points in the Congress Centre.

WATER STATIONS

- € Price on Application

Supply the attendees with natural refreshments by sponsoring cartons of water to be distributed throughout the Congress Centre. With a choice of natural spring or mineral water, your company logo will appear as the label and will be distributed by the organisers in prime locations throughout the Congress Centre.

‘YOU ARE HERE’ SIGNAGE - €25,000

Your logo will appear on 5 large ‘You Are Here!’ floorplans of the Congress Centre that will be used to highlight your booth number and the position of your booth on the floorplan itself.

INDOOR & OUTDOOR SIGNAGE

- € Price on Application

Highly sought-after, high impact advertising opportunities. A separate signage brochure will be available in early 2022.
EURETINA APP
- €20,000
The official Euretina App has a whole range of cutting edge features and will be available to download on mobile devices prior to the congress in Hamburg.
The Euretina App is designed with our delegates in mind so that they will have all the information that they will need at their finger tips!
As the official sponsor, your brand/logo will be incorporated into the design of the App through a splash page and banner advertising.

CENTRAL SESSION DISPLAYS
- €30,000
Provide a live ‘What’s On Now’ digital listing for delegates displayed on 6 screens throughout the Congress Centre, showing what is on in all lecture halls at the current time. Sponsors can include static ads and/or 30 second video (no audio) in between live programme information.
As well as this the structure in which the screens are mounted will also be branded with the sponsor’s logo.

WI-FI SPONSORSHIP
- €25,000
Delegates attending the Congress will be able to access emails and the internet via FREE Wi-Fi.
The sponsor’s involvement will be recognised with signage branded with the sponsor’s name and logo, a branded landing page (where possible) and a choice of password.

WWW.EURETINA.ORG
Banner Advertising
Euretina is pleased to offer Website Advertising opportunities on www.euretina.org exclusively to Euretina exhibiting companies in Hamburg. Reach thousands of Euretina delegates by booking a banner on the Euretina Congress Website.
Options:
- Congress Homepage – €5,000
- Registration Homepage – €4,000
- Hotels Homepage – €2,000
Euretina On Demand can:

- Allow members to review sessions at home in their own time
- Be used as a valuable reference or research tool
- Keep members who were unable to attend the congress up to date with the latest research and findings presented
PRIORITY POINTS

SPONSORSHIP & ADVERTISING CONTACT:
Senior Marketing Executive: Amy Bartlett
Tel: +353 1 210 0092
Email: amy.bartlett@euretina.org

Booth space allocations are decided based on Priority Points earned over the previous year. Exceptionally, for the Hamburg Congress, points accumulated since 2019 will apply.

Not only is the Priority Points System the fairest method of allocating space, it also offers a variety of avenues to promote individual companies.

Points can be accrued through attendance at Euretina exhibitions, through a variety of advertising and sponsorship options including sponsoring Satellite Symposia, involvement in wetlabs and sponsorship of Congress activities – e.g. Wi-Fi/App sponsorship. Participation in sponsorship opportunities goes towards establishing Priority Points for sought-after corner booths and booths located close to entrances and catering areas. Advertising and sponsorship secured for Euretina Hamburg will earn priority points towards the 23rd Euretina Congress in Amsterdam, The Netherlands in 2023.

1 Priority Point is earned for every €1,000 spent with Euretina on booth space, advertising and sponsorship.

If you would like to find out more details on Priority Points or would like to know the number of points accrued by your company, please contact Amy Bartlett.

Cancellation Policy:
Sponsorship cancellations after 30 April, 2022 will be invoiced for the full amount.

EURETINA, Ground floor, The Apex Building, Blackthorn Road,
Sandyford Business Park, Dublin 18, D18 H6K2, Ireland
Tel: +353 1 210 0092 | Web: www.euretina.org