ESOTILU 2.0
TRANSPLANTATION LEARNING JOURNEY
Prague, 15-17 November 2020
<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Scientific coordinators</td>
</tr>
<tr>
<td>5</td>
<td>Why TLJ?</td>
</tr>
<tr>
<td>6</td>
<td>Key dates and deadlines</td>
</tr>
<tr>
<td>7</td>
<td>General information</td>
</tr>
<tr>
<td>8</td>
<td>TLJ 2.0 Programme Overview &amp; Scientific Information</td>
</tr>
<tr>
<td>10</td>
<td>Programme Overview</td>
</tr>
<tr>
<td>11</td>
<td>TLJ 2018 highlights</td>
</tr>
<tr>
<td>12</td>
<td>TLJ 2018 supporters</td>
</tr>
<tr>
<td>14</td>
<td>Supporters</td>
</tr>
<tr>
<td>16</td>
<td>Additional sponsorship items</td>
</tr>
<tr>
<td>21</td>
<td>Sponsorship booking</td>
</tr>
</tbody>
</table>
SCIENTIFIC COORDINATORS

Education Committee

Raj Thuraisingham, London, UK
Chair

Luca Toti, Rome, Italy
Vice-Chair

Maria Irene Bellini, Belfast, UK
Transplant Live Coordinator

Liset Pengel, Oxford, UK
Khe Tran, Rotterdam, The Netherlands

Sections & -

Organiser contact details

ESOT Office
Riviera dei Mugnai, 8/24
35137 Padova - Italy
+39 049 859 7652

Project Manager
Giovanna Rossi
Giovanna.rossi@esot.org

Project Manager
Justyna Klimek
Justyna.klimek@esot.org

Business Development Officer
Devi Mey
Devi.mey@esot.org
ESOT is building on the strengths of the TLJ 2018 experience (crossfertilization among different topic and field experts) to launch a completely new project, TLJ 2.0. The concept underlying TLJ is LEARNING: we must recognize that learning never stops and that emerging stars, expert professionals and opinion leaders all need to keep learning to stay on top of their discipline. TLJ 2.0 aims at providing value and producing concrete outcomes for all three of the above categories of transplantation professionals.

The meeting now has a completely new structure, that extends the event beyond the face-to-face experience by introducing preparatory premeeting work to support consensus workgroups, and pre- and postmeeting interaction and discussion among all participants.

Led by ESOT Sections, the TLJ 2.0 programme targets all audiences by including consensus workgroups, small mentoring sessions and keynote lectures, all connected seamlessly by ESOT usual innovative approach to meetings.

Workgroups will develop a series of consensus papers aimed for publications in Transplant International and further dissemination and interaction will be achieved by interactive materials hosted on Transplant Live, the ESOT e-learning platform.

TLJ 2.0 is a comprehensive experience that will involve participants throughout the year and create a discussion that will continue beyond the face-to-face meeting.
KEY DATES AND DEADLINES

TLJ 2.0 will take place on:

15-17 November 2020

More key dates for the Learning Journey, including pre-meeting activities will soon be available

Check www.esot.org for more information
GENERAL INFORMATION

Conference Venue
Prague Congress Centre
5. května 1640/65
140 21 Praha 4-Nusle
Czech Republic

Organising Secretariat
ESOT Office
Riviera dei Mugnai, 8/24
35137 Padova - Italy
+39 049 859 7652
Project Manager
Giovanna Rossi
Giovanna.rossi@esot.org

Language
The official language of the conference is English.

Online registration and accommodation
All participants must register online through the official website. Hotel accommodation at special rates will be offered to participants on a first-come, first-served basis.

Registration Desk
The onsite registration desk at the conference venue will be opened:
17 November 08:00 - 17:30
18 November 08:00 - 17:30
19 November 08:00 - 17:30

CME Accreditation
An application will be submitted to the EACCME® for CME accreditation of this event

Medtech
The event will be submitted for assessment to the EthicalMedTech Conference Vetting System
PRELIMINARY TOPICS

Topics will be discussed in Consensus Workshops (WS) on Day 1 and presented and shared in plenary for open discussion during Day 2.

01 NEW SURROGATE END POINTS IN TRANSPLANTATION
Given the improved survival of both patients and organs in the modern era we need validated surrogate end points of efficacy if clinical research in transplantation is to progress.

02 CMV INFECTION AND DISEASE – THE IMPACT ON TRANSPLANTED PATIENTS
What is the optimal management of CMV in transplant recipients?

03 CANCER IN PRE-AND POST-TRANSPLANT RECIPIENTS
What is the approach to the risks of transplanting patients with a history of cancer and also how do we best approach the treatment of solid organ tumours in transplant recipients?

04 NORMOTHERMIC REGIONAL PERFUSION (NRP) IN DONATION AFTER CIRCULATORY DEATH (DCD)
NRP in DCD has been introduced in clinical practice in some of the European countries with active DCD programmes. In contrast to direct organ procurement (DOP), NRP restores the circulation in the abdominal or thoraco-abdominal cavity and has been associated with improved organ utilisation and reduced post-transplant complications. This workflow aims to provide an evidence based answer to the following question: Should NRP become standard of care in DCD donation.

05 EXPANDING THE RECIPIENT POOL – RECONSIDERING ‘NO-GOS’?
With transplantation being the gold standard treatment for organ failure are we denying this treatment to patients who would otherwise benefit. What is the evidence base to deny transplantation on the basis of:
- Obesity
- Frailty
- Cardiovascular disease

TARGET AUDIENCE
The target audience for TLJ 2.0 includes all fields involved in health care and research with an affiliation in transplantation.
This includes but is not limited to:
- Transplant surgeons
- Physicians from all fields with an involvement in transplantation
- Coordinators, Nurses
- Researchers in emerging fields (stem cells, artificial organs, tissue and organ regeneration)
- General surgeons and clinicians with an interest in transplantation
- Transplant scientists
- Nutrition and rehabilitation specialists and coordinators
- Transplant pharmacists
**PRE-MEETING**

- Pre-meeting discussion
- Briefing of consensus workshop participants
- Communications
- Online education activities (evidence sharing, short update webinars)

**POST-MEETING**

- Post-meeting discussion
- Disseminating of consensus
  - (publication on TI, social media, expert webinars on Transplant Live)
- Communications

**AT THE MEETING**

1. **Day 1**
   - **CONSENSUS WORKSHOPS**
     - End points
     - CMV
     - Cancer
     - DCD
     - Hep C/NASH
   - **SHARING OF WORKSHOP RESULTS AND DISCUSSION**
   - **PLENARY SESSION**

2. **Day 2**
   - **NETWORKING LUNCH**
   - **MENTORING AND LEARNING SESSIONS**
   - **ONE DAY SCIENTIFIC SESSIONS**
     - Topics to be defined by Sections and Committees

3. **Day 3**
# Programme Overview

## 15 November

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30</td>
<td>WS1, WS2, WS3, WS4, WS5</td>
<td>Networking Lunch (Catering Area)</td>
</tr>
<tr>
<td>10:30</td>
<td>WS1, WS2, WS3, WS4, WS5</td>
<td>Networking Lunch (Catering Area)</td>
</tr>
<tr>
<td>13:00</td>
<td>WS1, WS2, WS3, WS4, WS5</td>
<td>Networking Lunch (Catering Area)</td>
</tr>
<tr>
<td>16:00</td>
<td>WS1, WS2, WS3, WS4, WS5</td>
<td>Networking Lunch (Catering Area)</td>
</tr>
<tr>
<td>18:45</td>
<td>WS1, WS2, WS3, WS4, WS5</td>
<td>Networking Lunch (Catering Area)</td>
</tr>
</tbody>
</table>

## 16 November

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:15</td>
<td></td>
<td>Corporate Breakfast Session</td>
</tr>
<tr>
<td>08:30</td>
<td></td>
<td>Plenary Session</td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td>Coffee Break (Catering Area)</td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td>Plenary Session</td>
</tr>
<tr>
<td>12:30</td>
<td></td>
<td>Corporate Lunch Symposia (12:45 - 13:45)</td>
</tr>
<tr>
<td>14:00</td>
<td>Mentoring and Learning Session 1</td>
<td>Specialty Session ETCO, ELPAT, ETAHP</td>
</tr>
<tr>
<td>16:00</td>
<td>Mentoring and Learning Session 2</td>
<td>Specialty Session ETCO, ELPAT, ETAHP</td>
</tr>
<tr>
<td>16:30</td>
<td>Mentoring and Learning Session 3</td>
<td>Specialty Session ETCO, ELPAT, ETAHP</td>
</tr>
<tr>
<td>18:30</td>
<td>Mentoring and Learning Session 4</td>
<td>Specialty Session ETCO, ELPAT, ETAHP</td>
</tr>
<tr>
<td>18:45</td>
<td>Mentoring and Learning Session 5</td>
<td>Specialty Session ETCO, ELPAT, ETAHP</td>
</tr>
</tbody>
</table>

**Welcome Reception**
## 17 November

<table>
<thead>
<tr>
<th>Time</th>
<th>Corporate Breakfast Session</th>
<th>Corporate Breakfast Session</th>
<th>Corporate Breakfast Session</th>
<th>Corporate Breakfast Session</th>
<th>Corporate Breakfast Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>08:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>08:30</td>
<td>Specialty Session EKITA</td>
<td>Specialty Session ECTTA</td>
<td>Specialty Session 3</td>
<td>Specialty Session 4</td>
<td>Specialty Session EDTCO, ELPAT, ETAHP</td>
</tr>
<tr>
<td>10:00</td>
<td>Coffee Break (Catering Area)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>Specialty Session EKITA</td>
<td>Specialty Session ECTTA</td>
<td>Specialty Session 3</td>
<td>Specialty Session 4</td>
<td>Specialty Session EDTCO, ELPAT, ETAHP</td>
</tr>
<tr>
<td>12:30</td>
<td>Specialty Session EKITA</td>
<td>Specialty Session ECTTA</td>
<td>Specialty Session 3</td>
<td>Specialty Session 4</td>
<td>Specialty Session EDTCO, ELPAT, ETAHP</td>
</tr>
<tr>
<td>13:00</td>
<td>Corporate Lunch Symposia</td>
<td>Networking Lunch</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13:00</td>
<td></td>
<td>(Catering Area)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15:00</td>
<td>Specialty Session EKITA</td>
<td>Specialty Session ECTTA</td>
<td>Specialty Session 3</td>
<td>Specialty Session 4</td>
<td>Specialty Session EDTCO, ELPAT, ETAHP</td>
</tr>
<tr>
<td>15:30</td>
<td>Coffee Break (Catering Area)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17:30</td>
<td>Specialty Session EKITA</td>
<td>Specialty Session ECTTA</td>
<td>Specialty Session 3</td>
<td>Specialty Session 4</td>
<td>Specialty Session EDTCO, ELPAT, ETAHP</td>
</tr>
</tbody>
</table>
456 participants

Most represented countries

Attendees per event
## SUPPORTERS

<table>
<thead>
<tr>
<th>EXHIBITORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biotest • Bridge to Life • Dr F. Kolher Chemie • Engaging Care</td>
</tr>
<tr>
<td>Hansa Medical • Mallinckrodt Therakos • Medtronic • Neovii</td>
</tr>
<tr>
<td>Organ Recovery systems • SALF • WeMed • DTI • XVIVO Perfusion</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SYMPOSIA &amp; WORKSHOPS ORGANISERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abbott • Fresenius Medical Care • Mallinckrodt Theracos</td>
</tr>
<tr>
<td>One Lambda • Sandoz • TransMedics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SUPPORTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Astellas • Biotest • Sanofi Genzyme • Shire</td>
</tr>
</tbody>
</table>

SUPPORTED & ENDORSED BY ERS (European Respiratory Society)
Explore the vast and varied sponsorship opportunities and then the ESOT team will help you put together a package that best fits your needs. Our bespoke approach to each sponsor will ensure that your investment leads to a successful experience.

Supporters of the TLJ 2.0 will be able to make the most out of their presence at TLJ 2.0 by generating unique leads to expand their business and create awareness of their brand.

Most importantly, by joining forces with ESOT, industry partners will contribute to medical education for transplant professionals across all fields.

Supporters of the TLJ 2.0 will be able to make the most out of their presence at TLJ 2.0 by generating unique leads to expand their business and create awareness of their brand.

Most importantly, by joining forces with ESOT, industry partners will contribute to medical education for transplant professionals across all fields.

Premium and Major sponsors will have the opportunity to choose to focus their support amongst the 6 tracks on which they would like to focus their activities. Each track should have a minimum of 2 sponsors.

**SPONSORSHIP LEVELS**

**CHOOSE YOUR TRACK!**

From page 16 to 20 you can select as many sponsorship items as you wish, from any category. Then, depending on the cumulative total of your sponsorship items, you will reach a certain sponsorship level, leading to extra benefits which are outlined in the table overleaf. For example, if your total adds up to EUR 100,000 you will reach Premium Sponsor level and therefore are eligible to take advantage of those associated benefits, in addition to the benefits already linked to each sponsorship item you have selected.

**Step 1**
Choose your preferred items from our list of sponsorship opportunities

**Step 2**
Add up the total cost of your selected items

**Step 3**
Find out what sponsorship level you have reached

**Step 4**
Check the associated package benefits
In addition to the sponsorship support, your company will receive significant exposure and recognition through the benefits mentioned below:

<table>
<thead>
<tr>
<th>RECOGNITION</th>
<th>Premium</th>
<th>Major</th>
<th>General</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference pocket programme (logo)</td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>A private meeting room in the conference venue</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Available for half a day during the Conference days</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Limited availability – handled on a first-come, first-served basis</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verbal acknowledgement at the Opening Ceremony and the Closing Reception</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Your feature article or video published in one of the monthly Conference e-newsletters*</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Your story or video posted on the Conference website (maximum of 500 words or three minutes)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Conference website (logo and 200-word organisation profile)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Conference app (logo and 200-word organisation profile)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Onsite (logo)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Number of Full delegate badges</td>
<td>10</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>

TJL 2.0 Premium and Major sponsors will be given priority in the selection of sponsorship items (includes symposia, breakfasts and lounge sessions) and a 10% discount off the total amount.

Offers valid until March 31, 2020. After these dates, availability will be handled on a first-come, first-served basis. Offers cannot be combined/are not valid in conjunction with any other offer.
SATELLITE ACTIVITIES & SYMPOSIA

DAY 1 - 15 November from 09:00 to 17:00
DAY 2 - 16 November from 07:15 to 08:45 and from 12:45 to 13:45
DAY 3 - 17 November from 07:15 to 08:15 and from 12:45 to 13:45

BREAKFAST SESSION
Be the first to greet the delegates in the morning and feed their fresh minds during the ‘Breakfast Hour’. An ideal way to leave a lasting impression on attendees for the rest of the day.
Up to 70 participants in a lounge set-up.
Limited availability
Only a few prime slots available – Handled on a first-come, first-served basis
Benefits include:
• Develop your own session, included in the Conference programme
• Provision of a room with signage
• Supply of basic technical equipment in the room
• 3 Full delegate badges for your speaker(s) and organiser(s)
• Promotional poster display onsite (one day only)
• Food and beverage – Standard breakfast
• Promotion (provided at discretion) from the ESOT secretariat

CORPORATE SYMPOSIUM
The perfect opportunity to inspire TLJ 2.0 participants, prompt great debates and generate creative new ideas. Staging can be arranged to facilitate a discussion panel or classic symposium format.
From 120 to 220 participants in theatre style.
Limited availability
Only a few prime slots available – Handled on a first-come, first-served basis
Benefits include:
• Develop your own symposia, included in the Conference programme
• Provision of a room with signage
• Supply of basic technical equipment
• 6 Full delegate badges for your speaker(s) and organiser(s)
• Promotional poster displayed onsite (one day only)
• Possibility to display a pull-up banner and promotional material in the room or outside (sponsor is responsible for production and set-up)
• Promotion (provided at discretion) from the ESOT secretariat

SPECIALTY SESSION EXPERT FORUM
Special interest meetings represent a new opportunity for sponsors to add to the content of the conference and experience of the delegates. Rooms will be set up to encourage debate and face-face interaction with experts. The objective is to encourage exchange on key issues in one of the conference track and offer feedback directly to the sponsor.
Benefits include:
• Room rental
• Basic technical equipment
• 3 complimentary registrations
• Industry Evening Expert Forum title published in the online Advance Programme
• Industry Evening Expert Forum programme in the online conference App.
• Use of the Industry Evening Expert Forum room for a technical rehearsal
• Company logo and description in conference App
Boost Your Presence During and After the Conference

**Live-Webcast of Your Session**
Increase your audience and reach out to employees, clients and partners who can’t attend the Conference, by webcasting your session which will remain available on the ESOT educational platform Transplant Live one year after the event.

**EUR 8,000**

**Record Your Session**
Make your session live on long after the Conference. Recorded sessions will be hosted on the ESOT educational platform Transplant Live for one year after the event.

**EUR 6,500**

**Post-Session ‘Meet and Greet’**
Foster a deeper relationship with your audience and organise a post-session ‘meet and greet’, giving you the chance to continue the conversation, engage in a longer Q&A, and connect in a relaxed setting. These will be held as an informal reception in a private area of the Conference centre. Price includes standard food and beverage depending on the time of the “meet and greet”

**EUR 8,000**

**Half-Day Corporate Workshop**
Organise an educational and highly-interactive workshop held in conjunction with TLJ 2.0. This format is proposed to Medtech and Device companies. Sponsors with clinical data for rare diseases, or with innovative new products will find it a perfect platform to deliver cutting-edge information to key individuals. This option is not suitable for all companies and topics. ESOT reserves the right to prioritise based on the suitability of the application.

Pick your own workshop topic, educational objectives, faculty, format and audience to run a day-long course that could be held on XXX or XXX.

Workshops are intended to develop in-depth knowledge, skills and/or specific attitudes among participants.

Limited availability

Only a few slots available – handled on a first come first served basis

Benefits include:
- Develop your own workshop and educational content
- Provision of a function room
- Supply of basic technical equipment in the room
- 4 Full delegate badges for your speaker(s) and organiser(s)
- Possibility to display a pull-up banner and promotional material in the room or outside (sponsor is responsible for production and set-up)
- Food and beverage* for participants and faculty
- Recognition of the sponsor and workshop:
- In the Conference programme
- On the Conference website

* Provision for 40 people including two coffee breaks and light lunch

---

LIVE-WEBCAST OF YOUR SESSION

RECORD YOUR SESSION

POST-SESSION ‘MEET AND GREET’

HALF-DAY CORPORATE WORKSHOP

BOOST YOUR PRESENCE DURING AND AFTER THE CONFERENCE
Slide decks for inclusion will be largely developed pre-conference and based on the TLJ 2.0 consensus workshops taking place at the conference. These will be available for download and will also be accompanied by new ESOT recommendations and statements that will derive from the meeting.

All slide decks will be consistently formatted in the ESOT style, including those provided by the scientific committee, to ensure a professional and consistent finish. They will be reviewed and endorsed by ESOT prior to publication.

Post-congress, a final summary report will detail the most influential and scientific achievements from the conference, and be delivered as a single slide deck based on the 6 domains of key interest. These would include written digests, photographs, quotes, core slides and key data, with supplementary video interviews capturing the opinions of leading KOLs and delegates. The purpose of the content is to cover relevant new data for internal training (pharma and academia), external medical education, later conference associated symposia, scientific exchange, and advisory boards.

**Sponsor will have the opportunity to promote its company during a Welcome Reception to be held at the time of the inaugural posters session on the first evening to which all conference attendees are invited.**

- Sponsor’s logo on invitations
- The sponsoring company’s logo will feature on the exclusive cocktail buffet and refreshment signage
- Sponsor’s logo with hyperlink on the conference website
- Acknowledgement in the sponsors’ list in the final programme
- Acknowledgement on sponsors’ board on-site

While all stakeholders within transplantation play a vital role in the conference, many do not have the means to participate. Since their voices are essential in furthering the developments of improving patients’ outcomes, we would like to bring together as many as possible from wide-ranging backgrounds. Receivers of a sponsored grant are selected by the Scientific Committee.

ESOT prides itself on its capacity to allocate funds to support the participation of successful and top-quality abstract presenters and speakers from low- and middle-income countries. Funds are used to provide grantees’ with a return economy flight, full delegate registration, visa expenses and three nights accommodation.

Your support will be recognised online, and depending on the number of grantees supported, additional benefits will be provided.

Benefits include:
- Recognition of the sponsor:
  - On the Conference app
  - On the Conference website

**Benefits include:**
- Recognition of the sponsor:
  - On the Conference app
  - On the Conference website
INTERNET AREA
EUR 15,000

The Internet area remains an extremely popular feature during the conference and is available during posters hall opening hours. Delegates can access desktop internet ready PCs to download key presentations and catch up on their emails. Sponsorship includes workstations, printers, signage to reach the internet area, internet set-up, connection and technical support.

• Opportunity to display company logo on the screen saver
• Opportunity to display company logo on the screen background
• Opportunity to use your mouse pads in the Internet area
• Acknowledgement on sponsors’ board on-site
• Acknowledgement in the final programme
• Sponsor’s logo with hyperlink on the conference website

SMARTPHONE APP
EUR 30,000
(Limited availability)

Over 70% of the TLJ participants downloaded the app which offered a host of handy functionalities. Building on this success and on delegates’ positive feedback, the official app will be an indispensable tool for participants, displaying the full programme of sessions by day and track and enabling delegates to quickly find information of interest. No Conference Programme book will be printed, so this is the ultimate platform for visibility amongst delegates.

The app will include:

• The conference programme, searchable by keyword, speaker names, day and track
• Networking feature enabling delegates to connect and organise meetings with peers
• Map of the Conference venue
• Speakers’ biographies
• Abstracts
• The latest news and live feed about the Conference and its social events
• Live polls
• Sponsor and exhibitor profiles
• Main contacts
• Social media feed
• Videos
• And much more...

Benefits include:

• Recognition of the sponsor:
• At the official launch of the app
• Within the app itself
• On marketing materials promoting the app to all delegates before, during and after the Conference
• On the splash page (welcome screen) of the app
• On social media platforms as the app sponsor, using a hashtag and handle of your choice
• On the Conference website
• A branded banner of your choice on the app, clickable through to a URL of your choice

SOCIAL MEDIA
EUR 15,000
(Limit to 3 sponsors only)

Sponsoring the social media campaign is a great way to ensure visibility for your organisation before, during and after the event. ESOT highly engaged and extensive online community brings together a vast network of followers including civil society organisations, NGOs, EU agencies, health professionals, thought and opinion leaders.

Benefits include:

• Recognition of the sponsor on the ESOT Twitter, Facebook and LinkedIn accounts:
• Two weeks before and after the TLJ 2.0
• During the conference (a Twitter feed will be displayed on dedicated screens throughout the event venue)
• Regular tweets from the ESOT Twitter account acknowledging, thanking and tagging your organisation, including the use of your chosen hashtags

OVER 70% OF THE TLJ PARTICIPANTS DOWNLOADED THE APP WHICH OFFERED A HOST OF HANDY FUNCTIONALITIES. BUILDING ON THIS SUCCESS AND ON DELEGATES’ POSITIVE FEEDBACK, THE OFFICIAL APP WILL BE AN INDISPENSABLE TOOL FOR PARTICIPANTS, DISPLAYING THE FULL PROGRAMME OF SESSIONS BY DAY AND TRACK AND ENABLING DELEGATES TO QUICKLY FIND INFORMATION OF INTEREST. NO CONFERENCE PROGRAMME BOOK WILL BE PRINTED, SO THIS IS THE ULTIMATE PLATFORM FOR VISIBILITY AMONGST DELEGATES.

THE APP WILL INCLUDE:

• THE CONFERENCE PROGRAMME, SEARCHABLE BY KEYWORD, SPEAKER NAMES, DAY AND TRACK
• NETWORKING FEATURE ENABLING DELEGATES TO CONNECT AND ORGANISE MEETINGS WITH PEERS
• MAP OF THE CONFERENCE VENUE
• SPEAKERS’ BIOGRAPHIES
• ABSTRACTS
• THE LATEST NEWS AND LIVE FEED ABOUT THE CONFERENCE AND ITS SOCIAL EVENTS
• LIVE POLLS
• SPONSOR AND EXHIBITOR PROFILES
• MAIN CONTACTS
• SOCIAL MEDIA FEED
• VIDEOS
• AND MUCH MORE...

BENEFITS INCLUDE:

• RECOGNITION OF THE SPONSOR:
• AT THE OFFICIAL LAUNCH OF THE APP
• WITHIN THE APP ITSELF
• ON MARKETING MATERIALS PROMOTING THE APP TO ALL DELEGATES BEFORE, DURING AND AFTER THE CONFERENCE
• ON THE SPLASH PAGE (WELCOME SCREEN) OF THE APP
• ON SOCIAL MEDIA PLATFORMS AS THE APP SPONSOR, USING A HASHTAG AND HANDLE OF YOUR CHOICE
• ON THE CONFERENCE WEBSITE
• A BRANDED BANNER OF YOUR CHOICE ON THE APP, CLICKABLE THROUGH TO A URL OF YOUR CHOICE
ADDITIONAL SPONSORSHIP ITEMS

- Opportunity to have your chosen handles and hashtags promoted
- Recognition of the sponsor:
  - On the Conference website
  - On the Conference app
  - Onsite with social media screens

Reach a broader audience by sponsoring this new feature which will enable those who are not present at the conference to attend the plenary sessions virtually through live web streaming. The plenaries will be made available to watch on-demand via the Transplant Live website from just a few days after the event and will remain online without any time limitation.

Benefits include:
- Verbal acknowledgement during the plenary by the Chair
- Recognition of the sponsor:
  - On the session’s holding slide
  - On the session’s recording title screen
  - On the Conference website
  - In the Conference programme

A high profile sponsorship item with your organisation’s logo printed on every delegate badge or through the distribution of lanyards with the company logo; this is an exclusive opportunity to have your brand seen constantly by every attendee.

Benefits include:
- Branded delegate badges (design and printing included)
- 2 Full delegate badges
- Recognition of the sponsor on the conference website
- One-page insert in delegate bags

Embrace your playful side with the Social Media Photo Booth. Provide a social media sharing station where delegates can print their photo booth pictures and send them to Facebook, Twitter, or to their email and create a big buzz!

Benefits include:
- Your logo included on each printed photo strip
- Recognition of the sponsor:
  - On the Conference website
  - Acknowledgement of the sponsor in the opening slides
  - 5 Exhibitor badges
  - Possibility to display promotional materials at the photo booth stand (sponsor is responsible for design, production and delivery)

CONTACT US

Please contact devi.mey@esot.org to secure your sponsorship opportunity before it’s gone.
Don’t miss the opportunity to increase your organisation’s visibility during the TLJ 2.0 and throughout the year. The sooner you get on board the more exposure you will have.

We look forward to having your organisation on board.
APPLICATION FOR SPONSORSHIP

Application for sponsorship can be made in writing with the enclosed booking enquiry form to:

ESOT Office
Riviera dei Mugnai, 8/24
35137 Padova - Italy
+39 049 859 7652
devi.mey@esot.org

TERMS OF PAYMENT

100% payment upon reception of the invoice
All payments must be received before the start date of the conference.

PAYMENT METHODS

Name of account: ESOT Foundation (Steunstichting ESOT)
Bank account: 61.96.45.105

BIC/SWIFT No: ABNANL2A
IBAN No: NL48ABNA0619645105

CANCELLATION/REDUCTION OF ITEMS POLICY

Cancellation/Reduction of items must be made in writing to:

ESOT Office
Riviera dei Mugnai, 8/24
35137 Padova - Italy
+39 049 859 7652
devi.mey@esot.org

The organisers shall retain:
• 50% of the agreed package amount if the cancellation/reduction of items is made after signing of the agreement
• 100% of the agreed package amount if the cancellation/reduction of items is made until 31 May 2020
SPONSORSHIP BOOKING FORM

Please complete and send to: devi.mey@esot.org

CONTACT NAME

NAME OF COMPANY

VAT/Tax Id. Number

ADDRESS

CITY COUNTRY CODE

TELEPHONE FAX

EMAIL

WEBSITE

I would like to book the following:

<table>
<thead>
<tr>
<th>SPONSORSHIP ITEM</th>
<th>PRICE</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

☐ Please send me a sponsorship contract and an invoice

☐ We have read the Terms & Conditions and agree to observe and be bound by them.

SIGNATURE: ___________________________ DATE: _________________________

These terms are the contractual agreement between the Organiser and the Exhibiting Firm
APPLICATION TO PARTICIPATE
Application to participate will be considered only if submitted on the appropriate forms, duly completed, signed and accompanied by the necessary payment. Registration will be confirmed insofar as space is available. Applicants will be informed in writing of the acceptance or refusal of their application. In case of refusal, all payments shall be fully refunded within 60 days upon notification of refusal.

APPLICATION TERMS
ESOT reserves the right to accept or reject this application (the «Application») at its own discretion. Upon acceptance, a copy of the countersigned Application (being the sponsorship agreement, hereinafter the «Agreement») and an invoice will be sent to the Sponsor/Exhibitor. The first instalment must be paid within 21 days upon receipt of the invoice by the Sponsor/Exhibitor.
Cancellation of part of the Agreement does not automatically result in the entire Agreement being terminated. ESOT reserves the right to amend the Conference programme with a possible direct or indirect effect on sponsoring activities. If this is the case, ESOT will ensure that any changes cause as little hindrance as possible to the Sponsor/Exhibitor. Such amendments are not causing for cancellation of the present Agreement.
In case of cancellation resulting from a «force majeure» clause, ESOT’s responsibility is limited to any unspent and uncommitted portion of the overall sponsorship amount contracted.

CANCELLATION
In case of cancellation received (in writing) as per the above policy.
TRANSPLANTATION LEARNING JOURNEY
Prague, 15-17 November 2020

@ESOTtransplant

Learning through Social Media Conversations

#ESOTTJ