



Virtual ESTRO Annual Congress

28 November-1 December 2020

If you have any questions, please contact

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KEY DATES

Aspect	Dates	Description
Congress	28 November-1 December	ESTRO Annual Congress 2020
Exhibition	23 November- 1 December	ESTRO 2020 Virtual Exhibition
Exhibition Booking	30 October 2020	The deadline for booth bookings
Exhibition	2 November 2020	Sending booth content items*
	2 November 2020	Digital advertising banners for exhibition hall & lobby
Satellite Symposia	28 September 2020	Confirmation of sat. sympo. sessions
	16 October 2020	Receipt of final program for inclusion in Exhibitor Directory
Advertising	9 October 2020	Company Logo for inclusion in the app and Exhibitor Directory
	16 October 2020	Advertisement for Exhibitor Directory
	31 October 2020	Artwork for on-site advertising

*Booth content items include:

- Name of the company
- Booth description (240 characters)
- Booth logo (180x100)
- Booth screen graphics
- Pdfs, images, videos, website links etc. you would like to insert in the booth screens

Booth builder accounts will be created for each sponsor to enable you to organize your booth as you wish and upload your own materials. Please provide 1 email address to hyilmaz@estro.org to have access to your accounts.

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1. Why Attend Virtual ESTRO 2020 Congress?

- ✓ Cost effective
- ✓ Opportunity to display your brand, products, and services in a unique immersive way, driving brand awareness and recognition
- ✓ Easier and more relaxing interaction
- ✓ Data insights & effective lead generation

Attendees can access the ESTRO 2020 virtual platform from anywhere in the world, whenever they want. They can navigate the event directly from their computer or mobile device.

Organized like a real exhibit hall, attendees can access sponsors' live booth staff, marketing materials, product information, and product demos at the event. Attendees see, hear, chat, and interact with exhibitors, watch live demos, and chat with other attendees to discuss the latest trends, products, and services.

2. Virtual Rooms

In ESTRO 2020 Virtual Congress you will have access to areas such as:

- Lobby
- Exhibit Hall
- Networking Lounge
- Auditorium
- Help Desk

The images provided below for each room might be subject to change depending on the final design of the rooms.

Lobby

Lobby area is the first screen the attendees will see when they login to the virtual platform and they can choose which room they would like to go via the lobby area. (*Exhibit Hall, Lounge, Auditorium, Help Desk etc.*)

Advertising options are available in this area depending on the level of sponsorship.



Exhibit Hall

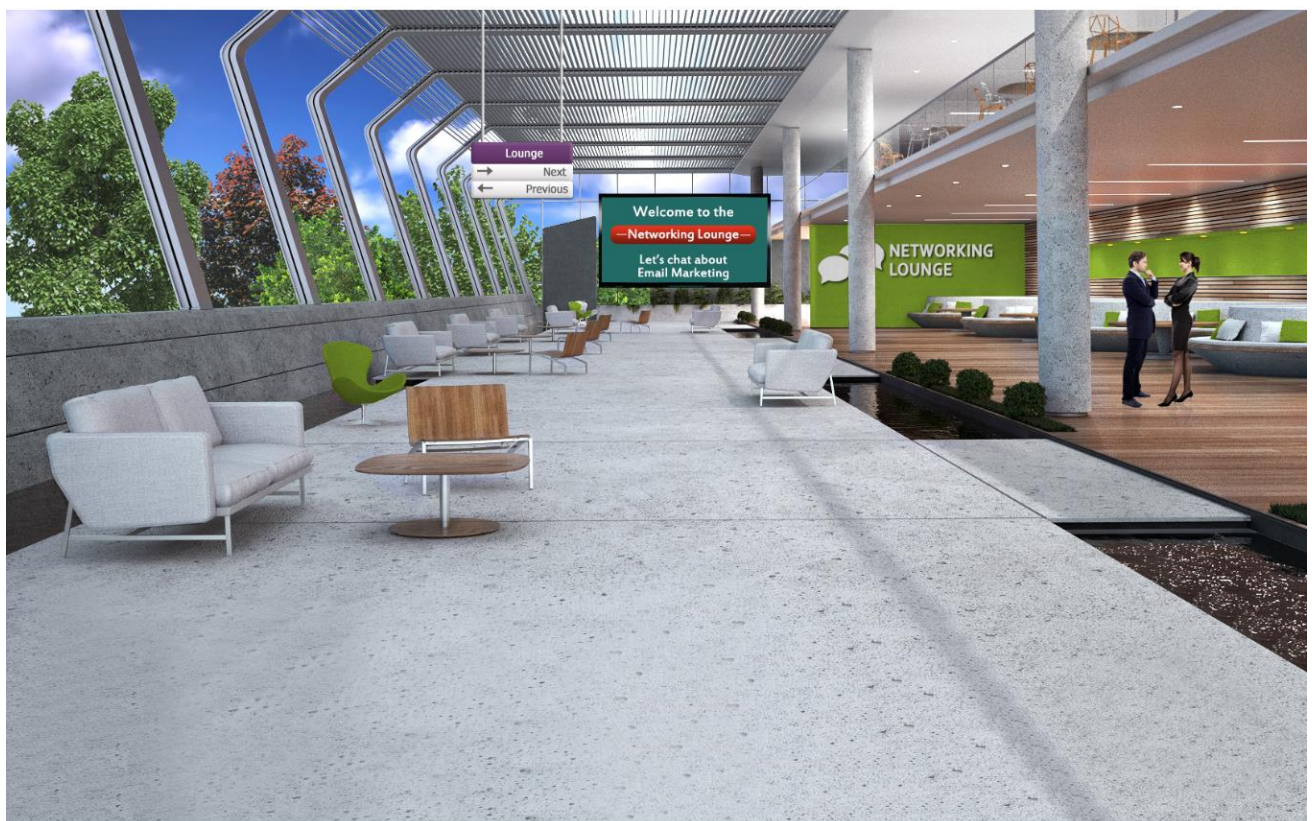
The virtual exhibit hall features the booths of all exhibitors. Your uploaded materials—announcements, white papers, press releases, webcasts, and other educational materials—will be available for attendees to download at your booth.

- Booth templates that reflect the sponsorship level
- Possibility to have fully customized booth
- Cycling promo ads in Lobby or Exhibit Hall
- Booth rep chat option to connect with visitors at your booth
- Private or group chats
- Gamification features
- Detailed Analytics and Reporting



Networking Lounge

The Networking Lounge allows all exhibitors and attendees to network. You can post a message in the Networking Lounge just as typing in the Chat Field and pressing Send.

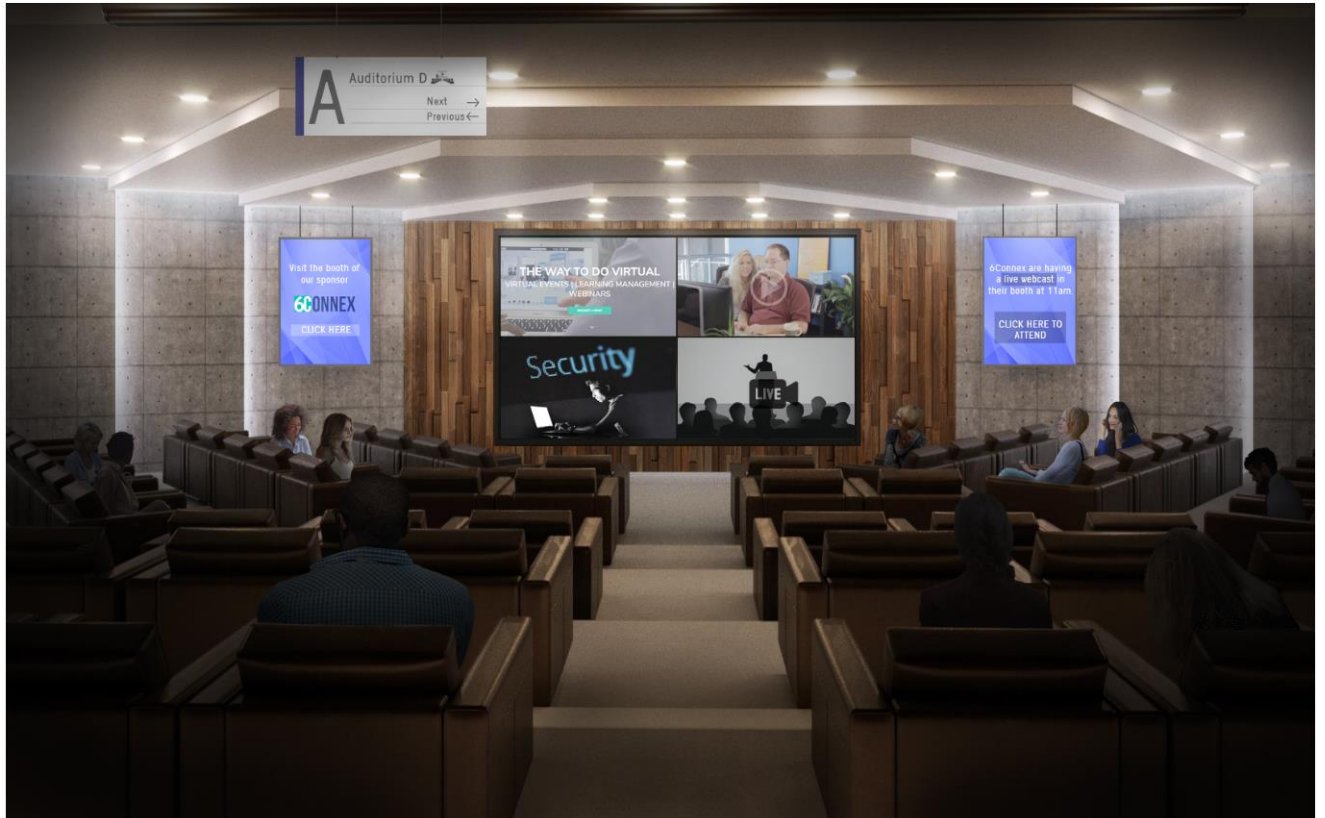


Auditorium

This is where you can have access the sessions of the ESTRO 2020 program. As you know, some of our sessions will take place in Messe, Vienna and these will be made available on the virtual platform. In addition to the onsite sessions, you can also have access to pre-recorded sessions via the same room.

Virtual satellite symposium sessions will take place in the same room during lunch breaks.

Here is an example how the auditorium looks like:



Help Desk

If you need any help with the use of the virtual platform, or if you are experiencing any issues you can directly contact us via the Help Desk room.



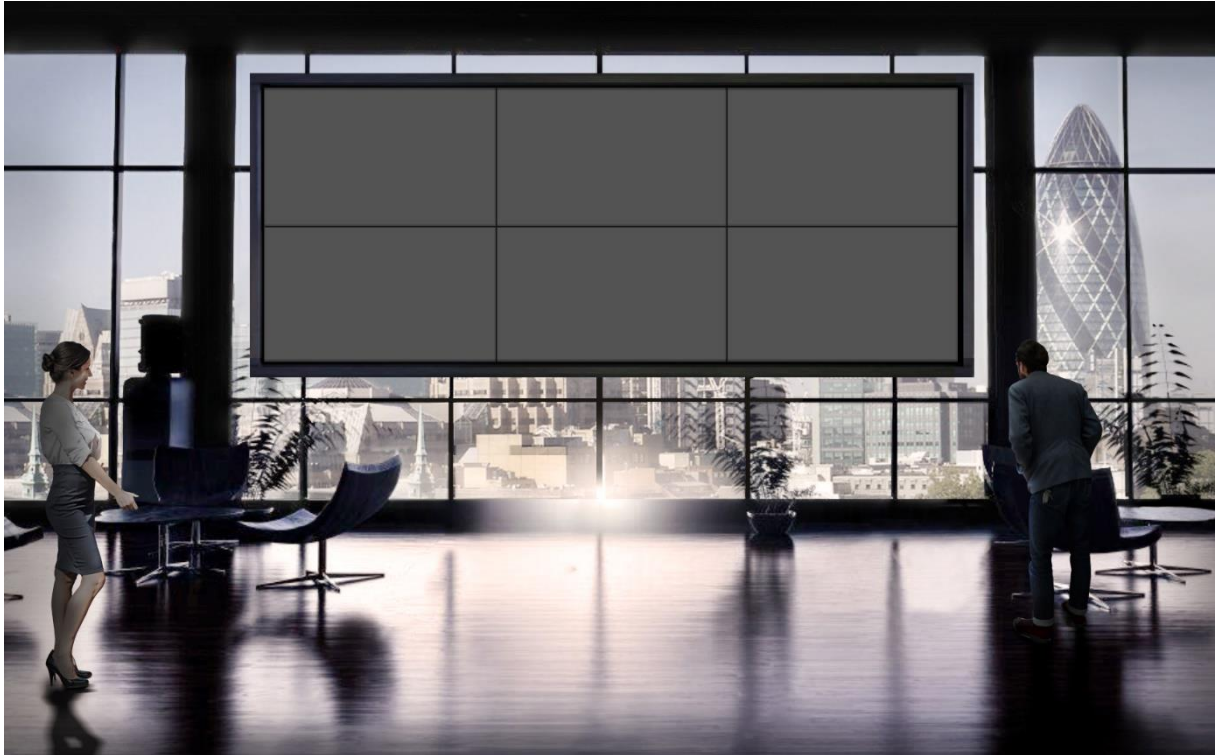
3. Sponsorship Packages

AREA	DESCRIPTION	PRICE
Event App	Display of your logo on the install, welcome and intro screens of the ESTRO event app	€10.000
Wi-Fi	Display of your logo on the Wi-Fi landing page, physical displays on-site and in the program book	€ 10.000
Exhibitor Directory (digital)	Display of your advertisement in the key document on exhibition & industry for all participants (available on the ESTRO website and via the ESTRO app)	€ 2.000
Moderated Chat Sessions in Networking Lounge	15 minute presentation slot- <i>A moderator from the presenting company will be appointed to this moderated chat session and the chat will only be accessible during the timeslot allocated in the networking lounge. You can use this chat function as an opportunity to make a short presentation and add a video, image or even a live video link to the left side of the chat screen</i>	€ 2.500€

Virtual sponsorship packages are available [here](#).

Start-up Corner

The start-up corner will be located in a “separate” exhibition hall allowing for a more dedicated space. When attendees enter the start-up hall, they will see the name & logo of each start-up company on the board as shown below:



When attendees click on the company name on the board, they will be directed to the booth of the start-up company. *

**The standard booth template for start-ups is Level 1.*

4. Sponsorship Levels

Level 1 Booth Template



Level 2 Booth Template



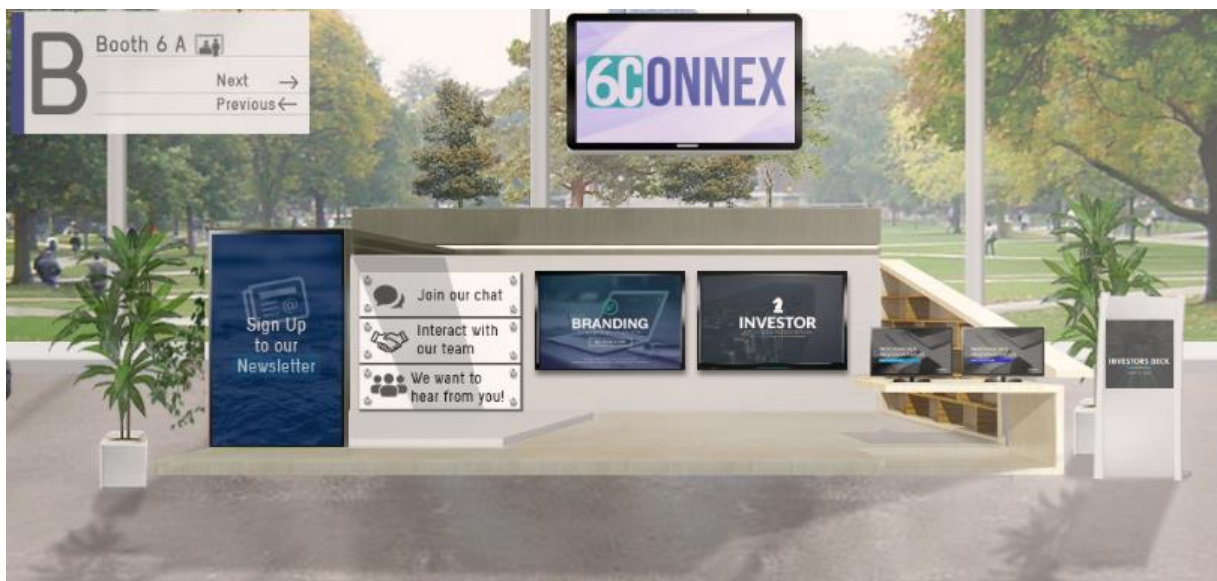
Level 3 Booth Template



Level 4 Booth Template



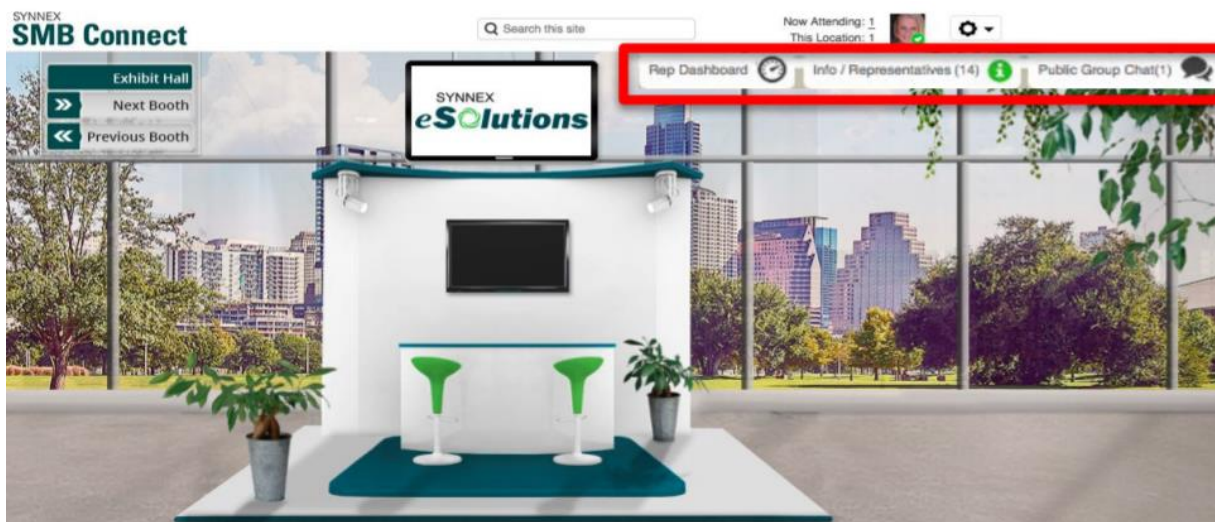
Level 5 Booth Template



Level 6 Booth Template (can be customized)



***Each booth will also have the Info/Representative Card, Public Group Chat and Rep Dashboard features in the upper right corner.



Info /Representative Card gives attendees the ability to get information and reach out to booth representatives.

- Attendees can have 1:1 private chat with the booth representative by clicking on the green chat bubble. If the booth representative is located at another room in the virtual platform, he/she will still be able to receive the messages sent by attendees at their booth.
- Attendees can send emails to booth representatives.
- Booth representatives can also link their LinkedIn account and attendees can directly connect with them via the LinkedIn button.

Public Group Chat allows booth representatives and attendees engage in a group chat.

- History of comments and Q&A are available to anyone who joins the group chat. You can just scroll up to see what has been discussed and what questions have been asked.
- Booth representatives and attendees can see who is viewing the chat window.
- Booth representatives can download the Public Chat log from their assigned booths.
- Booth representative have also the possibility to delete comments in this chat.

Rep Dashboard consists of 3 tabs:

1. **Attendees-** A list of all current attendees in the booth
 - Booth representatives can email the attendee.
 - View how many times the attendee visited the booth.
 - View attendee's chat history
2. **Representative Chat-** Booth representative group chat which allows representatives in the booth to talk to each other to coordinate their activities.
3. **Watch List-**Booth representatives can favorite some attendees and can save their interactivity in the booth.

5. Exhibitors' badges

An EXHIBITOR is

- Any employee of the exhibiting company who possesses a business card with the exhibiting company's name and who is registered as exhibitor to the conference
- Any subcontractor registered as exhibitor to the conference by the exhibiting company, working directly for the exhibiting company and dealing with the organization and management of the booth during the exhibition timings.

Note: Exhibitor badges are not available for any other professionals.

The exhibitor's badge gives access to the virtual platform. (all areas including the scientific sessions)

Cost per badge (excl. VAT): The cost for full exhibitor's badge is **175€** for ESTRO corporate members and **295€** for non-corporate members.

5.1 Exhibitor COMPLIMENTARY

Companies exhibiting are entitled to **complimentary** exhibitor's badges as per the sponsorship size.

The number of complimentary exhibitors' badges per sponsorship level:

Sponsorship Level	Online Meeting
Level 1 Package	4 complimentary exhibitor badges
Level 2 Package	6 complimentary exhibitor badges
Level 3 Package	8 complimentary exhibitor badges
Level 4 Package	12 complimentary exhibitor badges
Level 5 Package	16 complimentary exhibitor badges
Level 6 Package	20 complimentary exhibitor badges
Custom Booth Package	24 complimentary exhibitor badges