

ESTRO 2021-Online Packages for Industry

1. Complimentary Virtual Booth Packages for Sponsors in Madrid:

- Exhibitors with =100 or > booth: Expert Profile
- **Gold** exhibitors and/or exhibitors with >50 sqm booth: Booster Profile
- Exhibitors with < 49 sqm booth: Starter Profile

Each exhibitor will be given a “page” on the virtual environment where they can display their documents, videos, website links, company description and contact details. It also allows for interaction between attendees & booth representatives.

2. Virtual Booth Packages for New Sponsors:

EXPERT Profile Page: 25.000€

(Top placement on exhibitors list + 30 online pass giving access to the sessions)

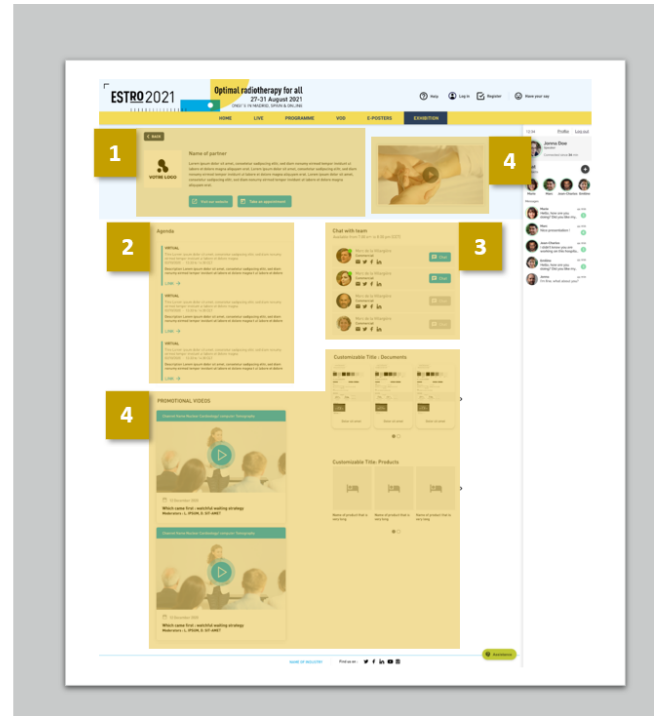
Profile Page : Expert	
1	Exhibition Profile <ul style="list-style-type: none"> • <u>Add a name, logo and introduction text</u> • <u>Add a link to your website</u> • Use the "Book an <u>appointment</u>" button
2	Agenda <ul style="list-style-type: none"> • <u>Add a title for your events</u> • <u>Add the dates</u> • <u>Add a description</u> • <u>Add the URL link</u>
3	Chat with team <ul style="list-style-type: none"> • <u>Add your chat team (photo, function, email address, social media link)</u> • Face to face chat <u>available</u>
4	Pack <ul style="list-style-type: none"> • <u>1 corporate video (in the header)</u> • 8 PDF documents • 8 <u>product files</u> • 3 promotional videos



BOOSTER Profile Page: – 15.000€

(Optimal placement on exhibitors list on the virtual platform +15 online pass giving access to the sessions)

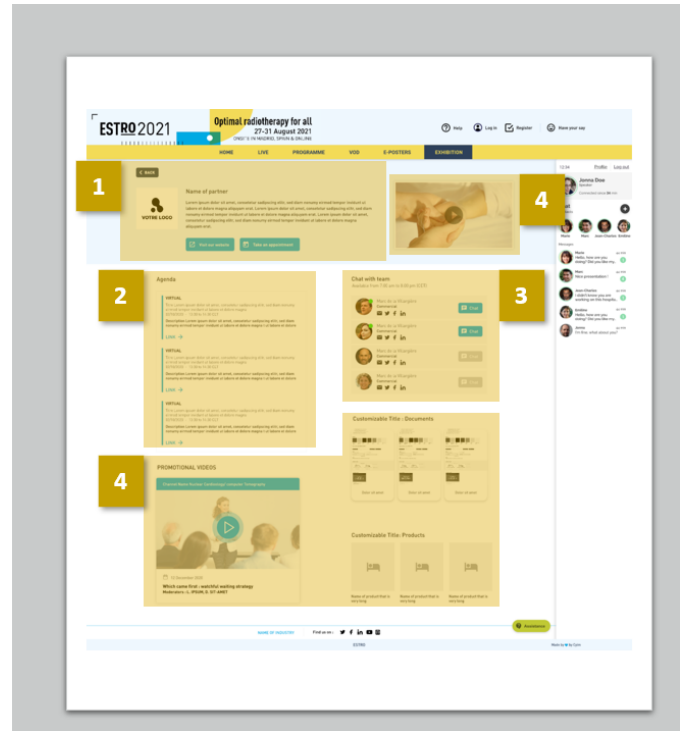
Profile Page : Booster	
1	Exhibition Profile <ul style="list-style-type: none"> • <u>Add a name</u>, logo and introduction <u>text</u> • <u>Add a link to your website</u> • Use the "Book an <u>appointment</u>" <u>button</u>
2	Agenda <ul style="list-style-type: none"> • <u>Add a title for your events</u> • <u>Add the dates</u> • <u>Add a description</u> • <u>Add the URL link</u>
3	Chat with team <ul style="list-style-type: none"> • <u>Add your chat team</u> (photo, <u>function</u>, email <u>address</u>, social media <u>link</u>) • Face to face chat <u>available</u>
4	Pack <ul style="list-style-type: none"> • 1 <u>corporate video</u> (in the header) • 5 PDF documents • 5 <u>product files</u> • 2 <u>promotional videos</u>



STARTER Profile Page: – 5.000€
(8 online pass giving access to the sessions)

Profile Page : Starter

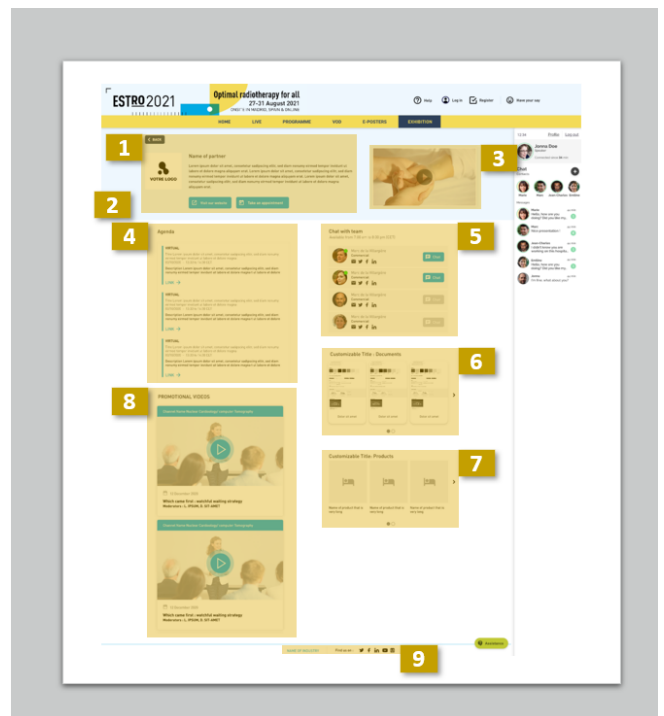
1	Exhibition Profile <ul style="list-style-type: none"> Add a <u>name</u>, logo and introduction <u>text</u> Add a <u>link to your website</u> Use the "Book an <u>appointment</u>" <u>button</u>
2	Agenda <ul style="list-style-type: none"> Add a <u>title for your events</u> Add the <u>dates</u> Add a <u>description</u> Add the <u>URL link</u>
3	Chat with team <ul style="list-style-type: none"> Add <u>your chat team</u> (photo, <u>function</u>, <u>email address</u>, <u>social media link</u>) Face to face chat <u>available</u>
4	Pack <ul style="list-style-type: none"> 1 <u>corporate video</u> (in the header) 3 PDF documents 3 <u>product files</u> 1 <u>promotional video</u>



The type of the booth is determined by the size of the company logo that is displayed on the Exhibition page & the number of materials allowed to upload.

Specifications (All Packages)

1	Logo & Text <ul style="list-style-type: none"> 400x400px (png or jpg) - Transparent version + white background version Max <u>weight</u> 200KB 500 <u>characters</u> max <u>spaces</u> included
2	Header <ul style="list-style-type: none"> Not <u>Customizable</u>: <u>Specific to the website</u>
3	Corporate video – specifications/video <ul style="list-style-type: none"> Max 3 minutes Max <u>weight</u> 512 MB MP4 Format, at least 720p One <u>Video Thumbnail</u>: 480x270px (16:9)
4	Agenda <ul style="list-style-type: none"> Administration of <u>activities with customizable text</u> (<u>Title</u>: 120 <u>characters</u>; <u>Subtitle</u>: 150 <u>characters</u>; <u>Presentation</u>: 300 <u>characters</u>) <u>Possibility to add a link</u>
5	For 1 contact <ul style="list-style-type: none"> Picture (100x100 px) <u>Name</u>, <u>function</u>, <u>email address</u>, <u>social media links</u>
6	Documents (Customizable Title & Carousel) <ul style="list-style-type: none"> Picture (100x100 px) <u>Name</u>, <u>function</u>, <u>email address</u>, <u>social media links</u>
7	Products (Customizable Title & Carousel) <ul style="list-style-type: none"> Logo, image, <u>link</u>, <u>title</u> Image: 200x200 px <u>Weight</u>: 200 ko Click option: Open PDF, open <u>link</u>, open pop-up with <u>text + link</u> or PDF
8	Promotional Video(s) <ul style="list-style-type: none"> Mp4 format, at least 720p
9	Footer <ul style="list-style-type: none"> Social media links





ADD-ONS

Package 1	7.500€
Product demo listing on "Product Highlights" corner*	
Pre/Post show attendee list (GDPR compliant)	

In the Product Highlights corner, exhibitors will have the opportunity to display their "products" which provides extra visibility on the platform. The content will be available on-demand during the whole congress. Product highlights corner will be promoted on the social media channels of ESTRO. The companies who would like book a space in product highlights corner should provide their promotional material **as videos. Maximum 2 videos per company can be uploaded.*

Package 2	15.000€
Product demo listing on "Product Highlights" corner*	
1 demo promotion e-blast to the registrants of ESTRO 2021	
Pre/post show attendee list (GDPR compliant)	

In the Product Highlights corner, exhibitors will have the opportunity to display their "products" which provides extra visibility on the platform. The content will be available on-demand during the whole congress. Product highlights corner will be promoted on the social media channels of ESTRO. The companies who would like book a space in product highlights corner should provide their materials **as videos. Maximum 2 videos per company can be uploaded.*

Package 3	25.000€
Product demo listing on "Product Highlights" corner*	
1 demo promotion e-blast to the registrants of ESTRO 2021	
Industry sponsored intersession slides displayed between each session in the room and broadcasted online (<i>either a slide or video can be displayed</i>)	
Advertising banner on the virtual platform in the lobby area	
Pre/post show attendee list (GDPR compliant)	

**In the Product Highlights corner, exhibitors will have the opportunity to display their "products" which provides extra visibility on the platform. The content will be available on-demand during the whole congress. Product highlights corner will be promoted on the social media channels of ESTRO. The*



*companies who would like book a space in product highlights corner should provide their materials as **video**. Maximum limit is 2 product videos per company.*

Package 4	50.000€
Product demo listing on "Product Highlights" corner*	
1 demo promotion e-blast to the registrants of ESTRO 2021	
Industry sponsored intersession slides displayed between each session in the room and broadcasted online (<i>either a slide or video can be displayed</i>)	
Advertising banner on the virtual platform in the lobby area	
Virtual satellite symposium session at lunch time on Monday 30 th August	
Pre/post show attendee list (GDPR compliant)	

** In the Product Highlights corner, exhibitors will have the opportunity to display their "products" which provides extra visibility on the platform. The content will be available on-demand during the whole congress. Product highlights corner will be promoted on the social media channels of ESTRO. The companies who would like book a space in product highlights corner should provide their materials **as video**. Maximum limit is 2 product videos per company.*

Each extra exhibitor badge is **735€ (excl. VAT)**.

ESTRO App – 10.000€

(Display of your logo on the install, welcome and intro screens of the ESTRO event app)

Advertisement Page in Exhibitor Directory – 2.000€

(Display of your advertisement in the key document on exhibition & industry for all participants (available on the ESTRO website and via the ESTRO app))