Sponsorship and Advertising Opportunities
PARTNER THE ERS AND RAISE YOUR

*corporate visibility*...
SPONSORED ITEMS AND SERVICES

Sponsoring ERS features and services is a great way to partner ERS and to raise corporate visibility at the ERS International Congress.

Priority on sponsorship of the items listed below will be granted to the sponsor that supported the same item during the previous Congress.

ERS CONGRESS APP

The ERS Congress App is a significant feature of the Congress and is no longer just an electronic version of the Congress Guide - it is a Congress console which has proven to be an essential part of the delegate experience.

The ERS Congress App allows delegates to:

- Navigate the programme and plan their time during Congress
- View sessions they have missed
- Watch the Live@ERS broadcast
- See which sessions are most popular
- Contact other delegates, send messages and exchange business cards
- View posters and search abstracts
- Access floor plans and exhibition plans
- Request follow up on Industry sessions
- Access preparatory content for sessions and courses

Over 80% of Congress delegates use the App with their smartphone, tablet or website version on their computer. In London delegates viewed sessions from the programme over 500,000 times. There are many ways to achieve visibility for your participation in our Congress by investing in the sponsorship of the Congress App.

SPONSOR’S BENEFITS

There are a number of sponsorship opportunities available to help raise your visibility at Congress including advertising on the carousel for the main sponsor and targeted packages.

PRICE: On request

Please contact: Nicolas.Luginbuhl@ersnet.org
ABSTRACTS ON USB KEY

GENERAL INFORMATION
The ERS will produce up to 10,000 copies of the Congress abstracts on USB keys. The USB keys will be distributed from the stand of the company sponsoring this service.

SPONSOR BENEFITS
- The sponsor’s logo will appear prominently on the USB key.
- Branded advertising is also permitted on the opening page of the abstract file.
- A voucher bearing the company’s logo will be placed in every programme at a glance for pick-up of the USB key from the sponsor’s stand.
- Two hostesses, supplied by ERS, will distribute the USB keys from the sponsor’s stand.
- The sponsorship will be acknowledged in the online Advance Programme, and the company logo will appear next to the information concerning this service.

PRICE: On request

ERS CENTRAL

GENERAL INFORMATION
ERS Central is a serviced lounge and meeting area that will be located in the centre of the ERS World Village next to the ERS and ELF booths and the official ERS bookshop. This area includes seating and will provide delegates with the opportunity to network, meet up, or simply recuperate with refreshments. The area will also house an information desk where delegates will be able to charge their electronic devices.

SPONSOR BENEFITS
- The sponsor will have the opportunity to benefit from branding visibility via standing totems and above signage.
- The sponsor will be acknowledged in the online Advance Programme.
- The sponsor will be acknowledged on several standing banners and every time ERS Central is mentioned throughout the Congress centre.

PRICE: On request

PROGRAMME AT A GLANCE

The programme at a glance is a quick reference tool that is inserted in the delegate badge holder. Over 20,000 copies are printed for distribution to delegates.

SPONSOR BENEFIT
- Use of two pages of the programme at a glance for placement of an advertisement.
- The programme at a glance will be distributed to all delegates attending the Congress.

PRICE: On request
ERS CONGRESS RESOURCE

GENERAL INFORMATION
This year, you will be able to find the Congress guide, publication abstracts and all e-posters within the Congress Resource Areas, which will be available in 8 areas throughout the Congress centre.

SPONSOR BENEFITS
• The sponsor will be acknowledged on 16 standing banners, 2 per area
• The sponsor will be acknowledged on 32 PC screen savers
• The sponsor will be acknowledged in the online Advance Programme as well as on ERS printed publications and the ERS website

PRICE: On request

SPECIFIC REGULATIONS FOR SPONSORED ITEMS AND SERVICES
• The design must receive prior approval from ERS
• The artwork should not imply any endorsement from ERS for the session advertised
• It is the sponsor’s responsibility to abide by Italian laws and to observe relevant legal regulations with regards to publicity, branding etc. See page 11 for more information about regulations
ADVERTISING OPPORTUNITIES

WEB BANNER

GENERAL INFORMATION
The ERS Congress website is the easiest and most popular way for delegates to prepare for Congress, from abstract submission and registration, to accessing the online Congress Programme and booking accommodation. In the 7 months prior to the 2016 Congress, the ERS Congress website had 800,000 page impressions from 150,000 unique users.

We offer sponsors the opportunity to buy a wide skyscraper web banner appearing on pages that do not include education or scientific content and that can be linked to a sponsored URL.

To steer new contacts to your industry session and stand, advertising on the ERS Congress website is highly effective with a click rate of approximately 3% per web banner.

SPECIFIC REGULATIONS
• Artwork: 160x600 pixels, static image (PNG, JPEG)
• Content must be approved by ERS
• This is not an exclusive advertising opportunity

PRICE: On request

PRE-CONGRESS MAILING

GENERAL INFORMATION
An official ERS mailing will be sent to all pre-registered delegates (approximately 16,000) 4 weeks prior to the Congress. The mailing will include thumbnail icons at the bottom of the email linked to sponsors URL.

SPECIFIC REGULATIONS
• Artwork: 155 x 155 static image (PNG, JPEG)
• Content must be approved by ERS
• This is not an exclusive advertising opportunity
• Limited number of inserts

PRICE: CHF 3,500

CONGRESS UPDATE EMAIL BLAST

GENERAL INFORMATION
All pre-registered participants (approximately 16,000) will receive a final Congress update with the latest ERS information one week prior to Congress. We offer sponsors the opportunity to be included in this mailing with a thumbnail icon at the bottom of the email linked to sponsors URL.

SPECIFIC REGULATIONS
• Artwork: 155 x 155 static image (PNG, JPEG)
• Content must be approved by ERS
• This is not an exclusive advertising opportunity
• Limited number of inserts

PRICE: CHF 5,200
**E-INSERTS IN CONGRESS APP**

**GENERAL INFORMATION**
The hugely popular ERS Congress App will allow exhibitors and sponsors to add an electronic flyer related to their sessions for delegates to view and add to their agenda.

**SPECIFIC REGULATIONS**
- Artwork: information will be provided at a later stage
- Content must be approved by ERS
- This is not an exclusive advertising opportunity
- Limited number of inserts

**PRICE:** CHF 5,000

**EXHIBITION SCREENS**

**GENERAL INFORMATION**
Get your advert on the screens located in prime locations in the exhibition hall.

**SPECIFIC REGULATIONS**
- On LCD 60” screen
- Artwork: 1920 x 1080 static image (PNG, JPEG)
- 10 adverts in total (from different sponsors) rotating per day on each screen
- Location of the screens in the Exhibition hall will be provided at a later stage
- This is not an exclusive advertising opportunity

**PRICE:** EUR 1,000 per day per advert, per screen; you can select your preferred dates & screens

**EXTERNAL ADVERTISING**

**GENERAL INFORMATION**
Advertising opportunities outside the geographical confines of the Congress centre, which delegates will see on their way to and from the Congress, are available.

**PRICE:** On request

**MISSED SESSION IN THE CONGRESS APP**

**GENERAL INFORMATION**
For companies who will be using our system to upload their presentations, please note that you will have the opportunity to webcast your session (slides & audio) on the App one hour after your session is finished. It will be available in the Missed Sessions section of the main App menu. All sessions will be available during the entire duration of the Congress and will be removed from the App on Thursday 14th September, 2017.

**PRICE:** On request

**DEADLINE FOR BOOKING ADVERTISING:**
1 MARCH 2017
CORPORATE.RELATIONS@ERSNET.ORG