

PRS  
2025

32<sup>nd</sup> European Paediatric  
Rheumatology Congress  
17-20 September 2025



Helsinki • Finland

Partnership  
Opportunities

VISIT US ONLINE [www.pres.eu/pres2025](http://www.pres.eu/pres2025)



# Contents

## ● About PReS

- Attendees Profile
- Topics & Schedule
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- Loyalty Programme
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- Sponsorship
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- Digital Marketing
- Terms & Conditions

### Organising Secretariat



**PReS 2025**  
c/o MCI Suisse SA  
Rue du Pré-Bouvier 9  
CH-1242 Satigny

#### Partnership Queries:

T: +41 22 33 99 524  
E: candice.gabay@wearemci.com

#### Registration Queries:

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E: pres.regshot@mci-group.com



## About PReS

Paediatric Rheumatology is a specialty concerned with the care and understanding of a wide spectrum of autoimmune and auto-inflammatory diseases affecting children and young people.

- These are characterised by systemic inflammation and inflammation within the musculoskeletal system, skin, blood vessels and diverse organs such as the eye, brain and visceral organs.
- Non-inflammatory musculoskeletal pain and dysfunction syndromes are an integral part of the scope of Paediatric Rheumatology.

The Paediatric Rheumatology European Society (PReS) is an international organisation based in Europe which is **dedicated to advance the care and improve the health and well-being of children and young people with rheumatic conditions.**

### Mission Statement

- PReS fosters excellence in clinical care, training and education, research and leadership amongst healthcare professionals and scientists worldwide.
- Together with patient and parent organisations, PReS promotes the implementation of advances in clinical, basic and translational research to help children reach their full potential.
- PReS advocates the holistic needs of children, young people and their families at the individual, familial and societal level through networking and in collaboration with national and international rheumatology and specialist societies and stakeholders.

### PReS Congress

- Largest international paediatric rheumatology congress
- Scientific programme focused on new findings in clinical and basic research in the wide spectrum of paediatric rheumatic diseases
- Pre-congress, highly interactive Young Investigators Meeting

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**mci** **PReS 2025**  
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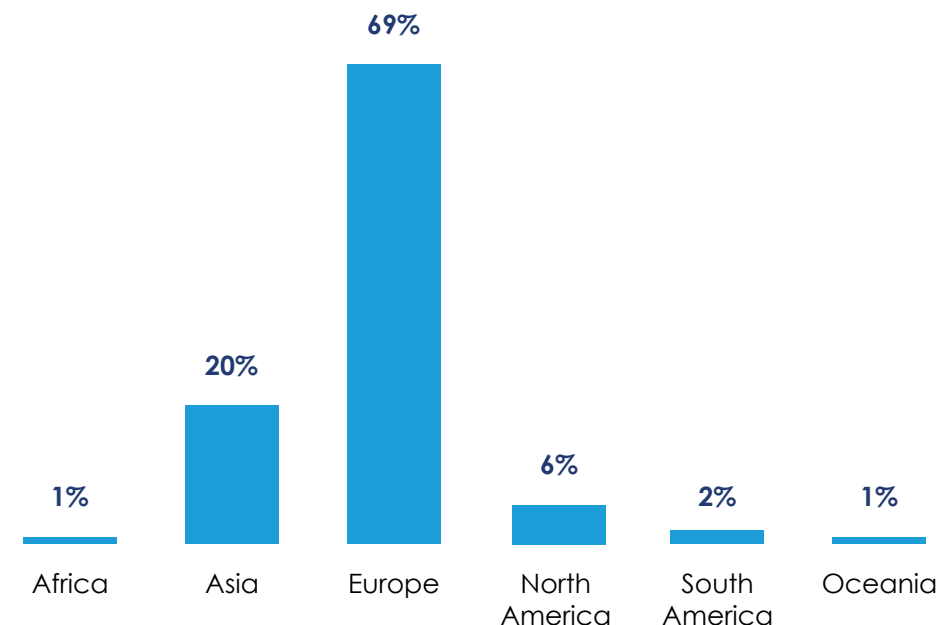
## Attendees Profile (in 2024)

### Top 10 Countries

01.	Türkiye	114
02.	Sweden	98
03.	United Kingdom	94
04.	Italy	84
05.	Netherlands	58
06.	Germany	50
07.	Switzerland	44
08.	United States	37
09.	France	36
10.	Greece	32

Total number of countries: 81

### Demographics per Continent



### Breakdown of Attendees

#### IN-PERSON PASS (89%)

Complimentary	151
Sponsor / Exhibitor	29
ENCA / Patient representative	6
PReS Member	191
PReS Member - Healthcare Professional	19
PReS Member - Researcher	12
PReS Member - Trainee	32
PReS Non-Member	309
PReS Non-Member - Healthcare Professional	50
PReS Non-Member - Researcher	38
PReS Non-Member - Trainee	52
YIM meeting and PReS 2023 Congress	91

#### VIRTUAL PASS (11%)


Complimentary	2
ENCA / Patient representative	1
PReS Member	43
PReS Member - Healthcare Professional	1
PReS Member - Researcher	1
PReS Member - Trainee	5
PReS Non-Member	52
PReS Non-Member - Healthcare Professional	-
PReS Non-Member - Researcher	4
PReS Non-Member - Trainee	15

Total amount of participants: 1122

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## Topics & Schedule

### MAIN TOPICS

- Juvenile idiopathic arthritis
- Autoinflammatory diseases
- Vasculitis
- Difficult cases
- New treatments
- Uveitis
- Immune dysregulation
- Therapeutic challenges
- Treat-to-target approach

### TUESDAY 16 SEPTEMBER 2025

Young Investigators Meeting (YIM)  
(12:00 - 18:30)

### WEDNESDAY 17 SEPTEMBER 2025

Young Investigators Meeting (YIM)  
(08:00 - 12:00)

Working Party Meetings  
(13:00 - 17:00)

Opening Ceremony & Barbara Ansell Lecture  
(18:00 - 20:00)

Welcome Reception  
(20:00 - 21:30)

### THURSDAY 18 SEPTEMBER 2025

Working Party Meetings  
(07:30 - 09:00)

Year in Review Lecture  
(09:00 - 10:30)

Coffee Break  
(10:30 - 11:00)

Parallel Session 1  
(11:00 - 12:30)

Oral Communications 1  
(11:00 - 12:30)

Exclusive Lunch Symposium  
(12:15 - 13:15)

Parallel Session 2  
(14:00 - 15:30)

HP Session 1  
(14:00 - 15:30)

Afternoon Symposium or MTE  
(15:45 - 16:45)

Coffee Break & Poster Tours  
(15:30 - 17:00)

Parallel Session 3  
(17:00 - 18:30)

ENCA Session 1  
(17:00 - 18:30)


PRINTO General Assembly (upon invitation only)  
(18:30 - 19:30)

Faculty Dinner

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## Topics & Schedule

FRIDAY 19 SEPTEMBER 2025	
Working Party Meetings (07:30 - 09:00)	
Plenary Session 1 (09:00 - 10:30)	ENCA Session 2 (09:00 - 10:30)
Coffee Break (10:30 - 11:00)	
Parallel Session 4 (11:00 - 12:30)	Oral Communications 2 (11:00 - 12:30)
Exclusive Lunch Symposium (12:15 - 13:15)	
PReS General Assembly (upon invitation only) (14:00 - 15:30)	
Afternoon Symposium or MTE (15:45 - 16:45)	Coffee Break & Poster Tours (15:30 - 17:00)
Parallel Session 5 (17:00 - 18:30)	HP Session 2 (17:00 - 18:30)
Networking Dinner	

SATURDAY 20 SEPTEMBER 2025	
Working Party Meetings (07:30 - 09:00)	
Parallel Session 6 (09:00 - 10:30)	Oral Communications 3 (09:00 - 10:30)
Coffee Break (10:30 - 11:00)	
Thieves Market Session (11:00 - 12:30)	ENCA / HP Session 3 (11:00 - 12:30)
Closing Session (12:30 - 13:00)	

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## City & Venue

### City Information

#### Your Host City - Helsinki

Helsinki is a charming seaside city with a unique twist. Located on the shore of the Gulf of Finland, Helsinki is a place where urban culture meets coastal nature. The easy-going Nordic lifestyle and friendly locals make it easy to fall in love with this northern city – the capital of the happiest country in the world!

Marvel at the city's world-renowned architecture, design, and museums. Taste the clean palette of Finnish cuisine at some of the best restaurants in the country. Flaneur around lush Töölönlahti Bay and try local delicacies at some of the picturesque cafés. And of course when in Finland, take a refreshing dip in the sea and enjoy the gentle warmth in one of the city's many public saunas.

Helsinki is a safe, easy, and compact city to explore. Discover the city sustainably on foot, by bike, or via its excellent public transportation.

<https://www.visitfinland.com/en/places-to-go/helsinki-region/helsinki-city/>

#### Helsinki Weather

Average high: 15°C (59° Fahrenheit)  
Average low: 9°C (48° Fahrenheit)

For visitors traveling to Helsinki, we recommend wearing layers. So maybe a skirt, t-shirt, shorts for during the day and jeans and a warm jacket for some days and evenings. Bring a rain jacket in case it rains during your stay. Plan on layering your clothes.

#### Language

Finnish is a Finno-Ugric language, which includes Hungarian, Estonian, Karelian and the Sámi languages, as well as several languages spoken in areas of Russia. English has become widely spoken, especially in urban areas and among the younger generation.

#### Currency

Euro (EUR)

#### Shopping Hours

Shops in Helsinki are usually open 9-21 during weekdays, 10-16 or 18 on Saturdays and 12-18 on Sundays.

#### The airport

Helsinki-Vantaa Airport (HEL) is the main international airport serving the capital of Finland, as well as its surrounding metropolitan area, and the Uusimaa region in Finland. The airport is by far the busiest in Finland and the fourth busiest in the Nordic countries in terms of passenger numbers.

Helsinki Airport's train station is located under the terminal. A train ride to the city centre takes about 30 minutes.

#### Transportation

Helsinki has an excellent public transport system comprising bus, tram, metro, commuter train and ferry services. With a single ticket you can hop aboard trams, buses, the metro and even the municipal ferry to Suomenlinna. You can even change from one mode of transport to another as long as your ticket is still valid.

Single tickets can be purchased using the HSL mobile app or from HSL ticket machines, R-kiosks and other HSL sales points:

<https://www.hsl.fi/en/tickets-and-fares>

### Venue Information



#### Messukeskus Helsinki Expo and Convention Centre

Messuaukio 1  
00520 Helsinki  
FINLAND

<https://www.messukeskus.com/en/for-visitors/how-to-find-us/>

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## Loyalty Programme

PReS would like to **recognise and reward sponsor loyalty and continuous engagement**. Your company can benefit from priority bookings, recognition and other perks based on your participation and contribution history.

### POINT SYSTEM

#### 10 points

for each year the company has exhibited and/or organised a satellite symposium at PReS.

#### 1 point

per € 2'000 invoiced (excl. VAT) for any items open for sponsorship since PReS 2022, broken down as follows:

- 25% of total investment for PReS 2022 in Prague (i.e. € 10'000 = **1 point**)
- 50% of total investment for PReS 2023 in Rotterdam (i.e. € 10'000 = **2 points**)
- 100% of total investment for PReS 2024 in Gothenburg (i.e. € 10'000 = **4 points**)

#### 1 point

for each delegate registration made for PReS 2024 in Gothenburg.

#### 1 point

for PReS Corporate Partners.



### BENEFITS

#### Priority bookings

The top 10 companies will be contacted first and asked to provide their top choices for the following: exhibition space, satellite symposium slot and sponsorship opportunity. The selections will be attributed on a first-come, first-serve basis. After the top 5 companies have selected their items, the sales will open to all the other partners.

#### Priority attributions

Exhibition space locations will be attributed according to the overall ranking, i.e. 1st company enjoys 1st choice, etc.

#### Recognition

The top 10 companies will be recognised as *Congress Premium Partners* on the website, the programme and the e-mailers.

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## Exhibiting at PReS

Participating in PReS 2025 with an exhibition space will provide a unique opportunity for exhibitors to **showcase their products, services and educational programmes** to an estimated **1,200+ participants with interests in all areas of paediatric rheumatology**.

The layout of the exhibition will be expertly designed to ensure comfort to the delegates, optimised visitor flow and therefore maximum exposure for the exhibitor.

Official coffee breaks will be served on the exhibition floor promoting **frequent and repeated opportunities for the delegates to visit the exhibits and engage with you**.

### SPACE ONLY

- Exhibition floor space only
- 2 complimentary exhibitor badges per 9 sqm
- 1 additional badge for each additional 9 sqm booked
- Company listed on the congress website & in the programme
- Welcome reception & Coffee breaks

EUR 585 per sqm

### TABLE TOP - *Non-profits only*

- Exhibition floor space
- Electrical supply, 1 table & 2 chairs
- 1 complimentary exhibitor badge
- Company listed on the congress website & in the programme
- Welcome reception & Coffee breaks

EUR 2'000

### SHELL SCHEME

- Exhibition floor space
- Shell scheme frame & fascia board for company name
- Lighting (3 spots), electrical supply, 1 table & 2 chairs for 9 sqm
- 2 complimentary exhibitor badges per 9 sqm
- 1 additional badge for each additional 9 sqm booked
- Company listed on the congress website & in the programme
- Welcome reception & Coffee breaks

EUR 750 per sqm

### HOSPITALITY SUITE

Providing a place for you to host international contacts, to meet, relax and exchange information.

The use of the space is restricted to the above-mentioned purposes and not for exhibiting products and access is restricted to invitation by the sponsor only.

Price upon request



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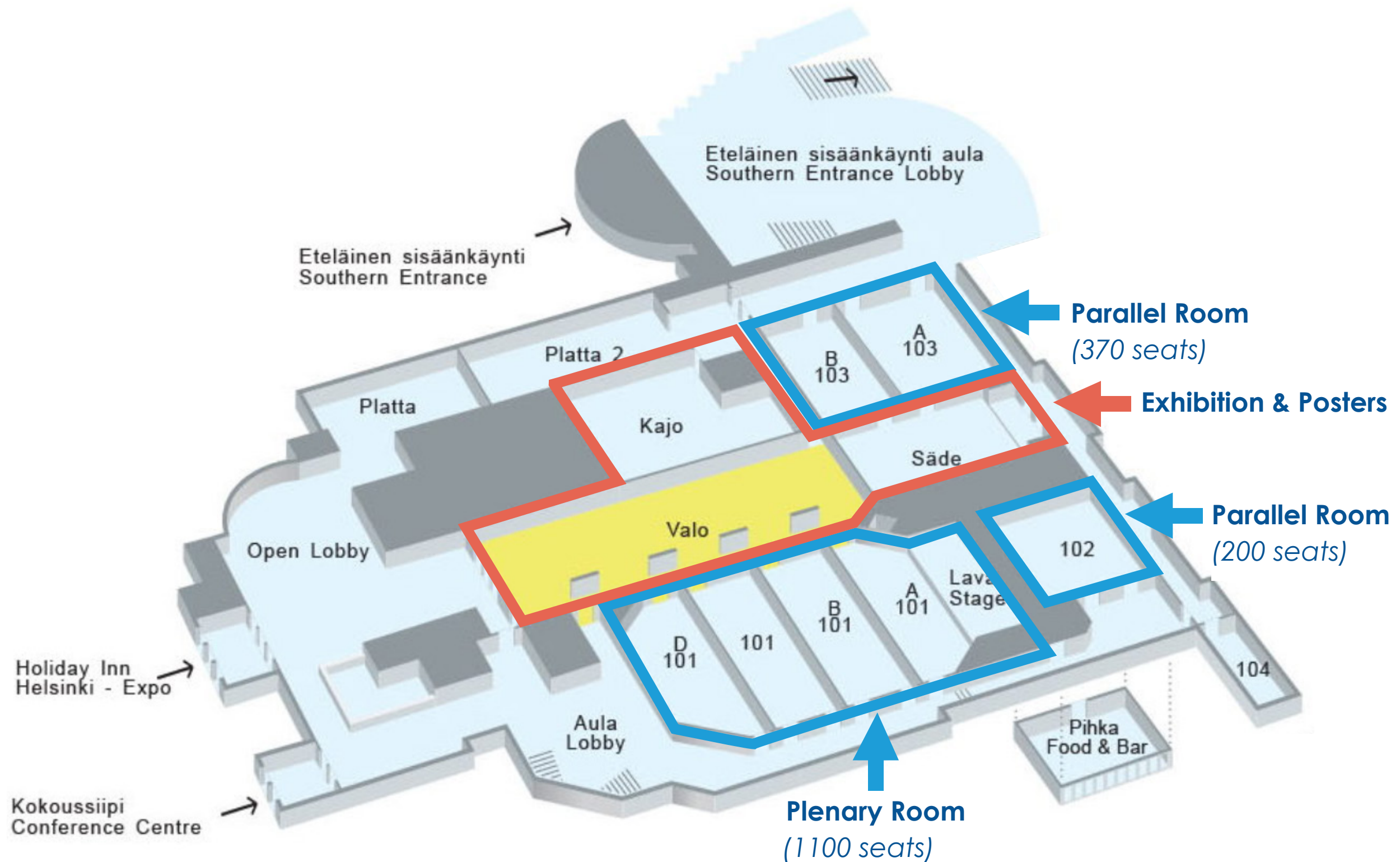
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The detailed exhibition layout will be available by early March 2025. Space will be allocated on a 1st come-1st served basis depending on the date at which the order form is received by MCI Suisse SA.

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## Important exhibition information

### Exhibition Layout

The detailed exhibition layout will be available by early March 2025. Space will be allocated on a 1<sup>st</sup> come -1<sup>st</sup> served basis depending on date at which the order form is received by MCI Suisse SA.

### Exhibitor Registration

All exhibitors must be registered and will receive a badge displaying the exhibiting company name. Two exhibitor badges are given for the first 9 square meters booked and one additional badge for each additional 9 square meters booked. Any additional exhibitors will be charged an exhibitor registration fee. All exhibitors must wear the badge of the Congress at all times.

### Manning of Stands

Exhibitors will be required to ensure that their stands are manned during the opening hours of the exhibition and must not dismantle their stands before the published closing time.

### Noise

Exhibitors may not use audible electronic, mechanical apparatus, or open audio systems which may be heard outside the exhibitor's assigned space. The Organisers reserve the right to require any exhibitor to discontinue any activity that may cause annoyance or interference with others.

### Give-aways and Distribution of Printed Materials

Give-aways and printed material may only be distributed in the space rented by the exhibitor in the exhibition hall, in hospitality suites, or at satellite symposia. No such material may be distributed in any hotel used by the meeting. Product identification is permitted on give-aways. Contests, lotteries, raffles and any other incentives are subject to approval by the Organisers.

### Company Profile

A complete listing of all exhibitors will be featured in the final programme handed out onsite to all registered participants. Companies will have to send their logo by email to [candice.gabay@wearemci.com](mailto:candice.gabay@wearemci.com). Should the logo not have been received and confirmed by MCI, it will not be printed in the final programme.

### Product Disclaimer

The acceptance of a product or service for exhibition does not in any manner constitute an endorsement by the Organisers. Each exhibitor and/or sponsor is responsible for the material and information they make available at the Congress. Exhibitors and sponsors should only present material and information which has been approved by their legal departments and which is in compliance with the legislation of the host country of the Meeting. It is the responsibility of exhibitors and sponsors to address these issues and any conflicts arising from such matters directly among themselves as the Organisers will not arbitrate in any way in legal issues of this nature. The International Pharmaceutical Congress Advisory Association's (IPCAA) Code of Conduct, Medical Congress Guidelines and Housing Guidelines, and the Code of Practice of the European Federation of Pharmaceutical Industries and Associations (EFPIA) should also be adopted.

### Security and Insurance

The Organisers will not be held responsible for any loss or damage to exhibitors' goods and exhibitors are reminded that they should take out their own insurance to cover for their belongings.

### Health and Safety at Work Regulations

It is the responsibility of the exhibitor/sponsor to ensure that his contractor, employees, displays and exhibits comply with the latest legislation regarding Health and Safety at Work regulations.

### Cancellation of Exhibition and Congress

It is mutually agreed that in the event of total or partial cancellation of the Congress due to fire, strike, natural disaster (either threatened or actual), government regulations or causes which would prevent its scheduled opening or continuance, this agreement will be terminated immediately, and PReS shall determine an equitable basis for the refund of a portion of the exhibit or other fees, after due consideration of expenditures and commitments already made. Under no circumstances is PReS responsible for any exhibitor's expenses (such as travel, lodging, or exhibit shipping), or any other incidental or consequential damages.

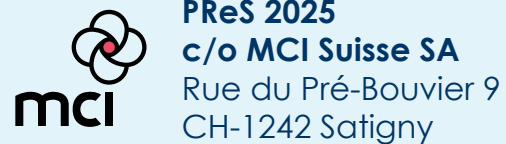
### Exhibition Opening Hours (subject to change)

Wednesday 17 September 2025	19:00 – 20:30
Thursday 18 September 2025	09:30 – 17:00
Friday 19 September 2025	09:30 – 17:00
Saturday 20 September 2025	09:30 – 13:00

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## Sponsoring at PReS

Stand out from the crowd, enhancing your visibility at PReS 2025 gives you the advantage and can play a key part in helping you achieve your congress objectives. **Ensure your company benefits from the highest level of exposure.** On the next page of this brochure you will find a table which gives an overview of all the partnership opportunities available at PReS 2025. The table is designed to help you to compare, evaluate and easily understand the associated benefits related to each individual opportunity.

### 4 SECTIONS OF ITEMS

1. Create the perfect 1<sup>st</sup> impression  
Catch the delegate's attention upon arrival at the event
2. Maximum brand impact  
Make your brand stand out on the exhibition/congress floor
3. Drive traffic  
Drive additional traffic to your stand and/or symposium
4. Virtual platform  
Extend your visibility to delegates connected everywhere

### 4 TYPES OF BENEFITS

1. High volume/contact  
Maximise visibility, increase brand/product awareness
2. Drive brand awareness  
Maximise awareness, strengthen your brand positioning
3. Be different  
Emotionalise, retain customers, seen as unique and innovative
4. Longevity  
Prolong your exposure post event

## Sponsorship recognition level / category

Sponsorship recognition level is calculated based on the total amount of your company's investment in PReS 2025 (to include opportunities as listed herein). Depending on your total level of investment in PReS 2025, your company's support will be acknowledged and recognised on the congress website as well as in all congress printed materials and signage at the following different levels:


Sponsorship Level	Total Contribution
PLATINUM	FROM EUR 75 000
GOLD	FROM EUR 50 000
SILVER	FROM EUR 35 000

*Total contributions include total payments for all sponsorship opportunities listed herein. Not included in total contributions are food, beverage and congress registration fees for organisation staff.*

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## Sponsorship summary table

Create the perfect 1 <sup>st</sup> impression	
Advert in the final programme (3 <sup>rd</sup> cover -  <b>Exclusive</b> )	EUR 4 500
Advert in the final programme (Inside page)	EUR 2 750
Mobile application (In sponsor tab -  <b>Exclusive</b> )	EUR 10 500
Charging stations -  <b>Exclusive</b>	EUR 18 500
Hand sanitizing stations -  <b>Exclusive</b>	EUR 15 500
Water stations -  <b>Exclusive</b>	EUR 17 000
Meeting stools -  <b>Exclusive</b>	EUR 16 500
Maximum brand impact	
Poster area -  <b>Exclusive</b>	EUR 10 000
Central session displays	EUR 15 500
Drive traffic	
Floorplan signage	EUR 15 500
Virtual platform	
Exhibitor portal	EUR 7 500
Industry showcase	EUR 7 500
Web banner (On sponsor's page)	EUR 6 000

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## Create the perfect 1<sup>st</sup> impression

 = EXCLUSIVITY



### FINAL PROGRAMME AD

Put your name in the hands of the largest gathering of paediatric rheumatology specialists.

The final programme is distributed to all delegates on-site.

- Full colour advertisement page
- Acknowledgment in programme & website

Inside Back Cover **EUR 4 500**

Inside Page **EUR 2 750**



### MOBILE APPLICATION

The official PReS Congress App has a whole range of cutting-edge features and will be available for download to mobile devices prior to the congress in Helsinki.

The app is designed with our delegates in mind so that they will have all the information that they need at their fingertips!

- Logo in the industry section of the app
- Acknowledgment in programme & website

**EUR 10 500**



### CHARGING STATIONS

The stations will be strategically placed in high traffic spots to maximize their usage and convenience to the participants to enhance recognition of the sponsor support.

Not only will you help delegates to keep their devices charged during the event, but your logo representation will also drive awareness.

- Charging stations with your branding
- Acknowledgment in programme & website

**EUR 18 500**



### SANITIZING STATIONS

These stations will be strategically placed in high traffic spots to maximize their usage and convenience to the participants to enhance recognition of the sponsor support.

Not only will you help to ensure a proper and clean environment, but your logo representation will also drive awareness.

- Hand sanitizing stations with your branding
- Acknowledgment in programme & website

**EUR 15 500**



### WATER STATIONS

Your partnership will help to reduce the quantity of plastic waste produced at the congress by eliminating the use of single use plastic bottles and replacing them with branded water stations distributed through the congress center.

- Water stations with your branding
- Acknowledgment in programme & website
- Promotion on the Congress App

**EUR 17 000**



### MEETING STOOLS

Offer attendees the option to sit down, relax and discuss with other participants during the meeting.

PReS will produce, assemble and distribute 150 branded stools around the exhibition hall. Stools are made of recycled cardboard.


- Meeting stools with your branding
- Acknowledgment in programme & website

**EUR 16 500**

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## Maximise brand impact



### POSTER AREA



With over 350 posters during the event, delegates are sure to explore the poster area.

A great opportunity to share with delegates how your company supports the findings that are published on the posters.

- Logo on poster boards
- Acknowledgment in programme & website

EUR 10 000



### CENTRAL DISPLAYS

Provide a live 'What's on Now' digital listing for delegates displayed on screens located in the exhibition area, showing what is on in all lecture halls at the current time.

Sponsors can include static ads and/or a 30 second silent video in between live programme information.

- Your advert displayed on the screens
- Acknowledgment in programme & website

EUR 15 000

## Drive traffic



### FLOORPLAN SIGNAGE



Your logo will appear on 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.

- Logo on directional signage boards
- Acknowledgment in programme & website

EUR 15 500

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## Organising Secretariat



PReS 2025  
c/o MCI Suisse SA  
Rue du Pré-Bouvier 9  
CH-1242 Satigny

### Partnership Queries:

T: +41 22 33 99 524  
E: candice.gabay@wearemci.com

### Registration Queries:

T: +41 22 33 99 728  
E: pres.regshot@mci-group.com



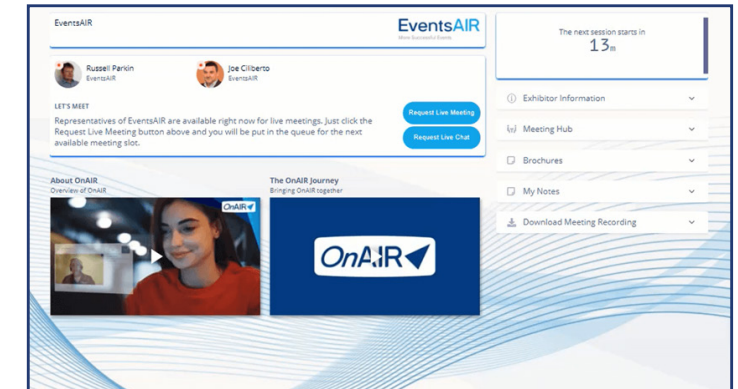
## Virtual platform



### EXHIBITOR PORTAL

The exhibitor portal will allow you to upload information (in PDF, weblink and/or video format) that will be visible online under your virtual stand and update any company profile information as well as manage the lead management questionnaires online.

Lead management is the process where exhibitors can complete attendee profile questions while in a video call with an attendee during the virtual event. Exhibitors can capture the leads, collect answers for the custom profile questions, and view a list of all attendees with whom they had a call.



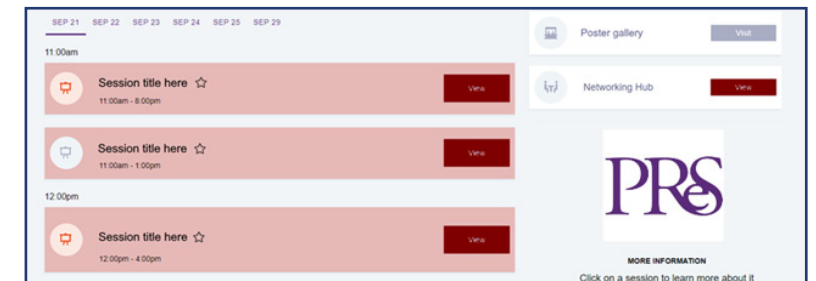
EUR 7 500



### INDUSTRY SHOWCASE

The industry showcase is an opportunity to reach the virtual attendees during scheduled coffee breaks at the F2F congress.

- Pre-recorded file recommended
- Schedule and date TBC
- Acknowledgment in programme & website



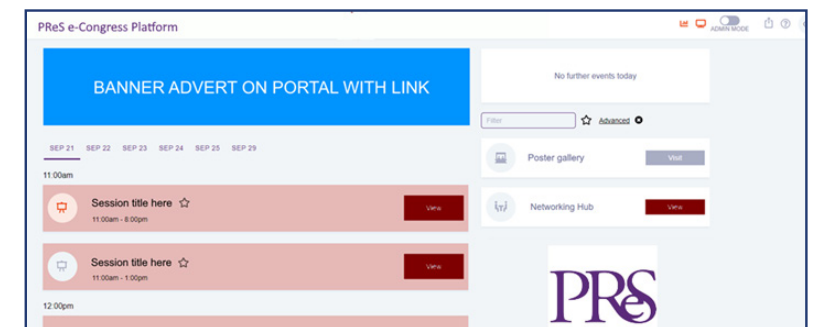
EUR 7 500



### WEB BANNER ON SPONSOR'S PAGE

The portal allows for a total of 5 advertisements/logos to be featured on the top banner (in rotation) of the PReS e-Congress platform opening page.  
Specs: 870 PX Wide and 155 PX High in PNG or JPEG format.

- 1 portal top banner with link
- Acknowledgment in programme & website



EUR 6 000

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## Satellite Symposia at PReS

You are invited to organise satellite symposia sessions at the forthcoming PReS 2025. This highly visible and high impact activity allows you to attract interested and qualified delegates and update them personally on the science that supports your campaigns and products. It is one of the most popular opportunities for honest and open debate between medical professionals on the topics most relevant to your corporate objectives.

The time slots proposed are exclusive and outside of the main congress sessions which maximises the number of people that can attend live.

## Types, timetable and rates

### LUNCH SYMPOSIUM (60')

60-min **exclusive** time slot

Slot 1	Thursday 18
Slot 2	Friday 19

EUR 45 000

### AFTERNOON SYMPOSIUM (60')

60-min **parallel** time slot

Slot 3	Thursday 18
Slot 4	Friday 19

EUR 37 500

### MEET THE EXPERT (30')

30-min **parallel** time slot

Slot 5	Thursday 18
Slot 6	Friday 19

EUR 21 500

## What's included?

- Room rental
- Audio-visual equipment and on-site management
- 2 badge scanners per symposium
- Signage board advertising the satellite symposium
- Live streaming of your symposium on the virtual platform
- Recording accessible for 3 months after the congress
- Opportunity to brand advertising the satellite symposium
- Acknowledgement in the programme and on the website
- Use of the PReS congress logo on the satellite symposia invitation
- Symposium programme on the PReS website
- Lunchtime symposium includes provision of lunch



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## BENEFITS TO SATELLITE SYMPOSIA

Captive audience of decision makers

High visibility

Respected forum for presenting cutting edge research

Increased recognition among thought leaders

## Important satellite symposium information

- All the speakers of the symposia must be registered prior to the Congress by the sponsor. **The expenses (hotel, travel, registration) of symposia speakers, whether or not they are speakers of the PReS scientific programme, must be covered by the sponsor.**

The costs to be covered must be agreed with MCI at the time of confirming the programme of the symposium.

- All satellite symposia must be held at the Congress Centre during the official time slots offered by the PReS.
- All programmes must be submitted to the Scientific Committee for approval **no later than Friday 20 June 2025**
- All Satellite Symposia Programmes will be published in the Final Programme as submitted by the company/ sponsor
- Bar code readers are included to enable companies to track their symposium attendees.


## Satellite symposia general guidelines

- Sponsors of Satellite Symposia may select topics and speakers.
- Sponsored Satellite Symposia programmes, hand-outs and invitations must be submitted to the Congress Secretariat for approval.
- In addition to the sponsorship fee, Sponsors must cover travel, accommodation and onsite costs for speakers and chairs.
- Signposting, additional display or distribution of posters, brochures or any promotional material outside the Satellite symposium rooms or outside the company exhibition stands and hospitality suite are not allowed
- PReS assumes that speakers and chairpersons of the Satellite Symposia will be contacted by the companies themselves to notify them of the time and place of sessions, to arrange for their registration, travel and accommodation.
- PReS does not require speakers at the Satellite Symposia to submit abstracts of their lectures as they will not be published on the Congress Abstract book. Companies can, however, publish their abstracts for distribution at the entrance of the Satellite Symposium lecture room.
- Times and dates of the Satellite Symposia sessions will be announced on the congress website. The full session programme will be published in the final programme distributed on-site.

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 **PreS 2025**  
c/o MCI Suisse SA  
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**PR&S**  
**2025**  
Helsinki • Finland



## Digital Advertising Package

*A compliant way to generate visibility and attract participation to make your investment count.*

### Get more delegates to engage with your symposia while they browse the web!

Boost awareness and recognition before, during and after the event

Attract new participants to leverage your investment

Spread your message to all registrants and thousands of additional potential delegates active in your field

Drive higher market share of attendees

### This opportunity achieves success by:

Reaching more professionals in the field in addition to those attending the congress. This means you attract an entirely new target audience as well as educating a wider audience about your research and findings

Ensuring high visibility for both the brand and symposia on an ongoing basis before and after the event

Driving interest prior to the symposia & exhibition so that it is top of mind and increases the likelihood of attendance.

Providing detailed measures of your event performance and audience engagement so that you and your sales team can make qualified future strategies

### Sophisticated insights and metrics help your sales force by providing:

Advertising reach figures and display frequency

Overall visibility and interaction with the content and ads

Click through and view rates of a highly targeted audience

Breakdown by country for shaping future follow up and campaigns

Number of registered participants interacting with and reviewing the content


Post event promotion to reinforce the message

We guarantee that your message is seen not only by the registrants but also by our extensive GDPR digital database targeted at professionals in the field.

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## Digital Advertising Package

To unlock the full potential of digital marketing, the following packages are available:

### Exclusive digital ad package

Only your company will have its ads displayed and have an edge over all competitors.

### Top 3 digital advertising campaign

Limited to maximum of 3 companies.

### How does digital advertising work?

Digital ads generate high visibility before, during and after the event and attract new participation to make your investment count.

Sponsor advert appears while delegate browses the web. Delegate click the ad.

Delegate lands on sponsor page with details of exhibition and/or symposia.

### Our top 8 value adds

 <b>1</b> Access to a database of +4M attendees	 <b>2</b> Exponentially increasing your delegate pool	 <b>3</b> Audience growth across new profiles	 <b>4</b> E-commerce optimization
 <b>5</b> Insights into audience and engagement	 <b>6</b> Marketing strategy, metrics & reports	 <b>7</b> Driving brand visibility	 <b>8</b> Real digital advertising performance

For further information and to discuss pricing for digital advertising service packages, please contact [candice.gabay@wearemci.com](mailto:candice.gabay@wearemci.com)

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## Bookings

Fill in the 'Exhibition' Booking Form and Contract at the back of this brochure.

Submit the completed form to:  
PReS 2025 c/o MCI Suisse SA  
9 Rue du Pré-Bouvier  
CH 1242 Satigny-Geneva  
Switzerland

Phone: +41 22 33 99 524  
Email: candice.gabay@wearemci.com

## Payment and Cancellation

The total amount will be invoiced upon receipt of booking forms and payment of this invoice will guarantee the reservation. All payments must be received in Euros and must be paid in full prior to the opening of the congress. 5% interest will be charged on any late payments. VAT is not included in the published prices.

## Payment Method - Bank transfer

Bank: UBS, 1211 Geneva 2, Switzerland  
Company: MCI Suisse SA-PReS 2025  
Account: No 369.393.71L  
Clearing: 240  
SWIFT: UBSWCHZH8OA  
IBAN: CH18 0024 0240 3693 9371 L

## Important!

Services which are not duly settled in full by Monday 25 August 2025 will not be provided and/or delivered on site.

## Cancellation Penalties

Until 3 March 2025  
25% of total amount is due

From 4 March to 14 May 2025  
75% of total amount is due

From 15 May 2025  
100% of total amount is due

## Data Protection

In accordance with the "applicable data protection laws", including but not limited to laws and regulations of the European Union, the European Economic Area and their member states, Switzerland, the United Kingdom and the State of California, MCI, as data controller, processes the exhibitor/sponsor's personal data for the purposes of (i) managing and organizing the event, in particular the management of exhibitor/sponsor's stand, investment opportunities or industry symposium (ii) managing and organizing prospection and loyalty (iii) enabling the exhibitor/sponsor to benefit from MCI services (iv) enabling the exhibitor/sponsor to receive MCI news.

In accordance with the applicable data protection laws, the exhibitor/sponsor benefits from a right of access, rectification, limitation, deletion and portability on his data. The exhibitor/sponsor may also object to the processing of his personal data concerning him and lodge a complaint with the competent supervisory authority. The exhibitor/sponsor may exercise his rights by sending a request to the following address by contacting our Data Protection Officer (DPO): [privacy@mci-group.com](mailto:privacy@mci-group.com).

As part of their contractual relationship, MCI and the exhibitor/sponsor (hereinafter referred to as the "Parties" and individually as a "Party") undertake to comply with the applicable data protection laws.

Each Party acts as an independent controller with respect to its processing of personal data in connection with this agreement. Each Party will comply with its respective obligations under applicable personal data regulations with respect to its processing of such personal data. To the extent that either Party provides personal data to the other Party pursuant to this agreement, the Party supplying the personal data confirms that it has consent or another

legal basis to provide the personal data to the receiving Party and for the receiving Party to process the personal data consistent with this agreement, and in accordance with its applicable privacy policy. For clarity, nothing in this agreement limits a Party's ability to use an individual's personal data to the extent directed by, consented to or requested by such individual.

In case of personal data transfers from the European Union, the European Economic Area and/or their member states, Switzerland and the United Kingdom to countries which do not ensure an adequate level of data protection within the meaning of applicable data protection laws of the foregoing territories, such transfers shall be based on the terms of the European Union Standard Contractual Clauses and UK Addendum or based on any other legal means allowed by applicable data protection laws. Parties shall ensure data transfers are protected through appropriate mechanisms.

## AIFA

Please note that as per local Italian regulations, Italian pharmaceutical companies must submit and register with AIFA (Italian Ministry of Health) at the latest 60 days before the congress.

For further information on AIFA registration for Italian pharmaceutical companies, please contact:

## Fargo International di Giulia Cambria

Via Pietro Maroncelli, 32  
50137 Firenze  
Email: [info@fargointernational.it](mailto:info@fargointernational.it)

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## Insurance

The signatory renounces to take recourse against the Organisers or against the owners of the premises and undertakes to underwrite insurance policies covering all the risks incurred by the company's local rules regarding travelling. All Exhibitors are required to have Public / General Liability insurance with a minimum Limit of Indemnity of 2 Million Canadian Dollars in aggregate in order to participate in the Congress and associated Exhibition. The Exhibitor shall be liable for personal injury and damage to property caused by the Exhibitor, his or her servants or agents, or by his or her equipment and activities. All Risks cover against damage and theft to the Exhibitors own property, and also to property rented/ leased by the Exhibitor, shall also be arranged by each Exhibitor. Cover shall also be arranged for injury to exhibitors' own employees, where applicable. Exhibitors shall ensure that any subcontractors engaged by them have similar and commercially reasonable insurances in place. It is the responsibility of each Exhibitor to ensure that they have the required insurance policies in place and the PReS is only responsible for damages arising from the wilful neglect of its permanent staff.

Each Exhibitor is responsible for ensuring that they have the required level of insurance in place and that each external (non-venue) contractor engaged to provide services for their booth also have the required level of insurance cover in places for the duration of the exhibition build up, open days and dismantle. All relevant documentation must be available for inspection on-site at the booth. In any case, the insurance protection will not be given to the exhibitors by the Organisers.

## Force Majeure

In the event of force majeure, the exhibition dates may be changed or the latter may be

purely and simply cancelled.

In the last event, the disposable funds after payment of expenses will be shared between exhibitors in proportion to their payments without it being possible to take recourse against the Organizer or the producer

## Interpretation of the Regulations and Amendments

MCI Suisse SA is the sole competent authority as to problems arising from the interpretation of the here enclosed regulations and their enforcement. Any expenses resulting from the non-observance of the here-enclosed regulations will be chargeable to the sponsor / exhibitor. MCI Suisse SA reserves the right to change or to complete the here-enclosed regulations at any time. If any changes should occur, all participating companies will be informed.

## Product Disclaimer & Compliance

The PReS reminds sponsors, exhibitors and their agents or designees of their responsibility to be aware of and to abide by all guidelines and codes regarding the relationship between the pharmaceutical and medical device/ equipment industry and healthcare professionals that are applicable to your company.

Recommendations about pharmaceutical guidelines must come from your internal legal departments as PReS and MCI Suisse SA may offer no advice that can be construed as legal. Please make sure that you consult the Codes of Conduct in application which may be found here:

<https://www.medtecheurope.org/resource-library/medtech-europe-code-of-ethical-business-practice/>

<https://www.efpia.eu/relationships-code/the-efpia-code/>