



51st Annual Meeting

30 March-2 April 2025 | Florence

Virtual Exhibition Manual 2025

EBMT 2025

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www.ebmt.org/annual-meeting

Dear Supporter,

We are happy to present you with the 51st Annual Meeting of the EBMT Virtual Exhibition Manual. This manual covers important information and is designed to assist in preparing for your online presence. We trust that you will find it helpful and suggest that you read all the information presented.

Congress Venue:

Fortezza Da Basso
Viale Filippo Strozzi, 1 (access through Porta A Faenza)
50123 Firenze FI, Italy
Tel.: +39 055 49721

Please do not hesitate to contact us for further information or assistance.

We are looking forward to welcoming you to Florence and wish you a successful meeting.

Best regards,

Yaiza González

Annual Meeting Sponsorship Coordinator

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Section 1: Contact Information

EBMT Annual Meeting Contacts

Annual Meeting Manager Florence Caffort Office: +34 93 453 8570 florence,caffort@ebmt.org	Programme Coordinators Nuria Planaguma & Emma Prat secretariat@ebmt.org
Operations & On-Site Coordinator Diana Trogmaer diana.trogmaer@ebmt.org operations@ebmt.org Mari Fortuno mari.fortuno@ebmt.org	Sponsorship Manager Irati Tomas irati.tomas@ebmt.org Sponsorship Coordinator Yaiza González yaiza.gonzalez@ebmt.org
Audio-Visual Coordinator Mike Perchig nest@nest-av.com	Registration & Accommodation Manager Einat Gassner Gutman registration@ebmt.com accommodation@ebmt.org
Hospitality Suites & Meeting rooms Mari Fortuno mari.fortuno@ebmt.org	Exhibition Manager Hanna Safier exhibition@ebmt.org

Section 2: Company Profile

Companies that are entitled to have a **virtual exhibition space**, will get access to either a:

- A. **Company Profile link** to upload only their logo and company's general information.

Company logo:

- ✓ Horizontal layout
- ✓ 400 x 70 pixels
- ✓ Background: White
- ✓ File type: PNG

General Information:

- ✓ **Company Description:** a brief description of the company.
- ✓ **Website:** direct URL link of the company home page or the product.
- ✓ **Contact Information:** email, website, phone & fax number, street, zip code, city and country.

- B. **Full Company Profile link** to upload their logo and general information plus the Resources Centre. Below you can see all the additional information that can be included.

Resources Centre:

Full Company Profile includes the following items:

- ✓ Up to **4** Videos: providing an **embedded** hyperlink.
- ✓ Up to **4** PDF Files: lightweight files, no more than **10MB**.
- ✓ Up to **2** Links.
- ✓ Link to your **symposium** (from the EBMT online scientific programme).

You will receive your individual company access credentials and password by 31st January 2025, along with a quick user guide for uploading your content. Our virtual platform helpdesk team will also be available to assist with any technical issues during the setup period.

Section 3: Extra Promotional items

Banner on Virtual Platform Homepage

Companies can have promotional banners placed on the Virtual Platform homepage, rotating together with other companies' banners.

Banner specs below:

- ✓ Horizontal layout
- ✓ 1667 x 292 pixels
- ✓ Background: White
- ✓ File type: PNG

Important note: in the event that a banner on Virtual Platform Homepage is not included in your sponsorship package, you have the option to purchase it by contacting us at yaiza.gonzalez@ebmt.org

Price: 9000€/banner (VAT not included)

Push Notification

You can also have a Push Notification promoting your session or booth that will be visible to all attendees on the App and Virtual Platform.

- ✓ Push notifications should be up to 200 characters (including spaces) in plain text and may contain links.
- ✓ The Notification can be customized and be sent the day and time of your preference. Subject to availability to avoid clashes.

Important note: in the event that a push notification is not included in your sponsorship package, you have the option to purchase it by contacting us at yaiza.gonzalez@ebmt.org

Price: 7000€/notification (VAT not included)

Mobile App Splash Screen

This opportunity includes:

- ✓ An email sent to all meeting participants acknowledging supporting company's logo.
- ✓ A splash screen displayed on the native mobile App version when opening the platform.
- ✓ Priority visibility

Price: 45000€ - single item (VAT not included)

Important note: this item is exclusive and will only offer one splash screen. You have the option to purchase it by contacting us at yaiza.gonzalez@ebmt.org

Section 4: Deadlines

ITEM	DEADLINE
Full Company Profile & Company Profile	The Company Profile link will be available for modifications from Friday, 31 st January 2025 until the last day of the meeting, Wednesday, 2 nd April 2025. Please note that the content on the virtual platform/meeting App will be published and visible starting Monday, 24 th March 2025.
Push Notification	Last day to provide the information: 3 rd March 2025
Splash Screen	Last day to provide the file: 3 rd March 2025
Virtual Banner	Last day to provide the file: 17 th March 2025

Force Majeure disclaimer

The celebration of the Event shall be subject to force majeure, including but not limited to acts of God, fire, flood, natural disaster, war or threat of war, acts or threats of terrorism, civil disorder, strikes, inevitable accident, the non-availability of stable internet connection or any digital malfunction, governmental regulation or advisory, recognized health threats as determined by the World Health Organization, the Centers for Disease Control or local government authority or health agencies (including but not limited to the health threats of COVID-19 or similar infectious diseases), also by circumstances in connection with the military aggression of the Russian Federation against Ukraine and other military actions, general military mobilization, declared or undeclared war and several other events that may arise between the Russian Federation and the European Union (EU) and/or any member of the North Atlantic Treaty Organization (NATO) either directly or indirectly through any type of irregular and unidentified military formations including different methods of warfare and/or hybrid forms of aggressions such as cyberattacks, disinformation operations and local acts of sabotage that could affect transportation facilities, closure of facilities, non-availability of the event premises, reduction of available personnel, limitation of events capacity or travel restrictions or other similar occurrence beyond the control of the parties, where any of those factors, circumstances, situations, or conditions or similar ones prevent, dissuade, or delay a reasonable percentage of prospective Event attendees from appearing at the Event, or where any of them make it illegal, impossible, inadvisable, or commercially impracticable to hold the Event or to fully perform the Event as originally planned.

For any one or more of the above reasons, the event may be modified, canceled, abandoned, suspended in whole or in part, or transformed into a different format by the Organiser, without any liability, damages, fees, or penalty. In these cases, the Organiser may at its entire discretion repay the relevant fee or deposit/service charge paid by the delegate or attendees, or part thereof, but shall be under no obligation to repay the whole or part of such amount, and shall be under no liability to the delegate or attendees in respect to any actions, claims, losses (including consequential losses, costs or expenses whatsoever) which may be brought against or suffered or incurred by the delegate or attendees, as the result of the happening of any such event,

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