



PRODUCT THEATRE GUIDELINES

1. WHAT IS INCLUDED IN THE PRODUCT THEATRE PACKAGE

All product theatre packages include the following:

- ✓ Dedicated seating area in the exhibition hall
- ✓ Standard audio-visual equipment
- ✓ Possibility to display one roll-up in front of the space used
- ✓ Session of 10 minutes (during official coffee breaks only)

Product Theatre sessions will only take place if a minimum of 3 sessions in total have been booked by sponsors.

2. OFF SITE PRODUCT THEATRE (PT) SESSIONS' LOCATION

All Product Theatre sessions must be organised in the dedicated space within the exhibition hall at the Congress Centre during official coffee breaks only.

3. PRODUCT THEATRE ADVERTISING OPTIONS

SELF STANDING ROLL-UP DISPLAY

Companies holding a PT session during the ESPEN 2024 congress are allowed to advertise their session by displaying **on the day of their PT session**:

- **1 roll-up** at the entrance of the Product Theater

Roll-up advertising the PT session are not included in the sponsorship items purchase. It is the company's responsibility to order, produce and set up the stand-alone advertising.

It is the responsibility of the company holding a PT session to set up AND dismantle the self-standing signage.

CORPORATE BRANDING FOR PRODUCT THEATRE SESSIONS

Corporate branding is strictly limited to the following:

- Speaker's lectern: companies may prepare signage to be installed on the speaker's lectern. We recommend that the signage is designed and printed directly by the venue (15 minutes needed to change the signage).

Signage specs are 54x127cm (see image below). Cost: €71 + VAT

To place your order or for additional information, please contact

espen2024@fieramilanocongressi.it

- ✓ All other corporate branding must be self-standing (branding manual to be communicated soon).
- ✓ It is the responsibility of the company holding a Product Theatre to remove all branding at the end of the session without damage to any existing branding/furniture.



- ✓ Corporate branding should not change in any way the congress signage already installed in the area. Any damage or reprint of the congress signage will be at the companies' cost.

Should you wish to produce your own signage, please contact espen2024@fieramilanocongressi.it to ensure that there won't be any issues or additional costs for putting/removing the sign.

Speaker's lectern



4. PRODUCT THEATRE PROGRAMME AND SPEAKERS

To have their PT programme approved by the ESPEN Scientific Committee companies holding an PT session during ESPEN 2024 are requested to provide the organizers with the following information:

- **Title of the PT Session**
- **Speakers' full names and complete details (affiliation and email)**
- **Title of each presentation given during the PT session**

This information must be provided to fleurange.bieri@wearemci.com by **Friday, 31 May 2024** via the **PT Session Programme form available in the Technical Manual**.

Session title and speakers, as well as presentation titles (if any), together with company logo will be published in a dedicated Industry section in the final programme, in the conference app and online in a dedicated Industry section of the conference website.

Please note that it is **the sponsor's responsibility** to register the speakers to the congress. Please contact EspenR@mci-group.com directly for registration and hotel booking issues.

5. EMBARGO

No data should be presented in any PT session which will subsequently be presented either orally or as a poster at the meeting.



6. AUDIOVISUAL EQUIPMENT OF PRODUCT THEATRE SESSIONS

The space in the exhibition hall used for **PT Sessions** during the ESPEN 2024 congress will be equipped as follows (subject to change):

- ✓ 1 laptop PC for PowerPoint presentations
- ✓ 1 LED Screen
- ✓ 1 Sound: standard sound system
- ✓ 1 fixed microphone for speaker lectern
- ✓ **Any additional audio-visual equipment can be ordered at an extra cost.**
Please visit the [Exhibitor Services](#)
- ✓ **All PPT presentations must be uploaded at the Speaker Preview Room maximum 2 hours before the time of the presentation. It may be that the Product Theatre space is not connected to the Speaker Preview room, in that case, presentations will need to be uploaded on the laptop directly by the Speaker/sponsor.**