



44TH EUROPEAN CONGRESS OF CYTOLOGY BUDAPEST, 1-4 OCTOBER 2023

Sponsorship Information 44th European Congress of Cytology Budapest, 1-4 October 2023

Budapest, August 2022

Dear Sirs,

For the fourth time since the foundation of EFCS in 1969, Budapest is honoured to host the upcoming 44th European Congress of Cytology. On behalf of the Organising Committee of ECC 2023 to be held in Budapest, Hungary from 1 to 4 October 2022, we have the pleasure of inviting you to participate in the meeting.

The two leading mottos of the conference are „**combined intelligence**” and „**melting point**”. Combined intelligence was defined by Dr. Fred Stewart in 1933: “*Diagnosis by aspiration is as reliable as the combined intelligence of the clinician and the pathologist make it*”

The melting point of a substance is the temperature at which a solid and liquid phase may coexist in equilibrium.

The main purpose of the Congress is to find the acceptable equilibria points following discussions, debates during sessions, slide seminars, companion meetings - using everywhere the participants combined intelligence

For the sponsoring and/or exhibiting companies we compiled this manual to provide with all relevant information for participation. We have attempted to cover all aspects, if some details still need to be clarified, K&M Congress PCO Ltd. will be at your disposal.

All congress documents follow GDPR guidelines.

This manual is also available on the congress website: <https://cytology2023.eu/sponsors>

CONGRESS WEBSITE

Please visit the congress website for information updates: <https://cytology2023.eu>

Website menus include information on

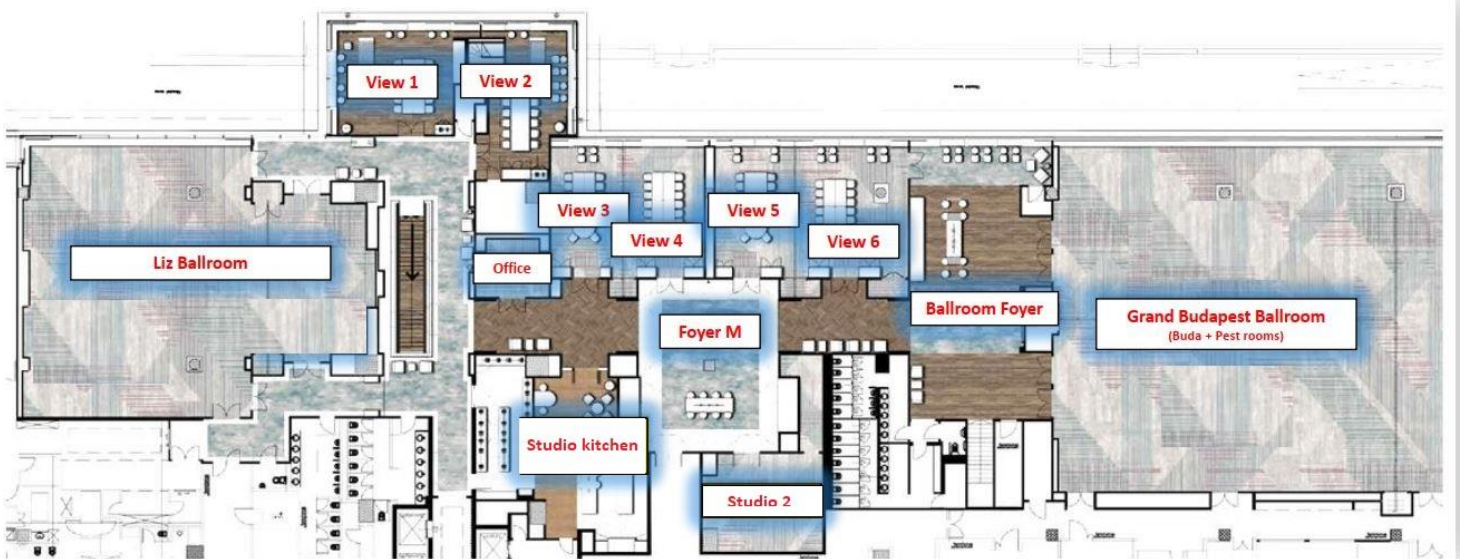
- The Meeting Location
- Important Deadlines
- Main Topics and Preliminary Scientific Program
- Registration Fees
- Social Program
- Hotels
- General Information

MEETING VENUE**Hotel Marriott Budapest**

Apáczai Csere János u. 4., H-1052 Budapest, Hungary

www.marriott.com/hotels/travel/budhu-budapest-marriott-hotel/

Budapest Marriott Hotel welcomes its guests with modern style, exceptional service and an unbeatable location. Tucked along the banks of the Danube River, the hotel is near some of Budapest's landmarks, from the Chain Bridge to Buda Castle. Intuitively designed rooms and suites, all recently updated in a major renovation, offer scenic views of the river and home-like comforts including high-speed Wi-Fi and an ergonomic work-space. The hotel provides 1,600 square meter of versatile space and can accommodate conferences for up to 650 guests.

**SPONSORING**

For the valued partners in the industry we would like to offer various sponsoring, advertising and exhibition options. Please check the categories and services below.

PLATINUM SPONSOR - Price: 25,000.00 EUR + VAT¹

Package includes:

- Promotion of the company as a Platinum sponsor of the congress with company logo.
- Rental of meeting room up to 50 PAX for three days *or* 9 sq.m. exhibition space (without installation).
- Free registration for 10 active participants.
- Advertisement in the mobile application of the congress.

GOLDEN SPONSOR - Price: 15,000.00 EUR + VAT¹

Package includes:

- Promotion of the company as a Golden sponsor of the congress with company logo.
- 6 sq.m. exhibition space (without installation).
- Free registration for 5 active participants.
- Advertisement in the mobile application of the congress.



44TH EUROPEAN CONGRESS OF CYTOLOGY BUDAPEST, 1-4 OCTOBER 2023

SILVER SPONSOR - Price: 10,000.00 EUR + VAT¹

Package includes:

- Promotion of the company as a Silver sponsor of the congress with company logo.
- Free registration for 5 active participants.
- Advertisement in the mobile application of the congress.

COMMERCIAL EXHIBITION

An exhibition will be staged during the Congress, providing companies the opportunities to display and demonstrate their latest products. Minimum order floor space: 6 sq.m.

Floor-space-only includes:

- 1 table
- 3 chairs
- electrical supply

Cost: 300.00 EUR + VAT¹ per sq.m.

Floor space with stand construction includes:

- stand construction with aluminum frame and white wall elements
- name board in our standard lettering
- 1 display unit with shelf (100 X 50 X 100 cm)
- 1 table (80 X 80 cm)
- 4 chairs
- 1 fluorescent fitting / m²
- 1 electrical socket with 3 outlets
- 1 plastic paper basket

Cost: EUR 350.00 + VAT¹ per sq.m.

A range of stand furniture and plants for hire will available for the exhibition. For a price list please write to the PCO.

1) VAT – Reverse charge VAT applies to companies with an EU VAT number, outside of Hungary and “third country” companies with VAT number. All other companies (including Hungarians) will have to pay +27% VAT.

ADVERTISING

Website

All supporting companies will be displayed on the congress website in alphabetical order and in standard lettering free of charge. Company logo and a link to the website can be displayed at a fee.

Newsletters

Company logos can be displayed in the information newsletters to be sent to the EFCS community during the preparation of the congress (minimum 4 newsletters)

Special editions of the congress newsletter can be sent out with specific company information.



44TH EUROPEAN CONGRESS OF CYTOLOGY BUDAPEST, 1-4 OCTOBER 2023

Webinars

Companies may hold live and interactive webinar broadcast for up to 2 hours via the ECC 2023 Congress website cytology2023.eu. The price includes the hosting of the prerecorded webinar without interactive elements on the same website.

Mobile application of the congress

The mobile application will contain full scientific programme, texts of all abstracts (free papers and posters) to be presented during the congress, social programme, plan of congress venue including exhibition area, and all other relevant information. The application will be available for mobiles with iOS and Android platforms.

A 1440x260 px banner can be placed centred at the bottom of the application's interface, with a link to an off-site website. If there are multiple banners, they rotate every 5 seconds.

Badges

Each participant will receive a name badge, which must be worn throughout the congress. The sponsor's name and/or company logo will be printed on all badges.

Advertising Rates

Company logo on the website	500.00 EUR + VAT ¹
Company logo with link on the website	1,000.00 EUR + VAT ¹
Company logo in the general newsletters (min. 4)	1,000.00 EUR + VAT ¹
Special edition newsletter	1,500.00 EUR + VAT ¹
Webinar	5,570.00 EUR + VAT ¹
Banner in the mobile application	500.00 EUR + VAT ¹
Company logo on the congress badge	5,000.00 EUR + VAT ¹

COMPANY SYMPOSIA

Companies may hold 15-minutes symposia as part of the main program.

Cost: 10,000.00 EUR + VAT¹

1) VAT – Reverse charge VAT applies to companies with an EU VAT number, outside of Hungary and “third country” companies with VAT number. All other companies (including Hungarians) will have to pay +27% VAT.

ETHICAL MEDTECH – CVS

The congress has been submitted to Ethical MedTech CVS: EMT28964

GENERAL TERMS AND CONDITIONS

Use of the congress logo

Companies are entitled to use the conference logo on invitations and promotional documents directly related to their participation. The conference logo can be obtained in electronic format from the organiser. Only the official logo can be used.



44TH EUROPEAN CONGRESS OF CYTOLOGY BUDAPEST, 1-4 OCTOBER 2023

National and international regulations

Companies must comply to all national and international rules and regulations related to advertising and promotion of all products and services as part of the booth. The organiser bears no responsibility for non-compliance to this rule by the Company.

Catering

Food or beverage served on the stand should be ordered from Budapest Marriott Hotel.

Exhibition dates and hours

Exhibition dates:	1-4 October 2023	
Exhibition hours:	14:00-18:00	Sunday, 1 October
	08.00-18.00	Monday, 2 October
	08.00-18:00	Tuesday, 3 October
	08:00-14:00	Wednesday, 4 October
Build-up	08:00-14.00	Sunday, 1 October
Break-down	after 14:00	Wednesday, 4 October

Admission to the exhibition

All congress participants have free access to the exhibition on presentation of their respective badges.

Manning personnel should be formally registered with K&M Congress PCO Ltd. and should wear congress badges in the congress venue. Each exhibiting company will be given *two free registration*. Other members of the stand personnel will have to pay the Exhibitors's fee to be admitted to the registration and exhibition area.

Custom Clearance Services

All shipments made by the exhibitors must be cleared from the customs. Please do not indicate the Budapest Marriott Hotel as consignee on the invoice of the shipments only as a delivery address, because Budapest Marriott Hotel is not allowed to arrange any loading, warehousing services and customs clearance operations. Please note, neither the Budapest Marriott Hotel nor K&M Congress PCO Ltd. or the Hungarian Society of Pathologists are liable for any damage caused by late shipments, or uncleared items for customs.

Payment

50 per cent of the total amount due is to be paid upon reservation, against a pro-forma invoice, on the date given on the invoice. Full payment is due on 15 September 2023. Exhibitors can use the services they ordered only if the total amount has been paid.

Cancellation

Cancellation and refund requests must be submitted to the organiser in writing.

Cancellation received

until 30 April 2023: free cancellation and full refund of the fees paid less bank charges;

from 1 May - until 31 July 2023: 50% of the fees must be paid / refund of the fees: 50% less bank charges;



44TH EUROPEAN CONGRESS OF CYTOLOGY BUDAPEST, 1-4 OCTOBER 2023

from 1 August 2023: 100% of the fees must be paid / no refund of the paid fees.

Any refunds of deposits paid will be made after the conference. All bank charges resulting from such a refund will be at the charge of the Company. The Company will not be entitled to any interest that the organiser may have derived from deposits made by the Company.

Liability

Any damage, loss, injury caused or sustained by the Exhibitor, his contractors, workmen, personnel or agents will be the responsibility of the Exhibitor. Exhibitors are responsible to provide their own insurance policies covering all risks.

The period of liability of the exhibitor shall be deemed to run from the time the exhibitor or any of his staff, agents or contractors first enter the exhibition hall and to continue until all exhibits and property have been removed.

Health and safety at work

It is the responsibility of the Company to ensure that his employees, staff and temporary staff comply with the latest legislation regarding health and safety at work.

In case you have any questions to be clarified in advance or should you need any assistance, please do not hesitate to contact us anytime!

We are looking forward to welcoming you at ECC2023 and remain at your disposal.

Yours sincerely

László Vass, MD PhD, FIAC
Chairman of the Congress

Katalin Mátray
Head of the Congress Bureau