

Muziekgebouw

BIMHUIS

# SPONSOR PROSPECTUS



**ESDE2025**  
**AMSTERDAM**

Sunday 11 • Tuesday 13 MAY 2025



Muziekgebouw aan 't IJ



The European Society for  
Diseases of the Esophagus





# ESDE

The **European Society for Esophageal Disease (ESDE)** is an international, multidisciplinary society devoted to the study and treatment of benign and malignant esophageal diseases.

The aims of the ESDE are:

- To contribute to the knowledge of esophageal pathophysiology in its largest sense, to the optimal diagnosis and treatment of esophageal disorders and to the establishment of scientific connections between experts in this field;
- To promote the exchange of scientific and medical knowledge of the esophagus among specialists in the field including gastroenterologists, gastrointestinal and oncological surgeons, paediatric surgeons, medical oncologists, radiotherapists, radiologists, pathologists, ENT specialists, basic scientists, specialist care nurses, dieticians and other professionals.

The ESDE is the premier multi-disciplinary European organisation covering all aspects of esophageal diseases and disorders. Its annual meetings aim to gather all specialties involved in the clinical management and research of esophageal diseases. The recent, rapid developments in molecular biology, diagnosis, staging and treatments for esophageal both benign and malignant diseases require continuous education.

Besides offering an exquisite opportunity to connect with your peers all interested in the domain, the target of this ESDE Annual Meeting is to highlight and spotlight the never -ending quest for new insights in the field of esophagology.

Annual Meeting of the  
European Society for  
Esophageal Disease (ESDE)

AMSTERDAM 2025



# Welcome to **ESDE2025**



As chair of the organising committee and the scientific programme committee it is my pleasure to invite you to partner up with us for the annual meeting of the European Society for Esophageal Disease (ESDE) which will be held from 11 - 13 May 2025 in Amsterdam, the Netherlands.

We aim to welcome over 250 specialists (in the treatment of esophageal cancer patients and treatment of GERD) from around the world, being upper GI surgeons, medical oncologists, gastroenterologists, radiotherapists, nurse practitioners, fellows and residents in these specialities. At ESDE 2025 we will be offering a premier opportunity for highlighting products and services to global opinion leaders and decision makers in the esophagus and gastric diseases field.

All sponsorship opportunities will offer prominent recognition in all printed materials and on the congress website, acknowledging industry's generous support. We invite you to become involved in the forthcoming ESDE 2025, considering it as a unique opportunity to interact with your target audience and your corporate visibility.

We will be in touch very soon to discuss why you should partner up with ESDE 2025. On behalf of the organising and scientific committee,

Kind regards,

**Mark I. van Berge Henegouwen**

Professor of upper GI surgery  
At Amsterdam UMC and the University of Amsterdam



# Conference **Location**



 **Muziekgebouw aan 't IJ**

Piet Heinkade 1

1019 BR Amsterdam

[www.muziekgebouw.nl](http://www.muziekgebouw.nl)







# Target Audience

**Specialists in treatment of esophageal cancer patients** | upper GI surgeons, Medical oncologists, gastroenterologists, radiotherapists, nurse practitioners, fellows and residents in these specialties.

**Specialists in the treatment of GERD** | Upper GI surgeons, Gastroenterologists, nurse practitioners, fellows and residents in these specialities.

**ESDE normally attracts 250+ delegates**



# Sponsor **Opportunities**



The Annual Meeting of the ESDE2025 is expected to attract 250+ delegates from all around Europe, offering a premier opportunity for highlighting products and services to global opinion leaders and decision makers in the esophagus and gastric diseases field.

All sponsorship opportunities offer prominent recognition in all printed materials and on the congress website, acknowledging industry's generous support. We offer four different partnership packages: platinum partner, gold partner, silver partner and exhibitor.

We invite you to become involved in the forthcoming ESDE2025, considering it as a unique opportunity to interact with your target audience and to maximize your corporate visibility.





## Platinum Partner | € 35.000

- Exhibition area - 16 sq.m.
- 5 full Conference & Exhibition registrations
- 2 Exhibition registrations

### Maximum visibility for

- Acknowledgments in the congress scientific program (preliminary and final)
- Acknowledgments in the congress website (link to corporate homepage)
- Acknowledgments signage with company logo at the congress venue
- Acknowledgments projection with company logo in the meeting rooms
  
- One video message of max 30 seconds which will be displayed prior to one of the plenary sessions.
- One video in the event app and on the congress website.
- One push notification per congress day of 140 characters max.
- Company page in app with possibilities to upload 2 brochures, 2 video's, contact details of staff and logo with link.
- Access for 3 persons to welcome reception
- 25% discount on additional sponsor opportunities

## Gold Partner | € 25.000

- Exhibition area - 12 sq.m.
- 3 full Conference & Exhibition registrations
- 1 Exhibition registration

### High visibility for

- Acknowledgments in the congress scientific program (preliminary and final)
- Acknowledgments in the congress website (link to corporate homepage)
- Acknowledgments signage with company logo at the congress venue
- Acknowledgments projection with company logo in the meeting rooms
  
- Company page in app with possibilities to upload 2 brochures, 2 video's, contact details of staff and logo with link.
- Access for 2 persons to welcome reception
- 15% discount on additional sponsor opportunities



## **Silver Partner | € 17.500**

- Exhibition area - 9 sq.m.
- 2 full Conference & Exhibition registrations
- 1 Exhibition registration

### **Medium visibility for**

- Acknowledgments in the congress scientific program (preliminary and final)
- Acknowledgments in the congress website (link to corporate homepage)
- Acknowledgments signage with company logo at the congress venue
- Acknowledgments projection with company logo in the meeting rooms
- Company page in app with possibilities to upload 1 brochure, 1 video and logo with link.
- Access for 2 persons to welcome reception

## **Exhibitor | € 10.000**

- Exhibition area - 6 sq.m.
- 2 Exhibition registrations

### **Standard visibility for**

- Acknowledgments in the congress scientific program (preliminary and final)
- Acknowledgments in the congress website
- Acknowledgments signage with company logo at the congress venue and meeting rooms
- Mention in app and compact company profile
- Access for 1 person to welcome reception



# **Additional Sponsorship Opportunities**



## **Breakfast Session (Tuesday)**

On Tuesday morning we have designed the programme in a manner that there is room for a sunrise session or breakfast session of 45 minutes.

For the breakfast session we will be using room xxx where you will have access to a beamer, screen and PA system. The maximum capacity of this room is xxx persons.

As a partners you are at liberty to choose the content and topic. However, the organisers will need to approve the chosen content and topic.

**€ 10.500**

## **Lunch Symposium (Monday and/or Tuesday)**

The way we have designed the programme of ESDE 2025 we have created 2 opportunities for our partners to organise an industry symposium of 45 minutes.

For these lunch symposia we will be using the main plenary room in which you as a partner will have access to all the audiovisual equipment we've already set in place for the conference.

As a partners you are at liberty to choose the content and topic. However, the organisers will need to approve the chosen content and topic.

**€ 13.500**



# Hospitality Boat

## Price on request

We offer our Platinum Partners an exclusive opportunity to invite a select group of delegates to join them on a one-hour river cruise over the Amsterdam Canals.

As **Muziekgebouw aan 't IJ** is directly located on the river and has its private jetty, we can give you access to typical and classic salon boat for a maximum of 35 people. On board lunch and/or drinks and snacks will be provided.

This opportunity is limited to our Platinum and Gold Partners. Platinum Partners have first choice, Gold Partners have second choice.







## Hospitality Rooms

**€ 4.000**

Throughout the duration of the conference, you will have access to a private room for a maximum of 10 persons.

We will provide the once only set-up in the room and a small fridge with lemonades. Any additional catering requirements can be ordered up front or on site.

## Training/workshop Rooms

**€ 9.500**

Training rooms can be used for demonstrations, training or workshops. Partners are free to compose their own time slots and duration of the training.

(Pre-) registration for the training is to be organised by the partner. The room can be hosted and branded by the industry partner. The training programme can be scheduled during the scientific programme on **Monday and Tuesday**.

ESDE will announce the training room in the congress programme. Participants are encouraged to attend all training sessions.

Partners are allowed to place a flexible and removable pop-up stand in front of the room. Facilities include electricity. No further furniture or equipment.

The room is available for set up on Sunday, dismantling on Tuesday evening. Minimum room space of 30 m<sup>2</sup>.



## Window stickers

**Price on demand**

The windows of the Muziekgebouw aan 't IJ are an excellent opportunity to communicate your corporate message. These glass windows of 5 meters wide and almost 15 meters high are exceptional!

Because the windows also offer a spectacular view of Amsterdam, and we don't want to deprive the delegates of this beautiful view we will be using semi-transparent stickers offering you as a partner a great way to communicate your message and giving the delegates the best of both worlds.

This offer is truly unique and can only be booked by one partner. Platinum partners have first choice, Gold partners have second choice, other partners have third choice.







## Welcome Reception

**€ 7.500**

On **Sunday 11** May the welcome reception for alle delegates will take place. We would like to offer one of our partners the opportunity to sponsor this reception.

In return we will offer you the opportunity to address the delegates during a short welcome speech of max. 3 minutes. For the welcome reception you can provide banners and roll ups which will be displayed in the room.

As a partner of the welcome reception, you have the exclusive right to join with 4 people instead of the maximum of 2.

## Catering Service

**Coffee break | May 12 or May 13**

**€ 3.000**

**Lunch | May 12 or May 13**

**€ 5.000**

Complimentary coffee breaks and standing lunches will be served daily during the congress to all participants. The serving points will be in the exhibition halls. The company could provide banners and roll ups to be displayed in the catering area. The company will also obtain acknowledgment signs with logo positioned at lunch buffets.

## Logo on crew clothing

**€ 4.500**

During the conference, our ESDE 2025 team will be wearing branded ESDE clothing. We would like to offer one partner the opportunity to co-brand this clothing with us.



# Contact

For any enquiries and bookings please contact Mr. Paul  
Gruijthuijsen, sponsormanager **ESDE2025**

 [sponsors@esde2025.com](mailto:sponsors@esde2025.com)

To make a booking we would need your full contact details and  
VAT number (if applicable).

For other questions: [congress@esde2025.com](mailto:congress@esde2025.com)

Conference Secretariat

Congress Creation/Artifex

De Lairessestraat 117

1075 HA AMSTERDAM

Office

E-mail

Website

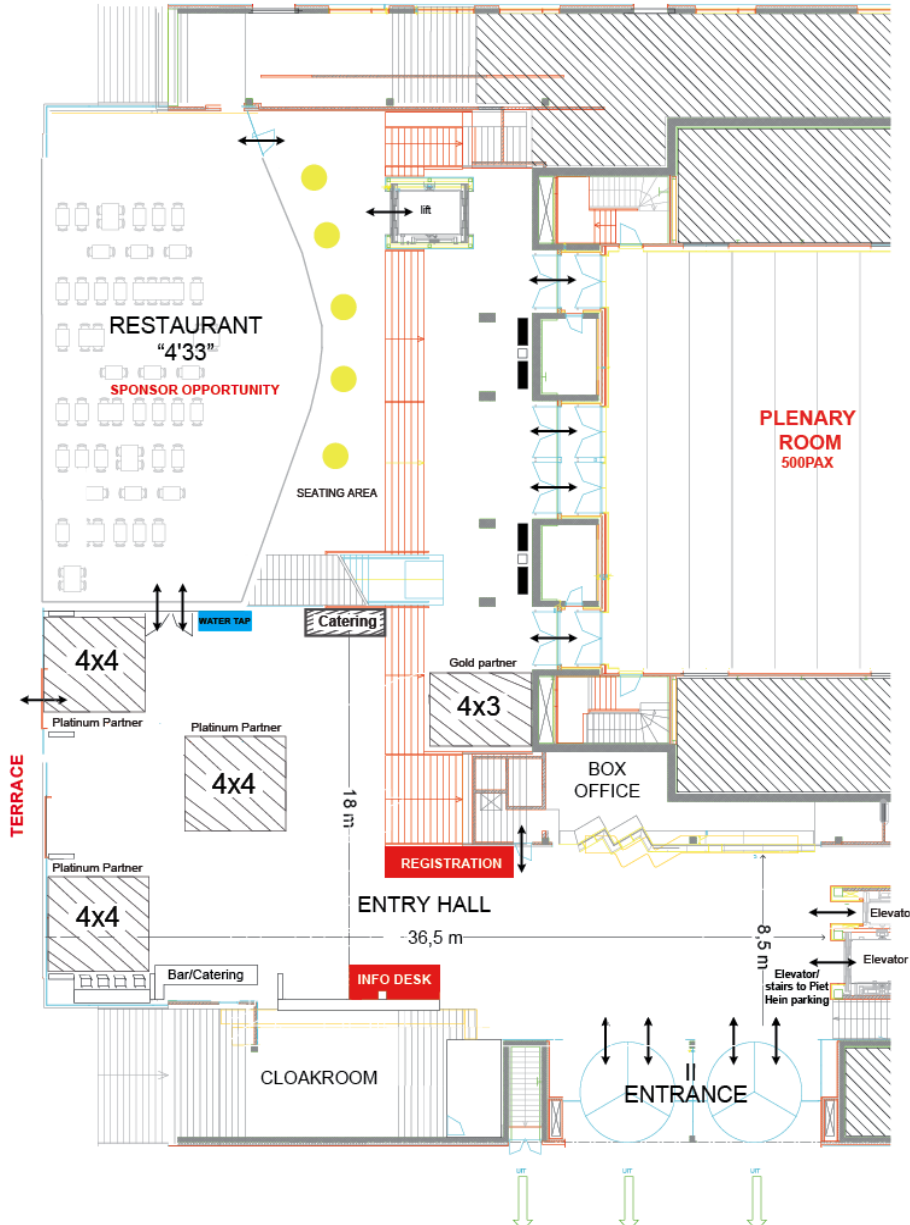
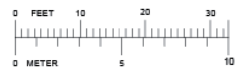
+ 31 (0)20 420 20 60

[congress@esde2025.com](mailto:congress@esde2025.com)

[www.esde2025.com](http://www.esde2025.com)







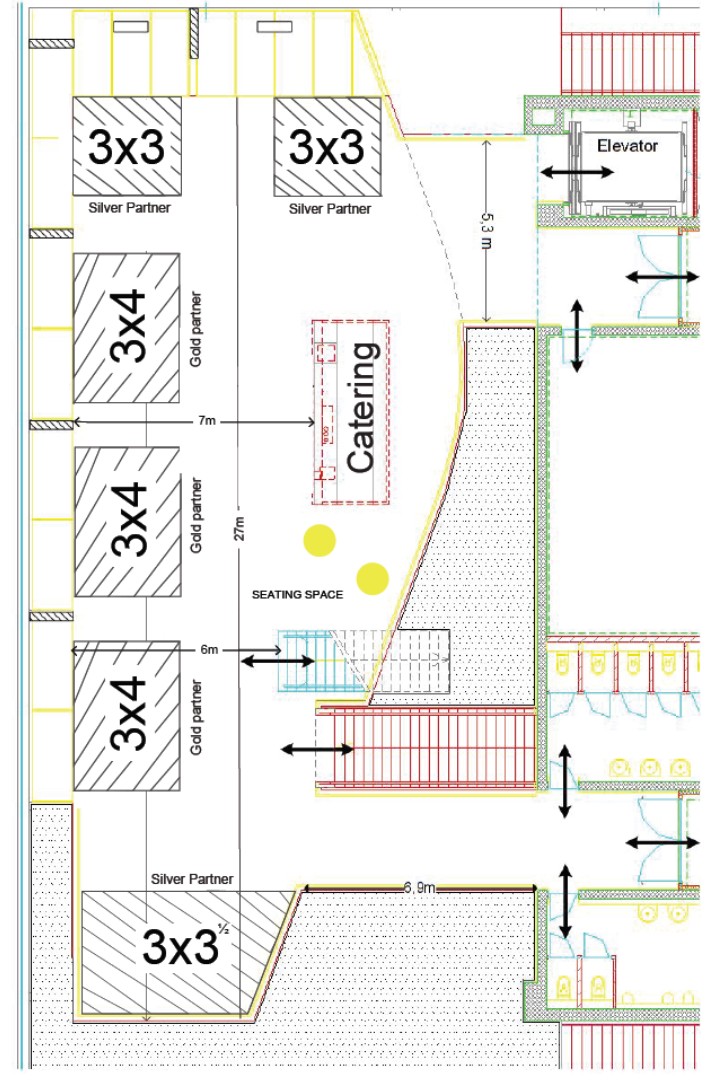
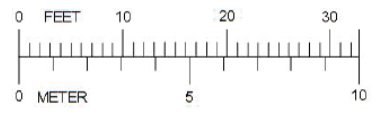
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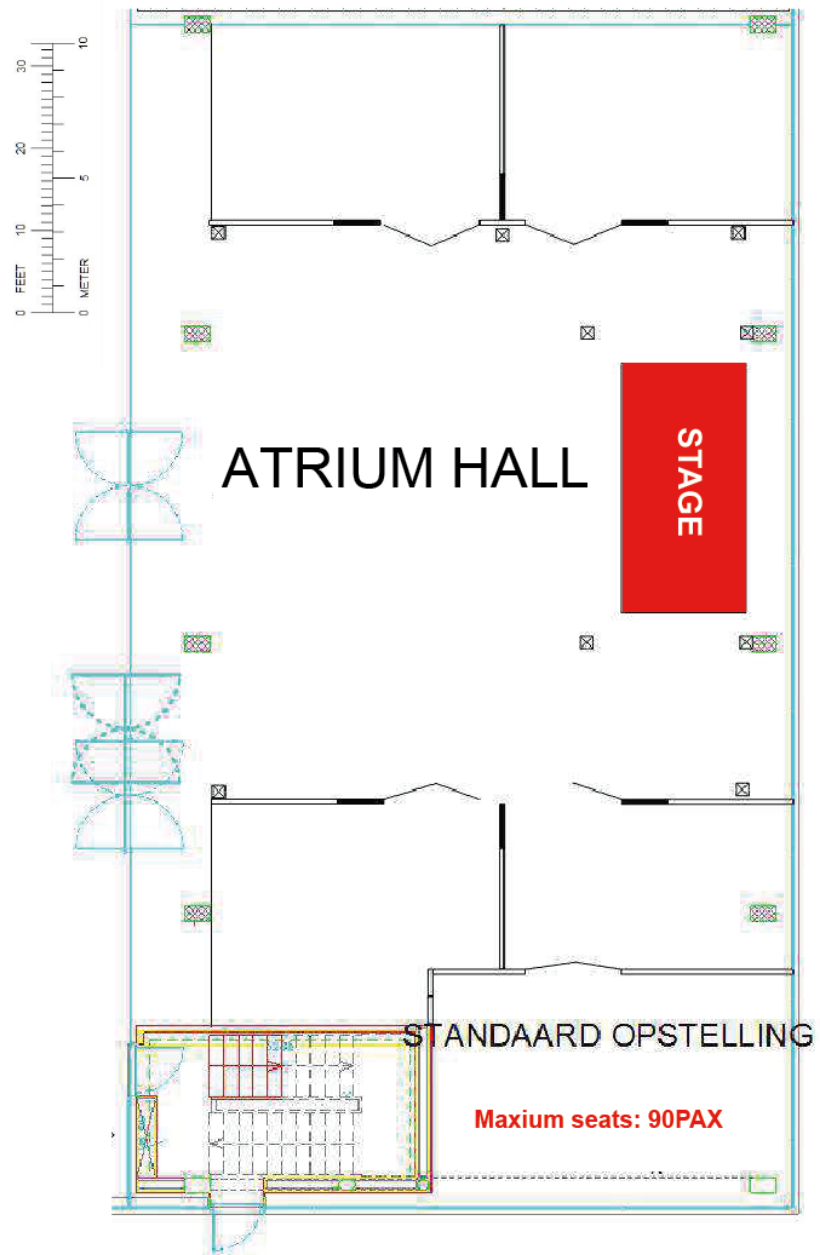


# FOYERDECK 1



## LEVEL 1



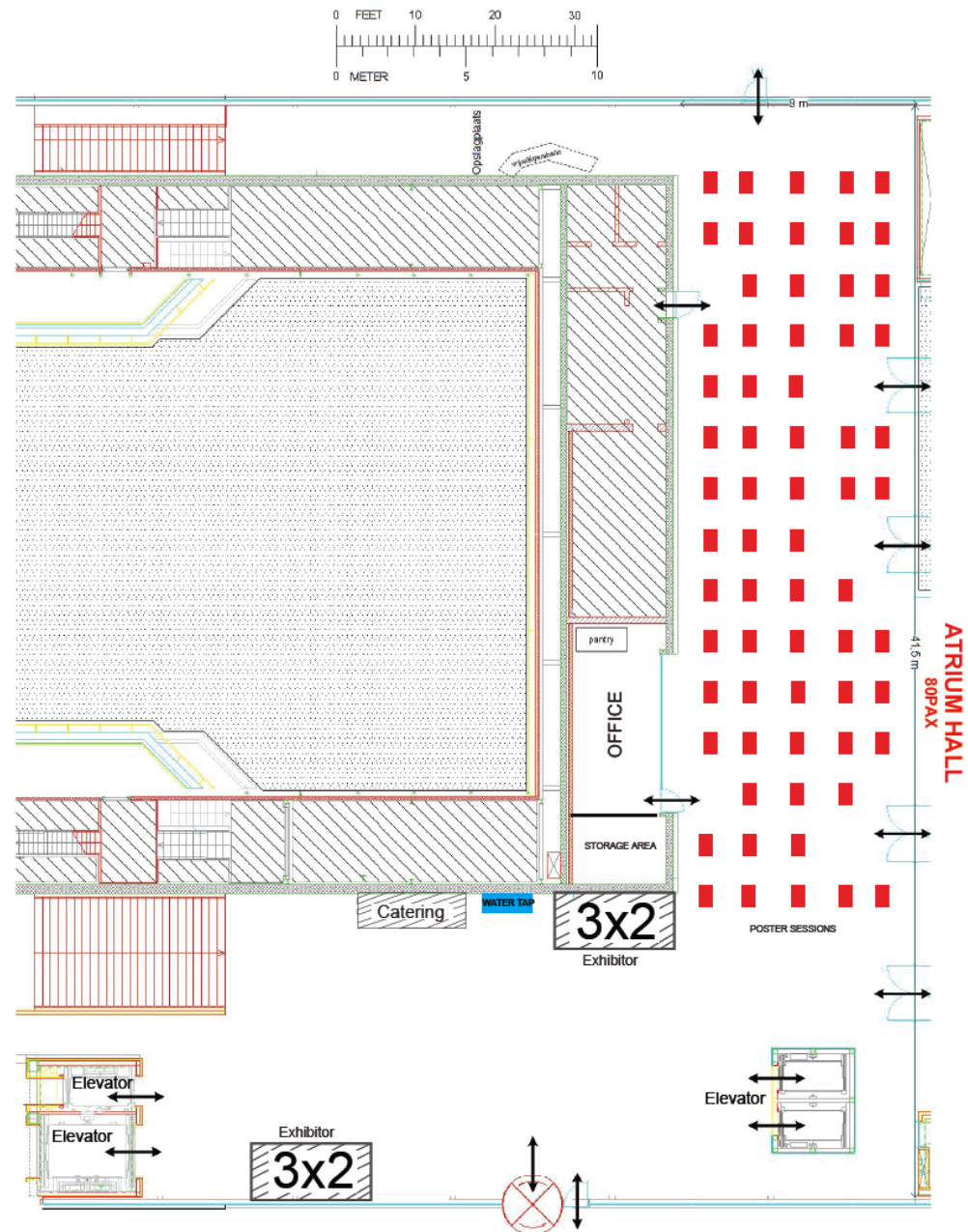


LEVEL 2

Atrium Hall







LEVEL 2 ATRIUM  
squarefoot 525m2



# Terms & Conditions



Congress Creation/Artifex has been entrusted by the ESDE with the general logistics and organization of the ESDE Annual Meeting 2025, here below referred to as “the Event”, to be held from **11th to 13th May 2025 in Amsterdam, the Netherlands**. Congress Creation/Artifex may also be referred to as ‘The Organisers” here below.

Congress Creation/Artifex may also be referred to as “The Organisers” here below. The person or Organization making a reservation to book an exhibition space buying an advertisement or becoming a sponsor to the Event may also be referred to as “the Buyer”. Both the Organisers and the Buyer may also be referred to as “the Parties”.





## **Reservations**

In the absence of a specific written contract between the Parties, the email confirmation of the reservation constitutes a firm commitment and compels, if applicable, the subscriber to accept both the general terms and conditions, the exhibition rules & regulations as well as all the specific conditions related to the Event. No verbal nor telephone agreement will commit the Organisers unless confirmed in writing.

Reservations will be attributed in order of arrival unless specific event conditions state differently and are subject to payment in full and the agreement of the Organisers. Once the reservations have been confirmed, no change will be possible without the Organisers' written agreement. All payments must be received by the Organisers prior to the Event as per the general or specific Event conditions. No Buyer will be allowed to be listed as a sponsor/exhibitor/advertiser in the Event publications nor begin move-in operations until full payment is received by the Organisers according to the here below-stated conditions.

As for the Exhibition, the floor plan presented in the exhibition brochure is noncontractual. It is subject to acceptance by the Local Public authorities and its official Fire & Safety Regulation Services. The Organisers reserve the right to change if deemed advisable, the location, size and layout of the surfaces requested by the exhibitor.

## **Reservation confirmation conditions**

For reservations received an invoice will be issued once the completed reservation form is received by the Organisers. Payment of 50% deposit is due upon receipt of the invoice. Should payment not be received by Congress Creation/Artifex within this time frame, the Organisers reserve the right to cancel the corresponding reservation and charge the 50% deposit. The total balance due is to be settled by April 30th, 2025, at the latest. Non-payment by this stated deadline may lead to cancellation of the reservation (booth or any other item), and without reimbursement of the sums paid.

## **Acceptance of reservations**

The Organisers reserve the right to refuse reservations from Buyers not meeting standard requirements nor expectations and reserve the right to curtail or close stands, wholly or partially, that reflect unfavourably on the character and the purpose of the Event.

Any outstanding fees due from past events from the Buyer to the Organisers may result in the refusal of the reservation until the payment of such outstanding fees has been received by the Organisers. The reservation would then be considered by the Organisers based on availability at that specific time.

## **Payment Instructions**

The Organisers (Congress Creation/Artifex) are the sole competent and authorized company to receive payments for this Event.

- Bank transfer to the order of ESDE 2025/ Congress Creation/Artifex – Payment details will be indicated on your invoice (For any bank transfers the Buyer must indicate the reason for payment on the transfer form, e.g., sponsorship, booth payment, advertising etc.).
- The Organisers also accept the following credit cards under certain conditions: VISA, MASTERCARD, EUROCARD and AMERICAN EXPRESS.





## **Cancellation conditions (applicable to all reservations)**

All cancellations must be made in writing to Congress Creation/Artifex. The Organisers shall retain:

- 25% of the agreed amount due if the cancellation is made before 10<sup>th</sup> of September 2024.
- 50% of the agreed amount due if the cancellation is made between 11<sup>th</sup> of September 2024 and 9<sup>th</sup> of December 2024.
- 100% of the agreed amount due if the cancellation is made after 9<sup>th</sup> of December 2024 or after.

After a reservation has been confirmed, a reduction of booth space, a modification of booth type or any other kind of item reduction, is considered as a cancellation and will be governed by the above cancellation policy. As for the exhibition, a reduction in space may result in relocation of exhibit space at the discretion of the Organisers.

## **Local and site regulations**

Buyers shall abide by the local and site regulations with respect to law and order, as well as safe and security. The Organisers will take appropriate action against those who do not comply with the regulations. The Organisers have the authority to demand removal/ change of any tools/papers/ documents/ structures which are not in accordance with the Event rules or even cancel the participation of the Buyer. The decision of the Organisers will be final and binding.

## **Entry to the event venue and exhibition**

Buyers shall abide by the local and site regulations with respect to law and order, as well as safe and security. The Organisers will take appropriate action against those who do not comply with the regulations. The Organisers have the authority to demand removal/ change of any tools/papers/ documents/ structures which are not in accordance with the Event rules or even cancel the participation of the Buyer. The decision of the Organisers will be final and binding.

## **Use of rented space and building rules**

The use and branding of exhibit space may not exceed the rented surface. The height limitation as communicated in the Exhibition Service Manual must be respected both for physical and visual devices (e.g., lasers, gobos, etc.).





## Insurance

The Buyer 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 material exhibited (theft, damage, etc...) along with public liability covering the permanent or occasional staff employed by the Buyer, present at the Event. None of the Organisers' Insurance will cover the Buyer's activities during the Event. The Buyer must maintain at their own expense public liability insurance covering legal liability in respect of:

- (i) Damage to any real or personal property, including any damage to the Venue or to any fitting, equipment, or other property in the Venue.
- (ii) injury to, or death of, any person arising out of or in connection with the Buyer's participation in or attendance at the Event; and
- (iii) their employees, agents, and contractors.

(b) The period of insurance shall be from the time the Buyer first enters the Venue until all their exhibits have been properly removed to the satisfaction of the Organiser.

(c) The Buyer will indemnify and hold the Organiser and its representatives harmless in respect of all costs, claims, liabilities, losses, demands, proceedings, and expenses to which the Organiser and its representatives may in any way be subject as a result of the Buyer's participation in the Event.

(d) If the Organiser so demands the Buyer must provide proof to the Organiser that the Client has adequate insurance coverage.

(e) The Organiser will not, in any event, be held responsible for any loss or damages whatsoever (including loss of profits suffered by the Buyer) as a result of any restrictions or conditions which prevent the construction, erection, completion, alteration or dismantling of the Buyer's stand or for the failure of any service normally provided at the listed Venue, for the cancellation or parttime opening of the Event either as a whole or in part, or for amendments or alterations to all or any of the 'Terms & Conditions caused by any circumstance not within the Organiser's control.

The Organisers strongly recommend the Buyer to obtain adequate cover for travel cancellation, health, accident, and cancellation insurance before they depart to the Event or leave their country.

## Failure to occupy space

Exhibitors not occupying booth space by 11 May 2025, will forfeit their booth space without refund. The space may be resold or used by the Organisers.





## **Force majeure**

In the Case of Force Majeure, the event dates may be changed, or the latter may be purely and simply cancelled, the Organisers are not liable for failing to perform their obligations under this Agreement due to acts of God, natural disasters, pandemics, war, civil disturbance, or government action preventing the Organisers to perform their obligations under this Agreement where the cause is beyond the Organiser's reasonable control (each a Force Majeure Event). The Organisers will provide written notice to the Sponsors, partners & exhibiting companies within a commercially reasonable time and use best efforts to resume performance as soon as reasonably possible. The Organisers may propose to amend the Services, notably by proposing an alternative venue and/ or dates, that the Sponsors, partners & exhibiting companies shall consider in good faith and shall not reject without valid and objective reasons. In case the Event date is postponed or cancelled for reasons beyond the Organiser's control (Force Majeure Event), the Organisers shall charge a 10% fee to the sponsors, partners & exhibiting companies covering services reasonably caused by the termination of this Agreement or the cancellation of the Event, and the time spent by the Organisers to mitigate the effects of the Force Majeure event.

## **Security**

Likewise, and especially in case of risk of harm to any person's security (and independently from any case of Force Majeure), the Event Organisers reserve the right to change the Event location and, if necessary, to move the Event to another country or region than the one initially planned. The Event cancellation conditions stated below shall apply; the Organisers strongly recommend that Buyers subscribe adequate insurance covers and adequate cancellation insurance. In the Event of litigation, jurisdiction falls under the Amsterdam Law Courts alone.

## **Interpretation of the regulations and amendments**

The Organiser 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 Buyer. Congress Creation/Artifex reserves the right to change or to complete the here-enclosed regulations without prior notice, but the Buyer will be informed.

## **Exhibitor/sponsor-services manual**

A Services Manual will be sent to every duly registered Buyer a few months before the Event. This manual contains all the necessary information regarding general conditions, safety regulations, booth set-up and arrangement conditions, description of the booth, specification documents and maps along with order forms and prices for all necessary services (telephone, electricity, transport, storage...) required by the Buyer.





## **Health and safety laws and regulations at work**

It is the responsibility of the Buyer to ensure that his contractor, employees, displays and exhibits all comply with the latest legislation regarding Health and Safety at Work regulations. The Organisers cannot be held responsible for the Buyer's non-compliance to these laws and regulations and is entitled to stop booth building or remove the booth if the latter is not compliant with the local regulation and this without any possible claims against the Organisers.

## **Third party companies**

The Organisers will communicate exclusively with clearly identified third party Companies officially mandated by the Buyer (participating exhibitors and sponsors). Queries received from third party Companies (i.e., communication and press agencies) which do not clearly indicate which Buyer they are representing will not be answered. It is the responsibility of the Buyer to inform the Organisers of the full contact details of the third-party Companies they are working with.

## **Press conferences and side events**

Press conferences and side events, as a meeting, virtual meeting, or networking event, organized by the Buyer or its duly authorized representatives may only be organized at times specified by the Organisers. The Organisers must be notified of any planned press conferences and all journalists must be officially registered to attend the Event.

## **Health and safety laws and regulations at work**

It is the responsibility of the Buyer to ensure that his contractor, employees, displays and exhibits all comply with the latest legislation regarding Health and Safety at Work regulations. The Organisers cannot be held responsible for the Buyer's non-compliance to these laws and regulations and is entitled to stop booth building or remove the booth if the latter is not compliant with the local regulation and this without any possible claims against the Organisers.

## **Onsite promotion**

Promotion onsite (at the Event) must be limited to the confines of the exhibit space, and/or to the meeting rooms rented by the sponsor/ exhibitor. It is completely forbidden to distribute any documents/gifts or any other type of goods in the common areas of the Event to promote your company. The Organisers reserve the right to close their booth if the Buyer is also exhibiting at the Event. Buyers holding any type of event outside the conference center without authorization will see their participation to the Event automatically cancelled without any reimbursement.

## **VISA and documentation required to travel to the country of the event**

Entry and visa information is available at: <https://www.netherlandsworldwide.nl/visa-the-netherlands> It is recommended that you plan your travel in advance and apply for your visa early, should you need one. The Organisers are NOT responsible for arranging visas. No exhibition nor registration fee refund will be issued for cancellation or nonattendance due to failure to obtain a visa.

