European Society of Pathology

Appendix 1–
ECP Industry Guidelines

The European Society of Pathology, hereinafter referred to as ESP – has developed the **"ECP Industry Guidelines"** in order to ensure the smooth functioning of the official congress activities and optimal attendance by registrants and to maintain the highest level of ethics, fairness and transparency in our interaction with each other.

A Sponsor is any individual or organization that covers the costs of an activity, event, or exhibition within the framework of ECP 2027, and in return, is granted the right to advertise during the respective activity or event.

The guidelines govern the relationship between the ESP and the involved Sponsor before, during and after the annual ECP. Every Sponsor needs to accept the Annex 1 – ECP Industry Guidelines when booking via the application forms for ECP 2027.

Please read the guidelines carefully and share with the necessary colleagues and agencies involved in the organisation of your ECP activities.

For more detailed information regarding Sponsor levels and options, exhibition space, dates and deadlines, please see the **Invitation to the Industry.**

Date of publication and effective from October 2026.

Codes of Practice and Pharmaceutical Product Promotion

All companies and associations participating in ECP 2027 are advised to consult the guidelines and codes of practice applicable.
The Sponsor hence accepts all liability in all cases of non-compliance with these codes.

- **EFPIA – European Federation of Pharmaceutical Industries and Associations**
  Code of Practice
- **MedTech Europe – Represents the European Medical Technology Industry**
  Code of ethical Business Practice
- **EACCME® – The European Accreditation Council for CME**
  EACCME Industry Guidelines

Industry Symposia Guidelines

Programme & Faculty

Industry symposia organised by the pharmaceutical companies, the medical device industry or other companies will have, as their main objective, the dissemination of scientific data and innovation, which will enhance the congress experience for all participants. The organiser of each industry symposium must assume the responsibility for overseeing that the messages and conclusions presented during the symposium are based on hard scientific data.

The programme proposal will not be accepted if it is judged to be promotional rather than educational.
The programme of an industry symposium is not affiliated with ECP and the responsibility for the content remains with the company. However, the symposium programme is to be approved by the ECP Scientific Committee.

Symposium and presentation titles, speakers' names as well as the Sponsors' name will be included in dedicated sections on the ECP website and on the congress platform after approval by the ECP Scientific Committee. Sponsors may publish their programme, abstracts and proceedings themselves.

All faculty need to be onsite to hold their presentations, there is no virtual participation possible which feed into the live symposium.

Travel expenses, hotel accommodation and congress registration for speakers/chairs are not included in the price for an industry symposium and speakers/chairs need to be registered for ECP 2027.
To check whether a symposium speaker/presenter is part of the programme faculty and/or has commitments with the official programme, please consult the online programme on the ECP Website. **Please note that active members of the ECP Scientific / Organising Committee and the ECP Council are not permitted to speak in or chair ECP industry symposia.**

The organising company is responsible to obtain the copyrights and relevant permissions from each speaker who will present during the industry symposium and to ensure that speakers provide any potential conflicts of interest on the first slide of the presentation.

Programme Approval

Industry symposia will be running in parallel with other industry symposia.

The possibility to change the booked symposium slot to another timing, is subject to availability of the new slot. Please note that in such circumstances no refund or credit for the difference in slot timing rates will be provided by ESP. Symposia slots cannot be "reserved" as bookings are made on a first-come, first-served basis as well as based on the sponsorship level.

The deadline to submit provisional industry symposium programme details for approval is 7 April 2027. The following information needs to be submitted to
congress@esp-pathology.org

- Working title of the symposium
- Three preferred time slots
- Short summary of the general content of the symposium
- Tentative speakers' names and titles of their presentations

The ECP Scientific Committee will approve titles of industry symposia after 23 April 2027.

ESP will send a notification of allocated session rooms to the Sponsor in May 2027.

Photo, Filming and Recording

The company organising a given industry symposium has the exclusive right to take photos and film during their symposium after approval by ESP.

Broadcasting

Live: Symposia from the onsite lecture halls will be broadcast live on the congress platform if the sponsor has booked this in advance. Live broadcasting of industry symposia by the organising industry Sponsor is not permitted on external platforms. Industry symposia will hence only be streamed to the ECP 2027 congress platform.

Delayed: Recordings of the live streamed broadcast of a symposium will be available on the ECP virtual platform for ECP 2027 registrants, until the platform closes.

Symposium organisers will receive the link to the recording of the symposium for their own usage post-congress.
In case automatic placement of the recorded symposium on the congress platform is not desired, this must be expressed in writing to **congress@esp-pathology.org** to guarantee omission of the recordings from the platform.

The organising company is responsible to get consent from all speakers for the filming and/or live broadcasting of the industry symposium.

Promotion & Give-Aways

All advertising measures (invitations, adverts, etc.) promoting the industry symposium need to show the note: **"This symposium is not affiliated with ECP"**. All artworks in relation to the industry symposium shall be submitted to **congress@esp-pathology.org** for prior approval. It is the sole responsibility of the Sponsor to work with ESP to receive approval of materials.

Give-aways and printed matters may only be distributed in the space rented by the company in the exhibition hall, in their own company meeting rooms and flyers may be distributed 30 min prior to their symposium directly in front of the respective lecture room. Such material must not be distributed in any of the official congress hotels.

- Sponsors may set up 1 roll-up-banner for their symposium at the Congress Venue on the day of the symposium and take it down after the symposium (production and set-up at sponsor's own discretion and expense).

- Sponsors may publish their own programme, abstracts and proceedings themselves.

Companies are advised to adhere to industry standards (healthcare compliance rules) related to the value of give-aways they intend to give out in the lecture room of their symposium, which should preferably be of an educational or scientific nature. Contests, lotteries, raffles and quizzes are subject to approval by ESP.

Rehearsals, Set-up and Dismantling

Companies must adhere to the indicated start and end times of the allocated time slot. Extensions beyond the assigned timing are not allowed under any circumstances.

Companies will have access to the lecture room, where the industry symposium will be held, during the agreed rehearsal timeslot and 30 minutes prior the assigned starting time if ECP Scientific Programme allows. Lecture rooms should be completely vacated immediately after the end of the industry symposium. Please note that companies are responsible for removing all materials, waste, etc. from the room.

Installations or alterations to the rooms and the standard set-up can only be made with the explicit approval from ESP.

Rehearsals must be booked in advance by the respective companies. Please send your enquiry until 15 July 2027 to **congress@esp-pathology.org.**

Participation / Badges

All ECP on-site registrants have access to industry symposia. In general, exhibitor-only registrations do not entitle to have access to industry symposia (only access to own symposium is granted).

Sponsoring and Advertising

Allocation of Promotion and Advertising Options

In general, all advertising options and meeting rooms are offered on a first-come, first-served basis according to our booking process. If a booked item needs further allocation (e.g. allocation of time slot or placement, meeting room allocation), our ranking rules apply in case of overlaps of preferences with other Sponsors.

In order to ensure transparency, order and fairness for all sponsors, the following ranking rules apply to the allocation within the same sponsorship level and to all bookings received before the respective booking deadline for the ranking of the corresponding sponsorship level.

1st criterion Total amount of the financial contribution for ECP 2027.
2nd criterion If two or more sponsors make the same financial contribution, the date and time of the booking will be used as the criterion for the ranking.

The ECP Team, along with the Scientific Committee, will make every effort to accommodate the requests of sponsors and exhibitors when assigning the respective services.

Approval & Provision of Final Files

ECP approval is mandatory for all promotional materials. Final files for the promotional materials will need to be provided to ECP as per exact technical instructions/ specifications provided by ECP.
Sponsors need to adhere to deadlines issued by ECP with regards to provision of files for approval and final files. Detailed instructions, specifications and deadlines will be shared by ECP with the Sponsor individually per sponsoring item booked.

Company Meeting Rooms

Rooms can be rented for e.g. informal business meetings. Educational lectures or product placements are not permitted within these rooms.

Serving alcohol in Company Meeting Rooms is not permitted. All persons requesting access to the meeting rooms must be registered for ECP 2027 (congress and/or exhibitor registration required).

In the room rental, a one-time set-up in boardroom style is included. Any extra equipment is at the company's own expense.

The set-up of any signs (roll-ups, etc.) throughout the venue is not allowed.

Promotion

For certain sponsoring items ESP permits product advertising. All branding and advertising artworks need to be in compliance with the local codes of practice with regard to the promotion of prescription medicines and others, if applicable. Local regulatory approval is incumbent on the company booking the item.

Exhibition

Congress and Exhibition Layout and Stand Allocation

Allocation displays or related activities at the exhibition stands that do not reflect the scientific content of ECP will be considered as inappropriate.

To ensure transparency, order and fairness for all Sponsors, the following ranking rules apply for allocation purposes within the same Sponsor Level and for all bookings received before the booking deadline for ranking purposes **(20 April 2027).**

1st criterion Total amount of the financial contribution for ECP 2027.
2nd criterion If two or more sponsors make the same financial contribution, the date and time of the booking will be used as the criterion for the ranking.

After 20 April 2027, all bookings will be treated on a first-come, first-served basis.

Exhibitors will then be contacted by the ECP Industry Exhibition Management for booth space allocation according to their Sponsor level and ranking. ECP will make every possible effort to meet specified booth location requests and careful consideration will be given to all requests.

Booth selection/assignment process:

The final space assignments will be communicated in writing once ESP has a clear understanding of the number of attending exhibitors.

Space will be allocated in accordance with the Sponsorship level and the date and time of the booking. In addition to the criteria mentioned above, the following criteria will also be taken into account when allocating stands: structure of the exhibition, and the available premises.
Exhibitors who wish to avoid being placed next to a particular competitor should indicate this on the application form. While all requests will be carefully considered, the ESP cannot guarantee they will be met and reserves the right to relocate and reassign booths at any time for the overall benefit of the congress.

If necessary, ESP reserves the right to modify the size, shape, and location of the assigned stand even after the initial assignment. Exhibitors will be notified promptly of any such changes, and every effort will be made to provide an equivalent stand. Any adjustments in stand rental costs will be either reimbursed or invoiced accordingly.

Stand Assembly, Design & Stand-building Rules

In taking over the stand area, the exhibitor implies acceptance of existing and given circumstances, columns are as well part of the allocated exhibition booth space. To ensure a smooth course of events, exhibitors must obey all directives and instructions regarding the use of stands, their decoration, the use of self-designed and self-constructed booths and the fitting and furnishings of the booths.

The stand must be constructed in such a way as to comply with building, fire and other public safety ordinances.

Appropriate fire certificates must be brought on-site for all the materials used for stand construction.
The exhibitor is required to comply with any technical instructions issued to him. In any case, all guidelines for stand building, as included in the ECP Industry Guidelines, in the ECP Exhibition Manual as well as in the in-house rules and regulations of the congress venue are binding for all exhibitors. The floorplan and the Exhibtion Manual will be send to all confirmed exhibitors and sponsors within a fortnight after the stand application deadline which is on 20 April 2027.

General Requirements

- All exhibits must be confined to the spatial limits of their booth, as indicated in the final floor plan.
- Equipment to be shown or demonstrated must be placed in the exhibit space contracted but not directly on the stand border in order to ensure that the visitor viewing the equipment will be in the booth and not impeding aisle traffic. All products and services must be safe in the opinion of ESP and have the approval of appropriate authorities.
- All activities on the booth area, potentially attracting an audience and causing queues may not be placed immediately at the borders of the booth facing the aisles, as this might be impeding aisle traffic. Those activities must be clearly identifiable on the booth layout sent in for approval by ESP. ESP reserves the right to stop such activities on the booth immediately, if they are blocking passageways around the booth area.

Dismantling of Stands

The dismantling of stands may not commence until after the closing of the exhibition on the last day and according to the dismantling schedule published in the ECP Exhibition Manual. Exhibits which are not removed by the end of the dismantling period shall be removed and destroyed at the exhibitor's expense and risk. The costs of transporting and destroying stand construction and packaging material and similar shall likewise be charged to the exhibitor. Repair of damage to the exhibition rooms shall be charged to the exhibitor and may be carried out only on the lessor's instructions and by firms commissioned by the latter.

Promotion, Activities and Noise at Booths

The stands may only be used for exhibiting and advertising the exhibitors´ own products, materials or services but not for the sale of any products (exemption: publishing houses and bookstores). Exhibitors are prohibited from publicizing, distributing, and canvassing, and/or maintaining any activities, inducements, demonstrations, materials or displays outside the space assigned to them. ESP reserves the right to refuse applications from companies that do not adhere to the standard requirements or expectations and reserves the right to curtail or close exhibitors, wholly or partially, should they unfavorably reflect the nature and the purpose of the congress.

Give-aways and printed matters may only be distributed in the space rented by the company in the exhibition hall, in their own company meeting rooms. No such material may be distributed in any of the official congress hotels.

Companies are advised to adhere to industry standards (healthcare compliance rules) related to the value of giveaways they intend to give out, which should preferably be of an educational or scientific nature. Contests, lotteries, raffles and quizzes are subject to approval by ESP.
"Meet the Expert" sessions at the stand are not allowed during the official core scientific programme. Sessions can take place on the exhibitor's booth space. The max. length per session cannot exceed 15 minutes. The organisation and planning of the session lies with the exhibitor.

For sessions taking place on the exhibitor's booth, exhibitors must ensure that any audio used during the session is contained within the assigned exhibitor space and does not interfere with or prove objectionable to attendees or other exhibitors. To minimise noise and ensure a suitable environment for attendees and neighbouring exhibitors, ESP recommends the use of headphones or other individual audio solutions for Meet the Expert sessions. ESP and the exhibition manager reserve the right to request that exhibitors adjust or halt any activity that causes annoyance or interference to others. Surrounding aisles must remain unobstructed at all times.
Serving alcoholic beverages on stands is strictly forbidden.

The use, distribution or release of confetti or similar loose decorative materials is strictly prohibited within the exhibition hall and on exhibition stands.

Photographing, Filming at the Exhibition Space

The exhibiting company has the right to take photos or film their own booth at the assigned exhibition space. Photographing or filming outside this area without permission is forbidden. To request permission please contact **congress@esp-pathology.org.**

Congress Platform

The ECP is a hybrid congress, offering both an on-site event and the option to participate virtually through our congress platform.

The platform's interactive features are essential for both in-person and online delegates. No app download is needed, and access is possible through any browser on mobile devices as well as desktop use. From the platform's home page, a full virtual offer is accessible with a few clicks. This includes session streams and access to on-demand recordings, the poster exhibition, information about our Industry Sponsors and much more.

Participation / Badges

Stands must be staffed at all times during the hours of exhibition. The exhibition area is to be used only during the specified opening hours. Booth personnel with an appropriate exhibitor badge (including exhibitor & congress registration badges for company staff) are entitled to enter the exhibition area one hour before the official exhibition opening hours and remain in this area until 45 minutes after the exhibition officially closes to prepare and clean up the booth.

Exhibitors will receive several complimentary exhibitor registrations and the number of free exhibitor registrations will depend on the size of the exhibition booth. Exhibitor-only registrations do not entitle the badge holder to attend the scientific sessions or access the congress platform but a certain amount of free exhibitor & congress registrations will be issued to exhibitors according to their Sponsorship Level (please refer to the Invitation to the Industry).

General Guidelines

Industry Activities outside the Congress Venue

Industry meetings are to be held only at the congress venue where a number of meeting rooms are available. Virtual meetings and meetings outside the congress venue cannot be accepted during blackout times. This rule has been established to avoid attendees missing the scientific programme of the congress.

Furthermore, the company has to assure not to conduct any social or other activity that coincide with the scientific programme within the official congress hours (incl. the hours of industry symposia) and which would take people away from the congress venue. Transportation to such activities starting after the official congress hours must not be organised at times coinciding with the official congress hours.Please be aware of the ECP blackout times:

Saturday, 4 September	**16:00 – 20:00**
Sunday, 5 September	**08:00 – 19:00**
Monday, 6 September	**08:00 – 21:00**
Tuesday, 7 September	**08:00 – 19:00**
Wednesday, 8 September	**08:00 – 18:00**