



ERS CONGRESS | 2025

27 September – 1 October | Amsterdam, Netherlands

ERS SPONSORS SITE VISIT

AMSTERDAM

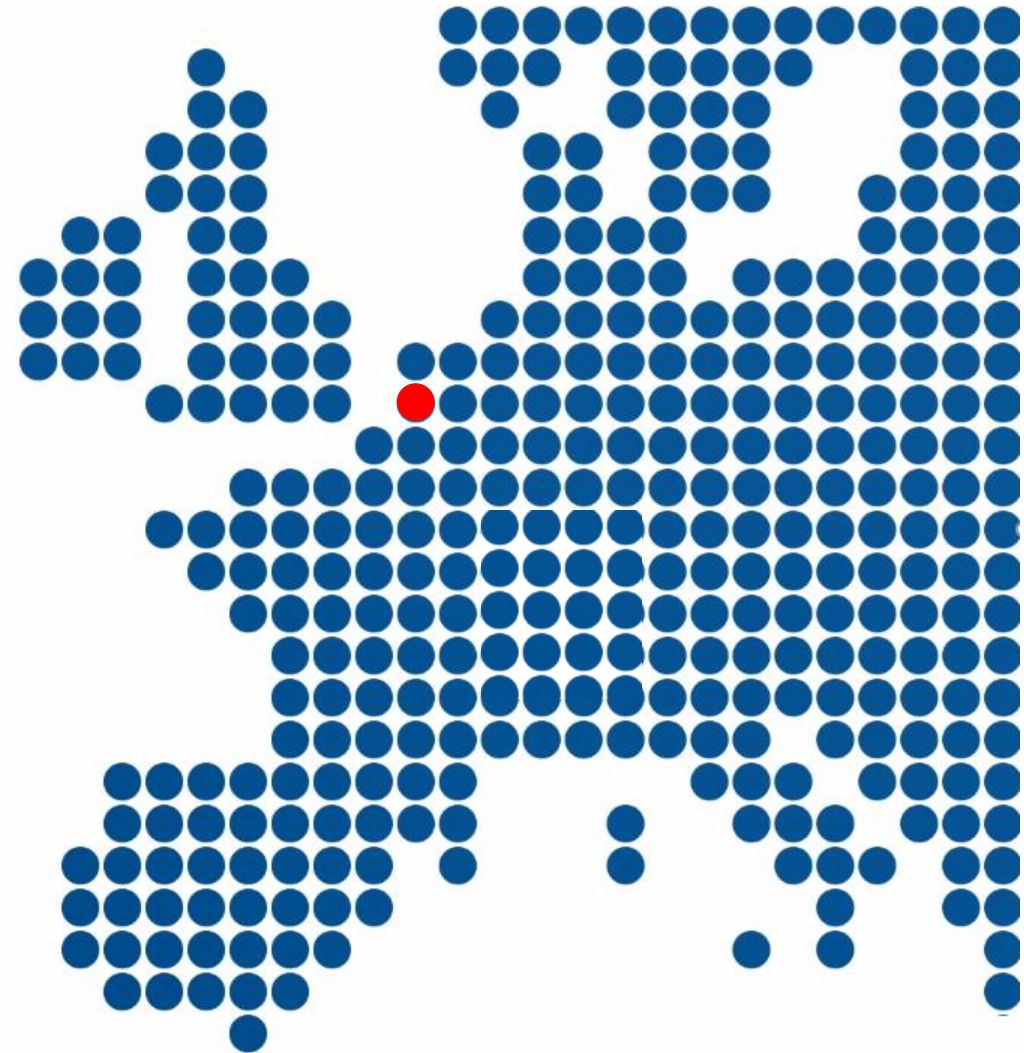


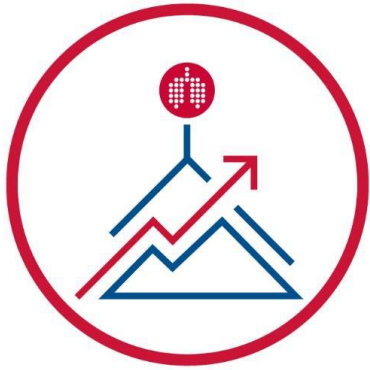
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Welcome from the ERS & Review from Vienna

S. Ryan, ERS President

- Largest scientific and clinical organization in respiratory medicine in Europe.
- ERS brings together physicians, healthcare professionals, scientists and other experts working in respiratory medicine.
- Growing membership: over 34,000 members in 163 countries





MISSION

to promote lung health and alleviate suffering from respiratory disease.

Three Pillars: Science, Education & Advocacy



Silke Ryan

President



*Joanna Chorostowska-
Wynimko*

President-elect



Monika Gappa

Past President

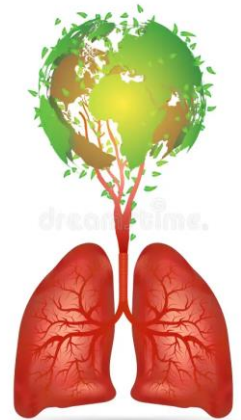


Marc Miravittles

Vice President

Congress Theme:

Respiratory Health Around the Globe



**Global burden of
disease from infancy to
the elderly**

**Challenges in respiratory
health worldwide,
differences and similarities**

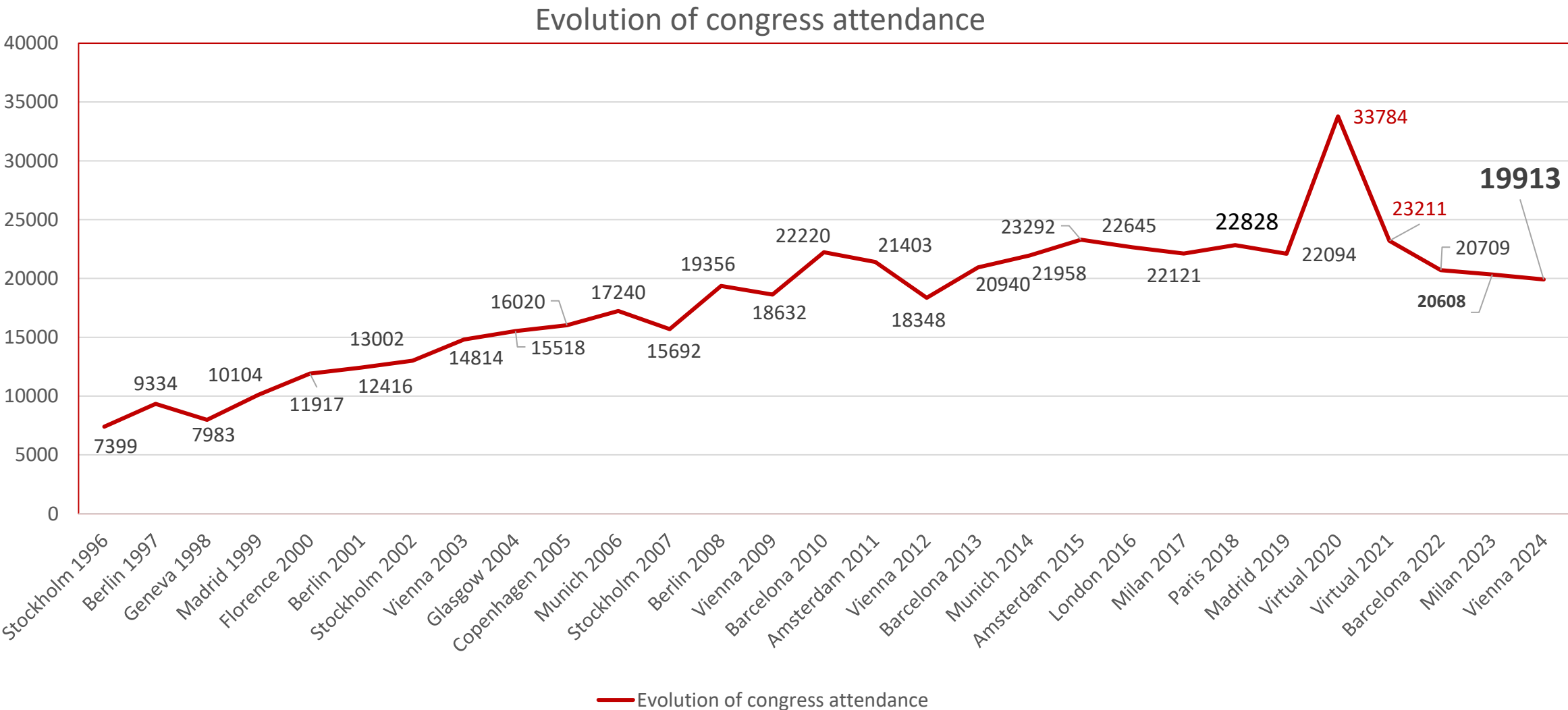
**Global solutions to
improve respiratory
health**

19'913

Onsite: 17'392

Online: 2'521

Congress attendance evolution



ERS Congresses - Overview

Virtual 2021		Barcelona 2022		Milan 2023		Vienna 2024	
United Kingdom	2182	United Kingdom	2217	United Kingdom	2246	United Kingdom	2116
Italy	1242	France	1105	Italy	1459	Germany	1201
India	1170	Spain	1091	France	1153	United States	1134
Germany	999	Germany	986	Germany	1133	France	1096
Spain	923	USA	912	USA	1113	Italy	1045
France	779	Italy	877	Spain	719	Netherlands	720
Switzerland	740	Netherlands	697	Switzerland	651	Switzerland	699
United States	737	Switzerland	635	Netherlands	641	Spain	690
Netherlands	701	Belgium	534	Belgium	526	Belgium	532
Portugal	663	Portugal	403	Australia	405	Austria	503

Vienna 2024 Registration Details – Onsite vs Online

Onsite	17,392
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Top 10 countries onsite reg.

Country	Total
United Kingdom	2116
Germany	1201
United States	1134
France	1096
Italy	1045
Netherlands	720
Switzerland	699
Spain	690
Belgium	532
Austria	503

On line	2,521
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Top 10 countries online reg.

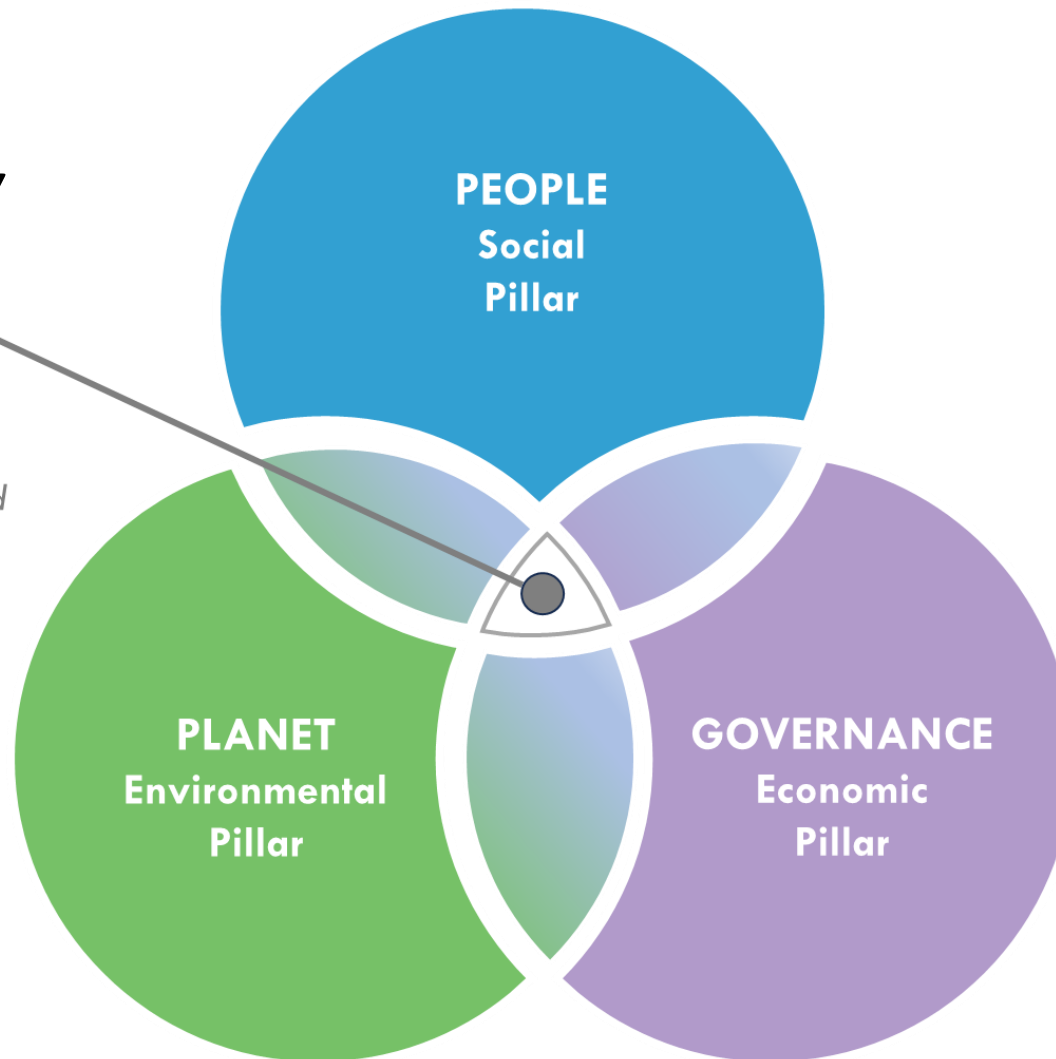
Country	Total
United Kingdom	640
Switzerland	181
Germany	174
Belgium	168
Netherlands	162
United States	117
Spain	87
France	83
Ireland	77
Australia	72

Sustainability – Key Focus of the ERS Strategy

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SUSTAINABILITY

The three pillars of sustainability strategy are deeply interconnected, and complement each other



Our Sustainability Strategy Rooted in Core Values

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27 September – 1 October | Amsterdam, Netherlands



ENVIRONMENT

We prioritize **reducing our environmental footprint** in all our activities, aiming for a **significant positive impact on air quality and climate health.**



SOCIAL

Our commitment promotes **healthcare access for all**, supports patient rights, **educates professionals** to **better serve** and **protect the vulnerable populations** and ensures our initiatives advance inclusivity, social justice, and equity.



GOVERNANCE

By integrating sustainable practices, **we serve as a catalyst** for the economic advancement of the respiratory health field, **inspiring innovation, establishing standards & policies**, and nurturing the development of future leaders.

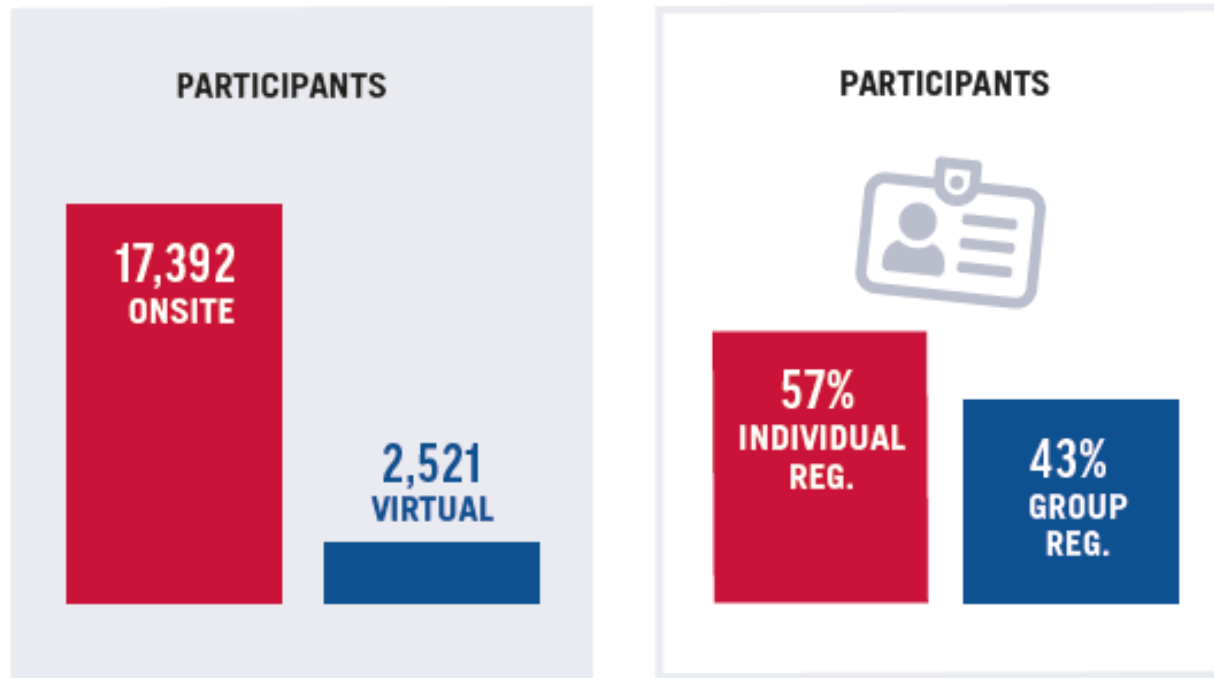


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Vienna Congress Feedback / Surveys

S. Sealy, ERS Marketing and Corporate Relations Director

Congress participants



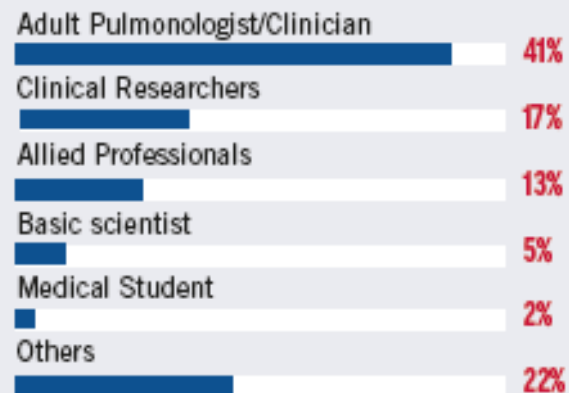
Number of countries represented: **133**

Congress participants - profile

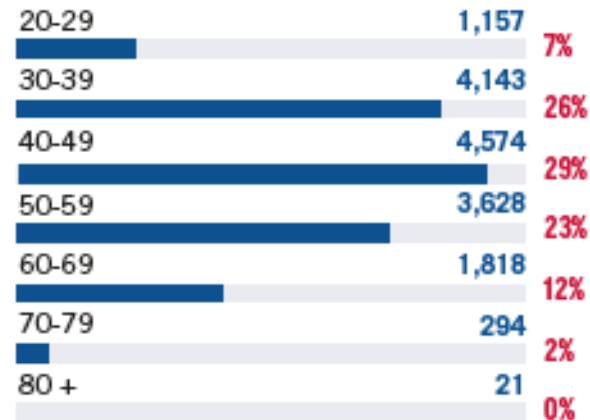
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27 September – 1 October | Amsterdam, Netherlands

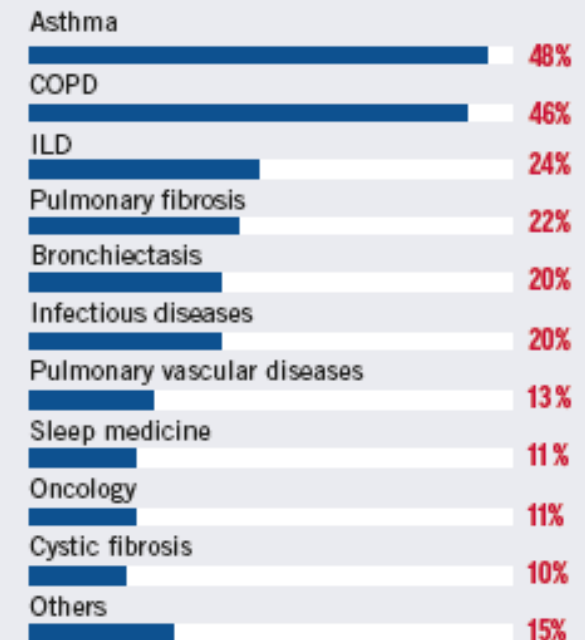
PROFESSIONAL ROLE (ALL PARTICIPANTS)



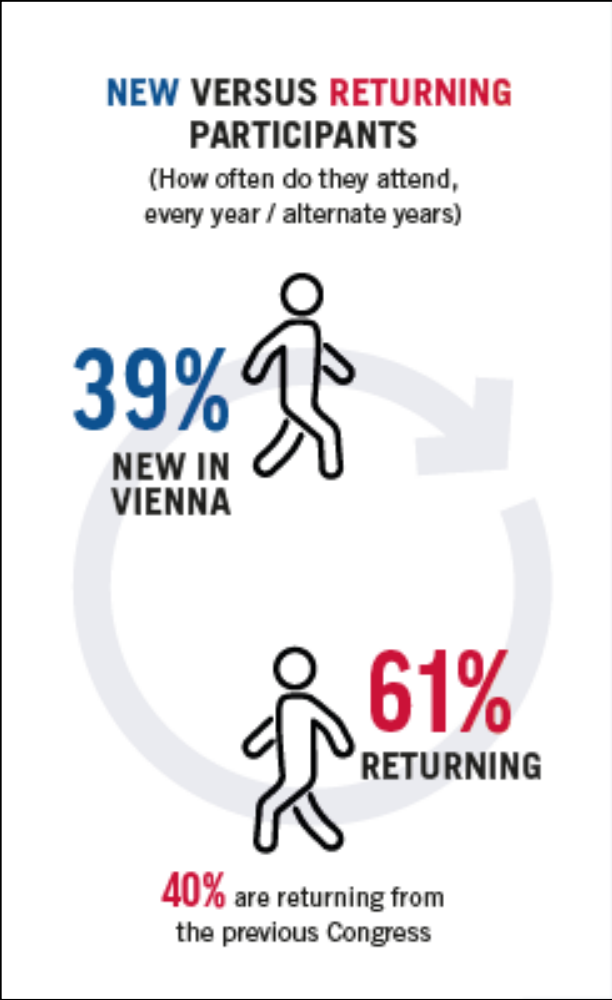
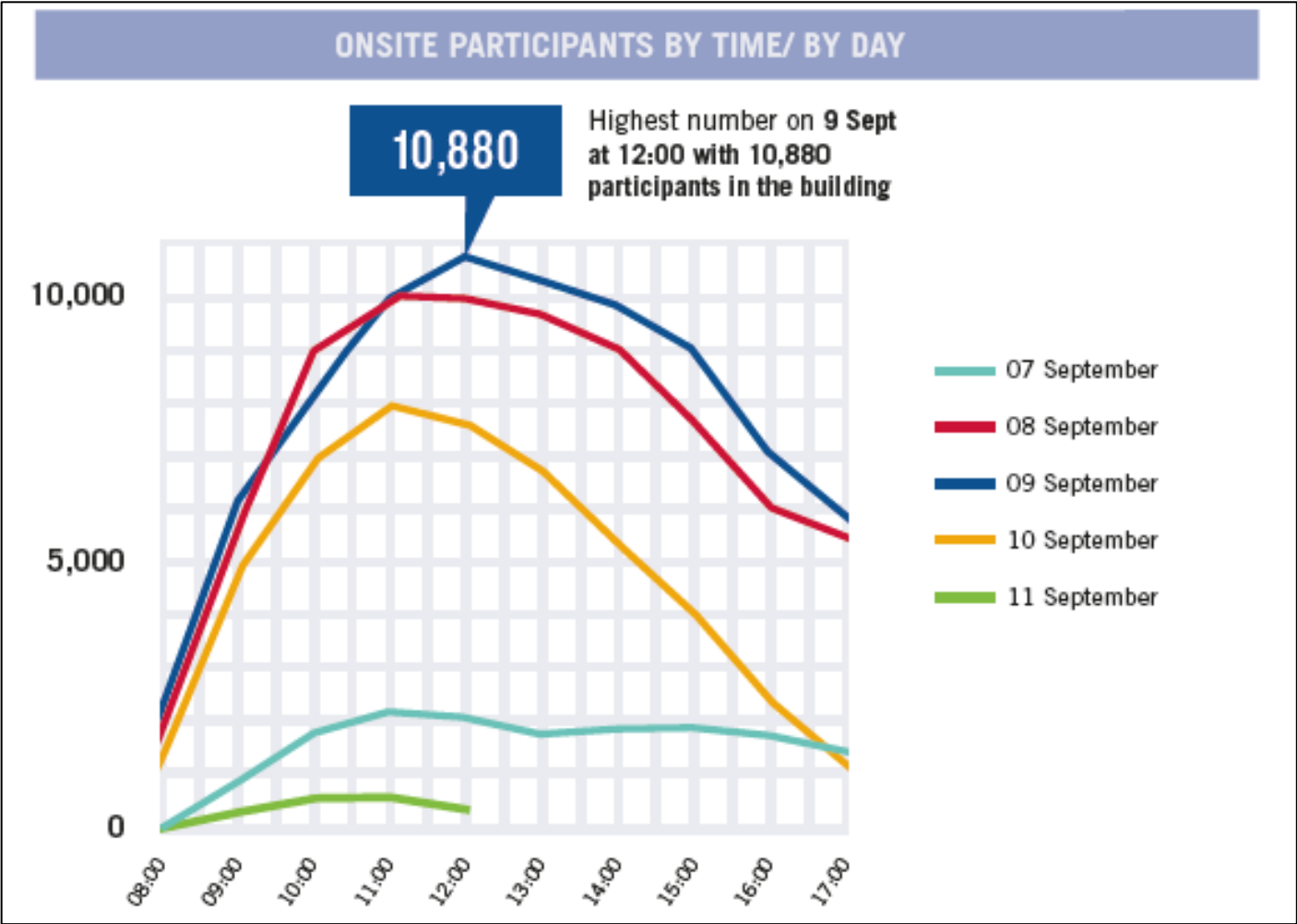
AGE GROUP



DISEASE INTEREST



Congress participants - participation



Abstracts and sessions

ABSTRACTS SUBMITTED



5,436

VS ACCEPTED



4,183

TOTAL NUMBER OF SESSIONS

(scientific, educational,
world village and sponsored)



510

Social media & sister societies

SOCIAL MEDIA COVERAGE

Impressions: **574,119**

Engagements: **47,223**

Post clicks: **34,664**

Across



NUMBER OF NATIONAL & REGIONAL SOCIETIES PRESENT AT CONGRESS



64

Located in the World Village

- 131 stands
- 104 device companies
- 27 pharmaceutical companies

5,800 sqm net

AVERAGE TIME SPENT



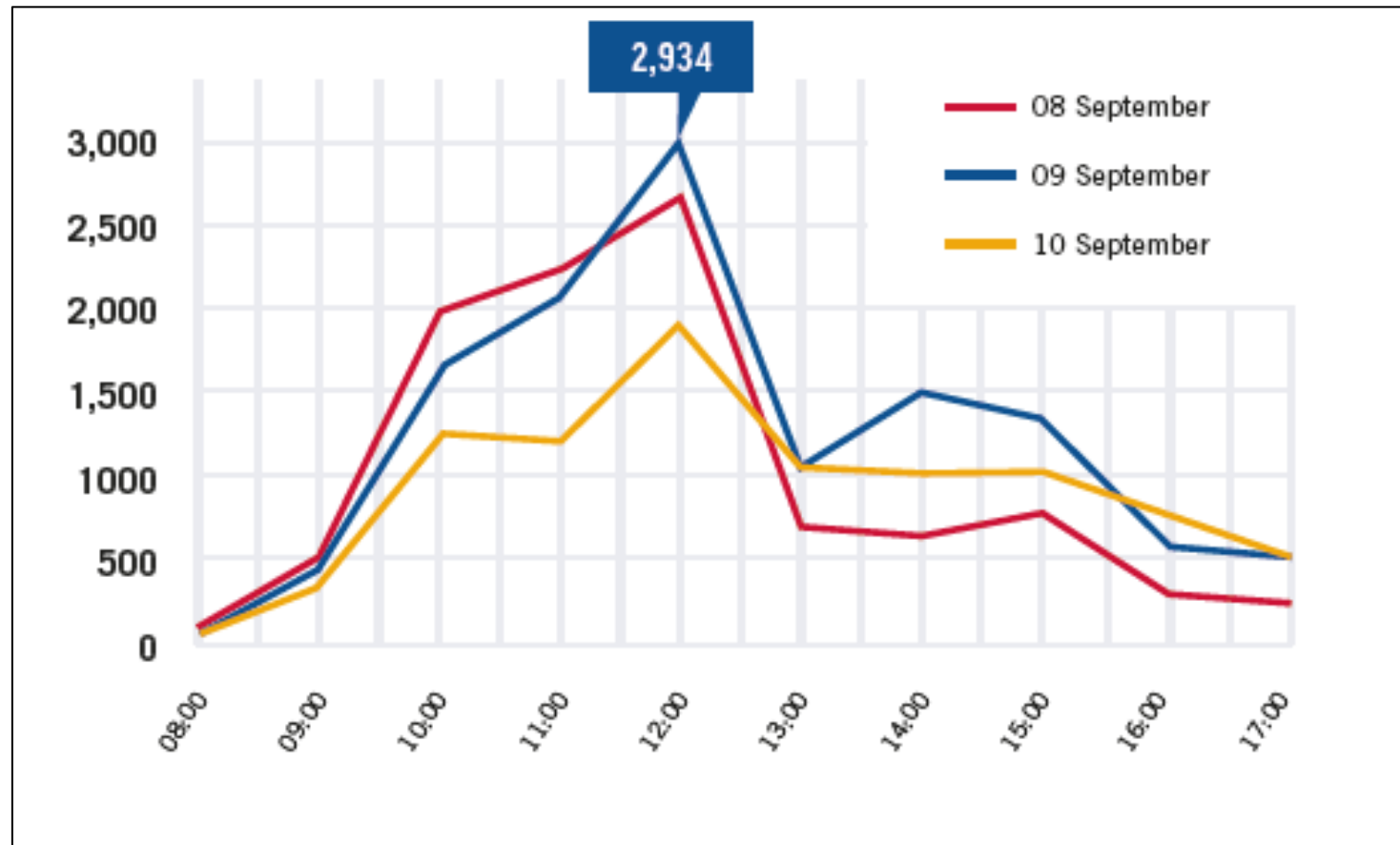
4h30

CONGRESS PARTICIPANTS
VISITING EXHIBITION



94%

Exhibition traffic

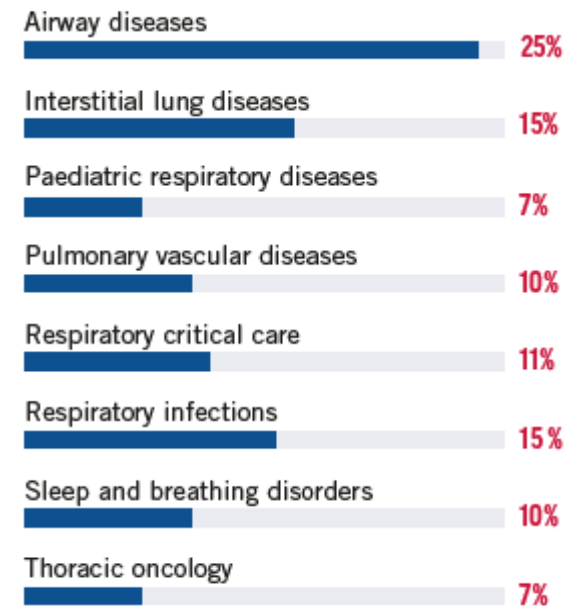


Exhibition – profile of visitors

PROFESSIONAL ROLE



DISEASE INTEREST



Onsite Industry sessions

NUMBER OF INDUSTRY SESSIONS



68

AVERAGE ATTENDANCE ACROSS ALL SYMPOSIA



86%

Livestreamed industry sessions

TOTAL NUMBER
OF LIVESTREAMED
SYMPOSIA



31

AVERAGE VIRTUAL ATTENDANCE
DURING THE CONGRES



239

(for industry sessions)

AVERAGE VIEW TIME
ACROSS ALL INDUSTRY SESSIONS



31,796

VOTES ACROSS
20 INDUSTRY SESSIONS

Congress platform

PLATFORM



Total page views:
6,630,110

Unique users:
11,954

USE OF REPLAY



12,511
Hours

AND

Unique visitors
4,330
postcongress

PROGRAMME



Total visits:
36,947

Unique users:
10,259

EMAILS' CLICK RATE



Unique OPENS

27,948



Average CTR

6,4%



OPENING rate

58%



Total CLICKS

8,948

Delegate research

Participants that visited the exhibition.

Visiting the exhibition

I have learned something that might help me in my role as a professional.



I have had an informative discussion with an industry expert or representative.



I have met industry colleagues that support my professional interest or projects.



I have watched an informative video.



I have handled / tested / sampled a medical device.



I have been offered coffee or other refreshment.



Why do you visit the exhibition?

	High value	Mid to High value
The opportunity to handle / test / sample a medical device?	30%	80%
The opportunity to watch an informative video?	22%	81%
The opportunity to have an informative discussion with an industry expert or representative?	37%	93%
The opportunity to learn things that might help me in my role as a professional?	49%	94%
The opportunity to meet industry colleagues that support my professional interest or projects?	41%	92%
Being offered coffee or other refreshments?	37%	86%

How do you select the stands?

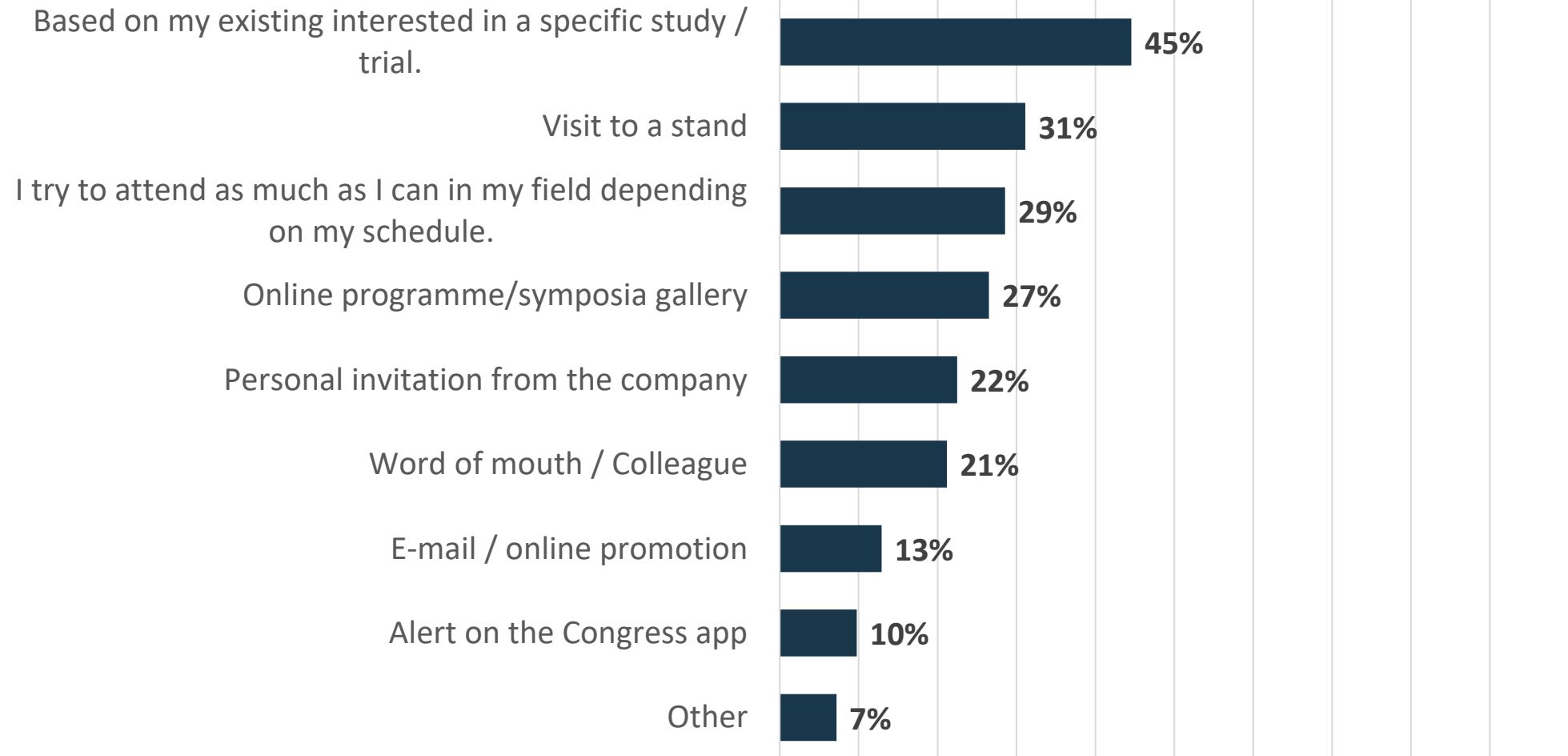


Experiences on stands

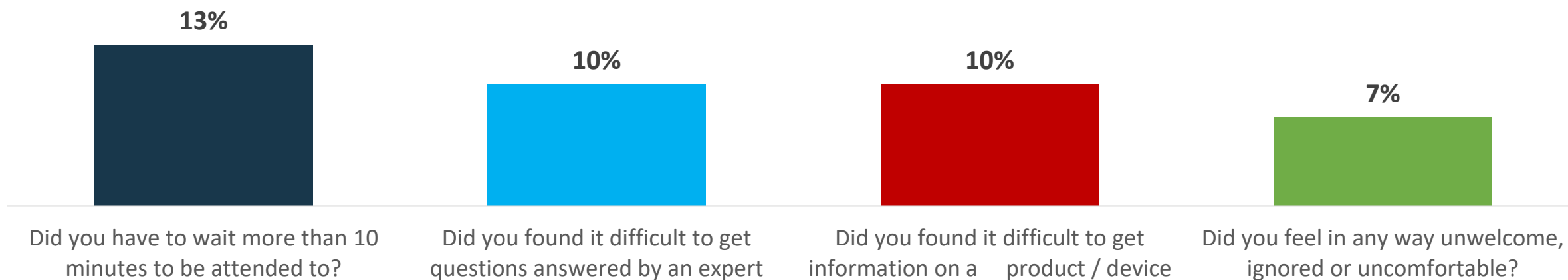
	Very good	Good to very good
How do you rate the overall time you had to wait before getting attended to?	48%	97%
How do you rate the overall way you were greeted/welcomeed?	68%	99%

	Very easy	Easy to very easy
How easy was it to get your questions answered by an expert?	52%	98%
How easy was it in general to get information on a product/device you were interested in?	50%	98%

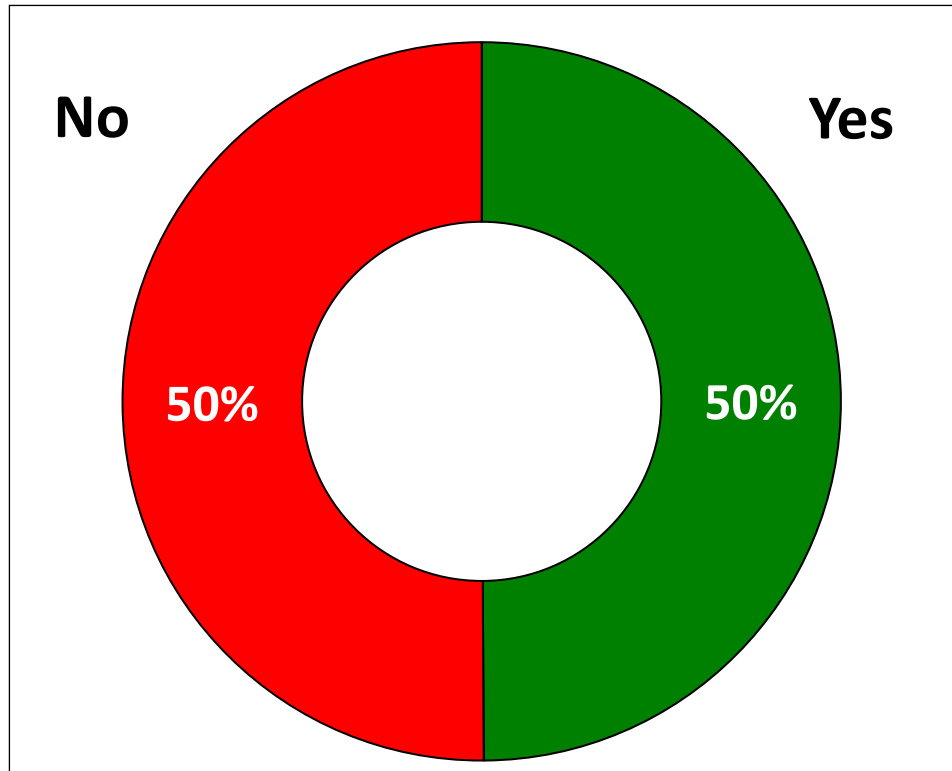
How do you select a symposium to attend?



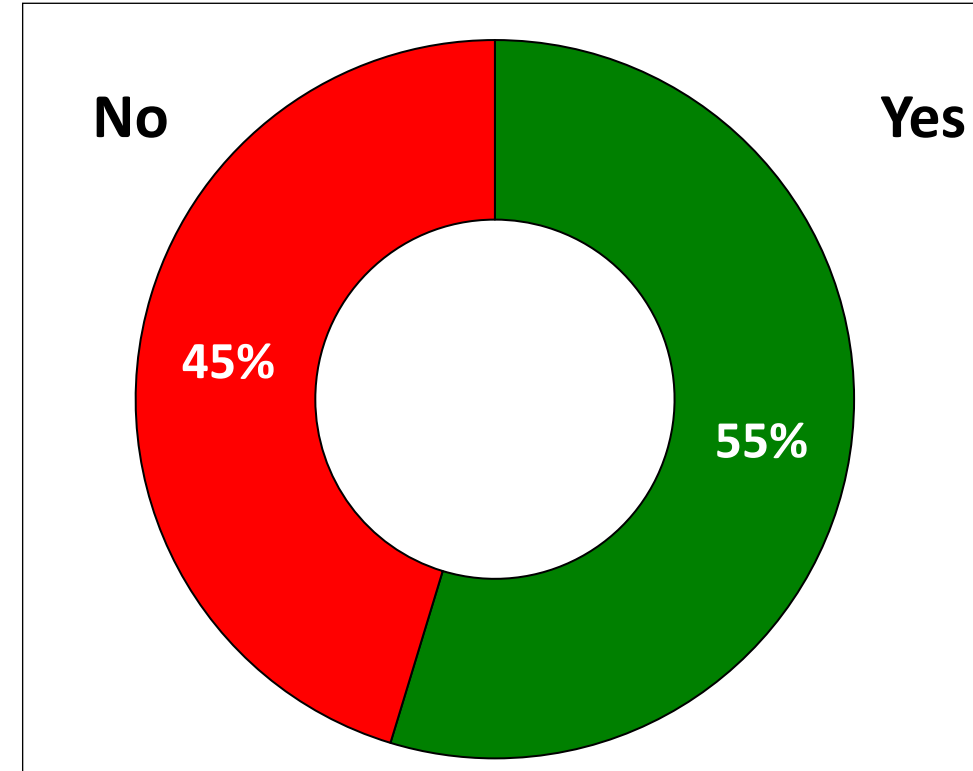
Possible improvements



Influence of activities on participants



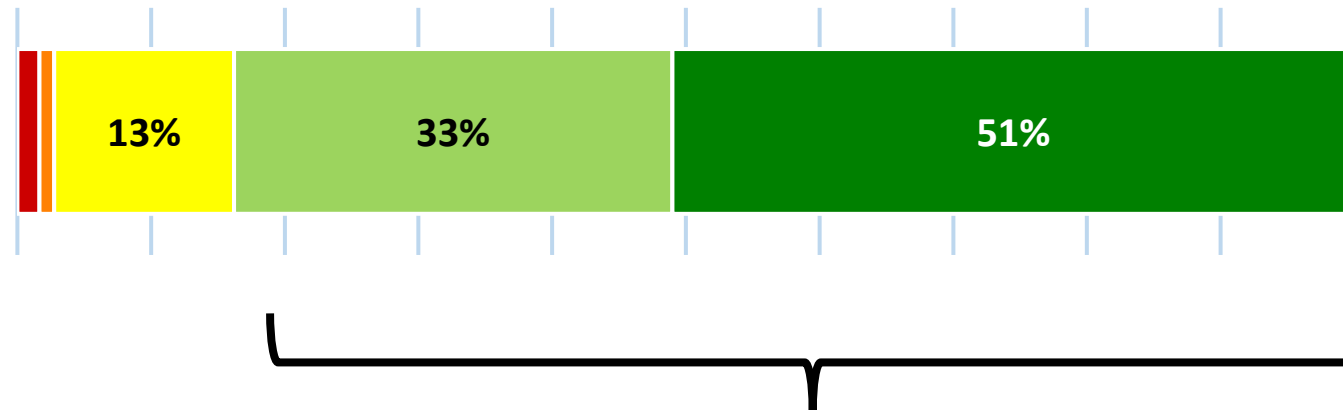
Motivated to visit a stand following the attendance of a symposium



Motivated to attend a symposium following a visit to a stand

Working together on sustainability

How important is it to you that the ERS and the industry work together towards sustainable goals in the organization of the ERS Congress?



84% believe it's important

Most visited & best stands

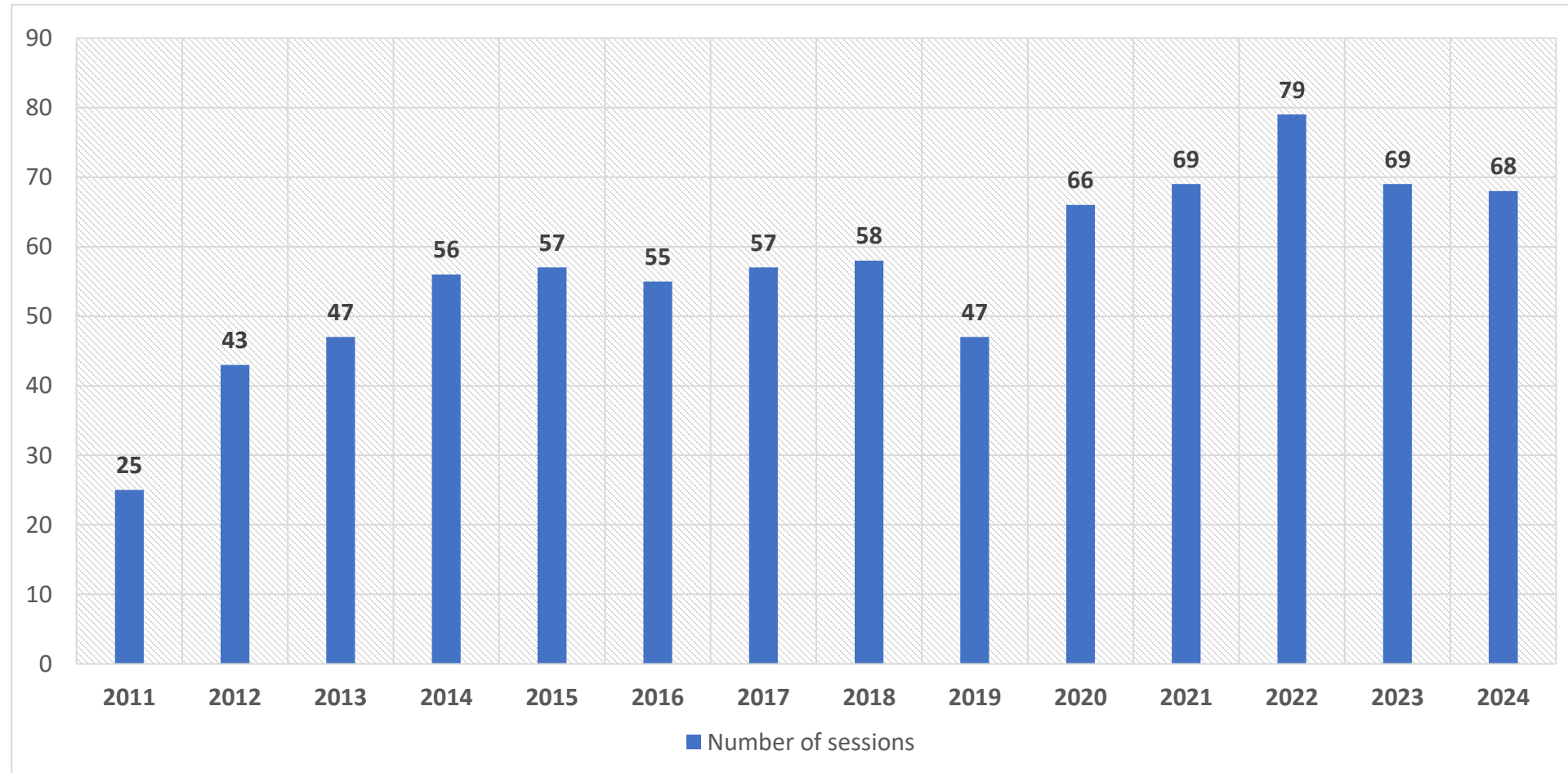
Voted Best stand
2. AstraZeneca
3. Boehringer Ingelheim
4. Sanofi
5. Chiesi/Resmed

Most visited & best stands

Voted Best stand
1. GSK
2. AstraZeneca
3. Boehringer Ingelheim
4. Sanofi
5. Chiesi/Resmed

INDUSTRY SYMPOSIA

Total number of Industry sessions



Top 5 Industry sessions – Live views

- Refractory Chronic Cough – Disease or symptom? - **GSK**
- Targeting IL-33 in COPD: Exploring new frontiers for COPD Management - **Sanofi**
- Targeting TSLP: Addressing the multiple drivers of severe asthma - **AstraZeneca**
- Eliminating COPD as a leading cause of death: advancing frontiers in cardiopulmonary risk - **AstraZeneca**
- A breath of change in bronchiectasis: exploring new therapies and patient perspectives - **Insmmed**



Welcome to Amsterdam

ERS Congress Chair

Amsterdam: >400 years of history

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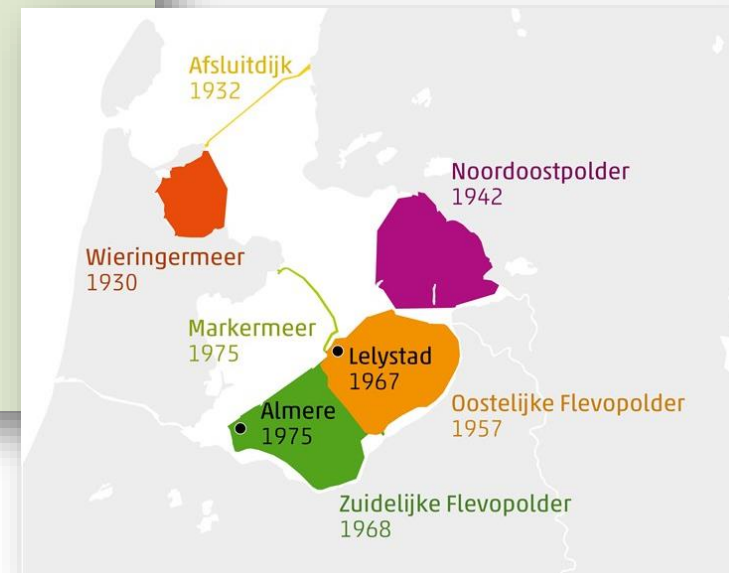


Amsterdam: >400 years of history

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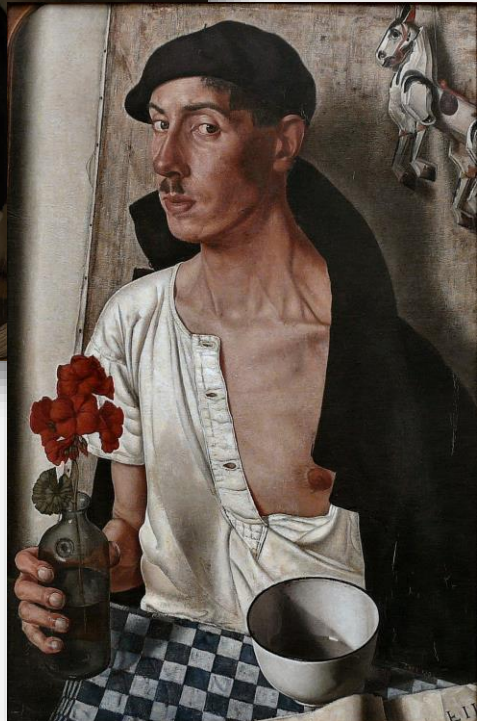
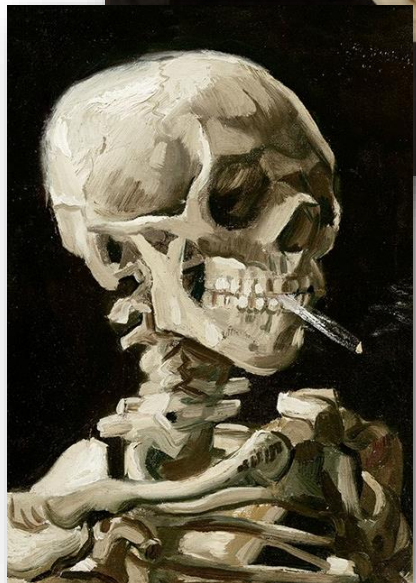


Netherlands: the low lands



Art: from Dutch classics to modern art

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Getting around

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27 September - 1 October | Amsterdam, Netherlands





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Amsterdam City Infrastructure & Housing

RAI



BRING YOUR EVENT TO LIFE

ERS 2025

RAI Amsterdam

RAI Hotel Services

- **541 hotels**, representing **40.961 hotel rooms**
- One of the most **compact** and **efficient** capital cities of Europe
- Excellent and **sustainable transportation** options from hotels to RAI and Schiphol Airport
- Amsterdam offers **over 400km of cycle lanes**, an eco-conscious attitude is deeply ingrained in the cities' character

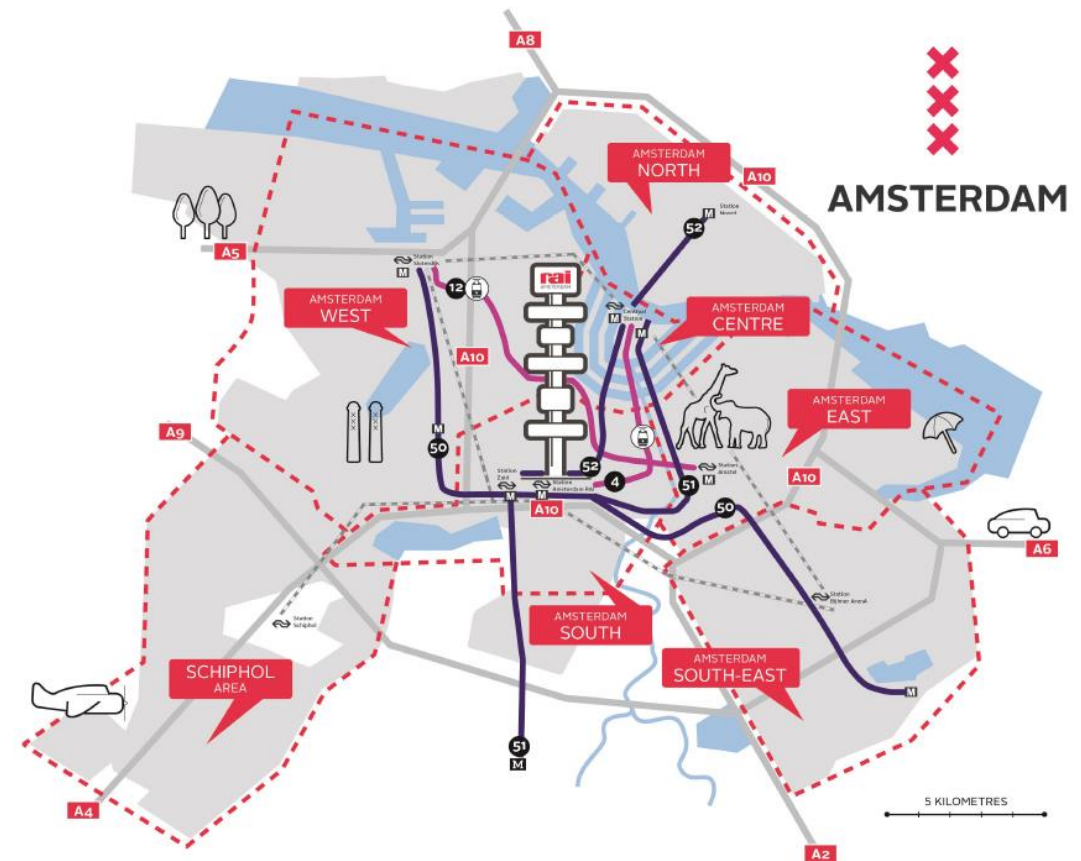
- RAI Hotel Services is **part of RAI Amsterdam Convention Centre**
- Excellent expertise and affinity with Amsterdam hotel market with **longstanding, strategic partnerships**
- **Over 140 partner hotels** in Amsterdam, carefully sourced based on location, product, service and variety
- Receive only the **best negotiated rates** via our own platform
- **No surcharges**, mark ups or reservation fees
- **Personal help** and assistance with all hotel or reservation related queries you might have
- Possibility to administrate your allotments **24/7 in our online portal**

Inventory RAI Hotel Services *Location*

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- 80% of our partner hotels are **less than 25 minutes travel by public transportation** from RAI Amsterdam
- Various **direct public transport connections** from RAI Amsterdam to hotels in the Centre, South, West, North and East
- RAI train station provides a **fast and regular connection to Schiphol** Airport and Amsterdam Central (only 10 minutes)



Inventory RAI Hotel Services

Travel distance per area

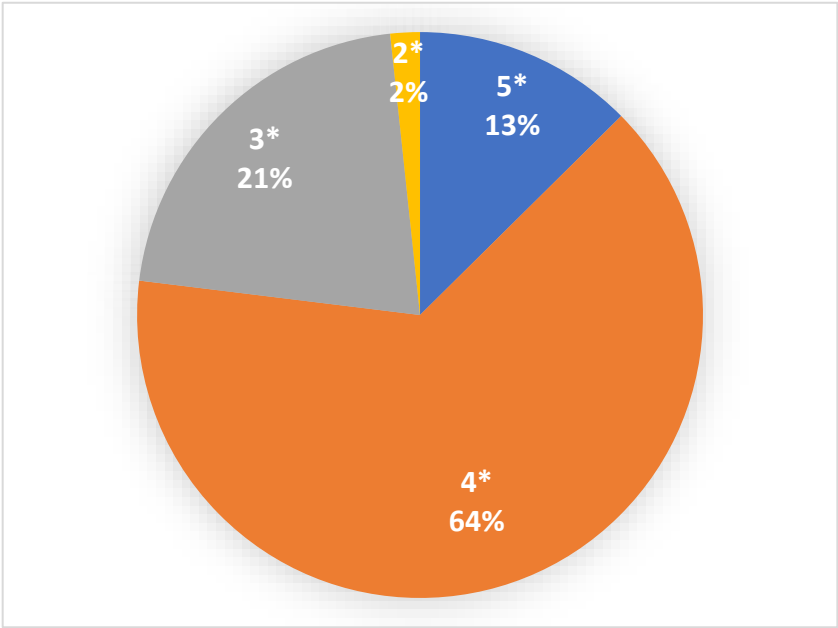
Area	Average travel time by public transport	Average travel time by taxi
Amsterdam Centre	15 minutes	20 minutes
Amsterdam North	15 minutes	25 minutes
Amsterdam East	25 minutes	10 minutes
Amsterdam South	5 – 10 minutes	10 minutes walking distance
Amsterdam West	10 minutes	15 minutes
Amsterdam South-East	25 minutes	15 minutes
Schiphol	15 minutes	15 minutes



Inventory RAI Hotel Services

Categories & Rates

Category	Total hotel rooms per night within RHS inventory	Rate indication (single use, including breakfast, VAT & city tax)
5-stars	1343	> €400
4-stars	6866	€250 - €400
3-stars	2280	€150 - €250
2-stars	180	€130 - €150
Total	10.669	



Individual bookings & bookings <10 rooms per night

- Free cancellation until 2 days prior to arrival for most of the hotels
- No pre-payment needed

Group booking ≥ 10 rooms per night

- Room nights cancelled more than 3 months before the first arrival date may be cancelled without charge
- First deposit starts 3 months prior to arrival

We are here to assist you!



Susan Boogert

Event coördinator RHS



Monique Vicoso

Event coördinator RHS



Boudewijn Blaauw

Sales Executive RHS



Henrike van Zanten

Sales Executive RHS

You can reach us via:

ers2025.hotelservices@rai.nl or via **+31 20 549 19 27**



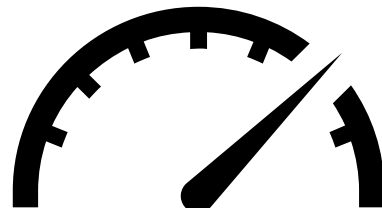
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Scientific programme

N. Roche, Science Council Chair

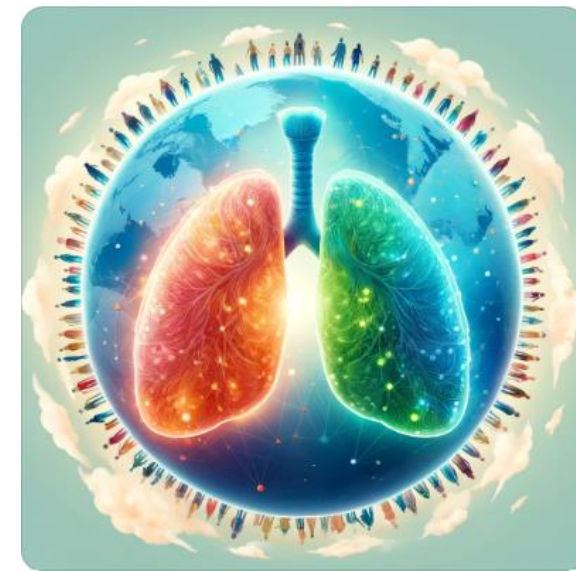
Chair International Congress Programme Committee

- Presentation of the **latest developments** in respiratory medicine and science
- Integration of **basic and translational science, clinical research and guidelines**
- Alignment of **educational and scientific** topics
- Implementation of **new technologies** in respiratory medicine
- Advances in **diagnosis** and management of respiratory diseases
- Update on **treatments, comorbidities, new techniques and future practice**



Respiratory health around the globe

- Global burden of disease from infancy to the elderly
- Challenges in respiratory health worldwide, differences and similarities
- Global solutions to improve respiratory health









Congress format

- Main sessions
 - 12 rooms for scientific and abstracts sessions
 - Including rooms equipped for hybrid sessions
 - 2 rooms for workshops
- Poster session area with several sessions scheduled per day
- 1 TV Studio
- Congress platform
 - Abstracts available as E-posters 2 weeks before live sessions
 - Congress replay available until the end of the year



Congress programme

	ABSTRACT	ALERT - Randomised controlled trials, Oral presentation, Poster sessions, ePosters
	CASES	Included in sessions such as Lungs on fire
	FACULTY/OFFICER DEVELOPMENT	Early career NEXT programme, Chair and presenter training, women's mentorship
	POSTGRADUATE	Postgraduate course
	SKILLS	Skills workshop, Clinical skills zone (simulators)
	SYMPOSIA	Year-in-review, Journal, Hot topic, State-of-the art, Pro-con debate, Respiratory meets

Wednesday programme

- Studio sessions for the online audience
- Onsite sessions:
 - Morning sessions
 - Not live-streamed
 - Non-scientific sessions
 - 2024 examples: Advocacy, ERN-Lung initiative, International Respiratory Coalition, ELF, Women's networking event...



Important dates

5 December, 2024 - 20 February, 2025

Online **abstracts and cases submission** (including applications for sponsored Abstracts Travel Grants and ERS Sponsorship)

16 December, 2024 – 17 March, 2025

Online **Hot Topics submission**

28 April - 30 May, 2025

Submission of **Late-Breaking Abstracts**

13 – 27 June, 2025

Last deadline for **Randomised Clinical Trials submission**



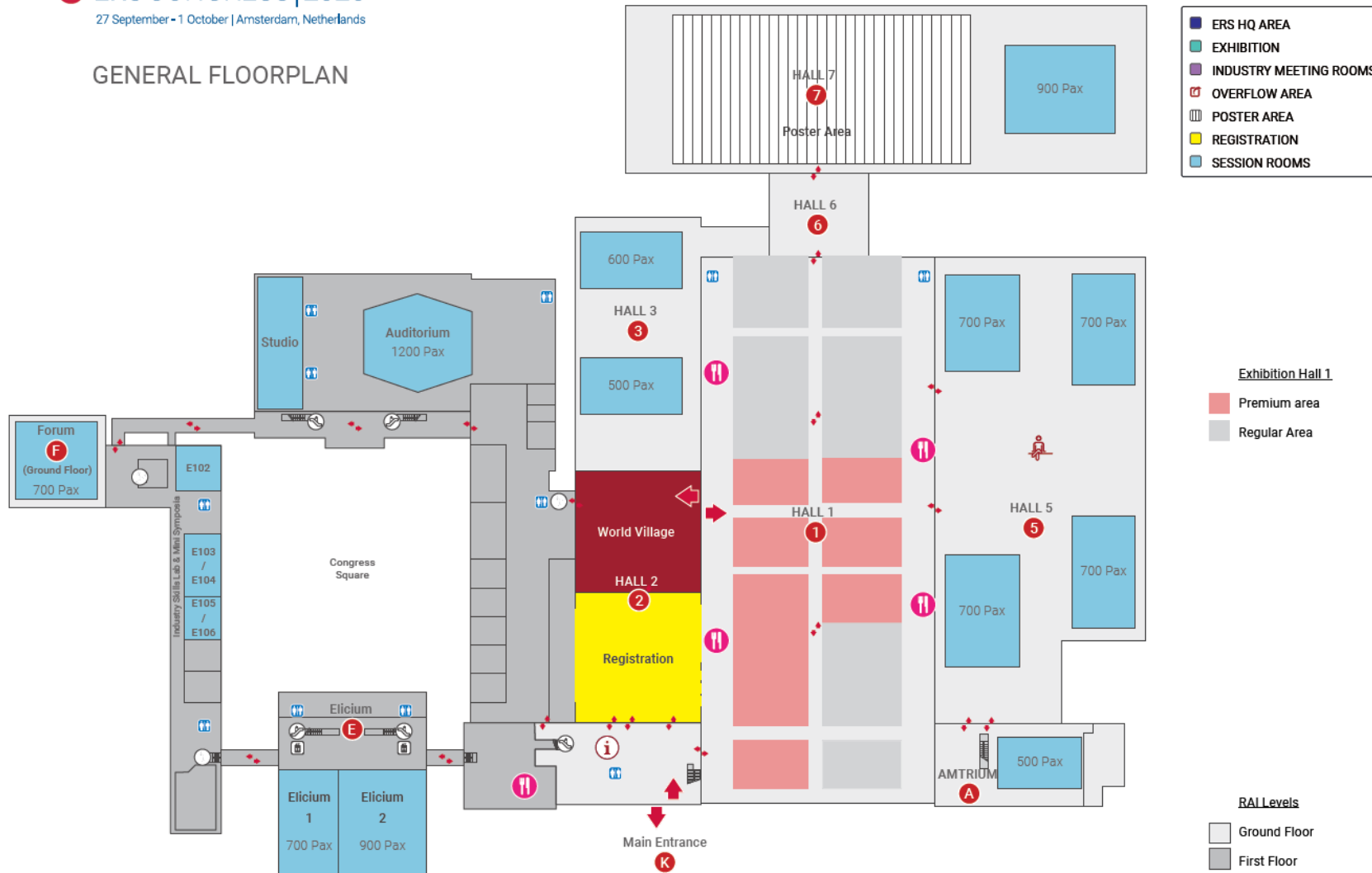
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2025 Congress

S. Sealy, ERS Marketing and Corporate Relations Director

Congress layout

GENERAL FLOORPLAN



Capacity Indication

Programme

12 Session Rooms
2 Skills workshops
1 TV Studio

Corporate Relations







Exhibition Space
2 Industry Skills Lab Rooms


- Sunday and Monday -> emphasis on Lunchtime and Evening slots
- Tuesday -> emphasis on Morning and Lunchtime slots
- Catering available
- 14 rooms onsite
- 7 rooms equipped for livestream
- All session rooms will have webcasts available



Industry Symposia

* All timings are in CEST

<u>Early morning</u> 07:15 – 08:15	<u>Early morning</u> 07:30 – 08:30	<u>Lunchtime</u> 12:15 – 13:15	<u>Lunchtime</u> 12:45 – 13:45	<u>Evening</u> 17:30 – 19:00	<u>Evening</u> 17:30 – 19:00
					
700 PAX	500 PAX	1200 PAX	700 PAX	1200 PAX	700 PAX
		900 PAX	600 PAX	900 PAX	600 PAX
		700 PAX	500 PAX	700 PAX	500 PAX



-> Livestream and webcasts



-> Webcasts only

Industry Mini-Symposia

- Sunday and Monday evening
- 17.30 - 19.00 CEST
- 150 PAX
- Webcasts available



- 4 slots per day:
 - 08:00 – 08:45 CEST
 - 10:30 – 11:15 CEST
 - 14:00 – 14:45 CEST
 - 15:30 – 16:15 CEST
- 150 seats theatre style + demo tables on the side
- No livestream and no webcasts available
- Recording available at 3'000 EUR
- Set up change possible but charged to the company

Lunchtime sessions in the exhibition

Available to:

Companies hosting an Industry session or
with a stand of +100sqm

Schedule:

Sunday, Monday, Tuesday

12:15 – 14:15



The ERS will continue to allow sponsors to adopt their own policy to meet sustainable goals

Stands which have most effectively embraced sustainable goals in their approach to the design and management of their stands will be recognised with an award.

All exhibitors are asked to consider the following aspects when planning their participation in the exhibition.

- Catering & Hospitality
- Waste Disposal
- Construction materials
- Flooring
- Lighting and electricity use
- Equipment
- Paper free
- Re-useable furniture and fittings

ERS

- Applications
- Allocations
- **Contracts**
- Stand approval
- **Invoicing**

INTERPLAN AG

- Pre-Congress support
- Onsite technical support
- Industry meeting rooms
- Exhibitors registrations

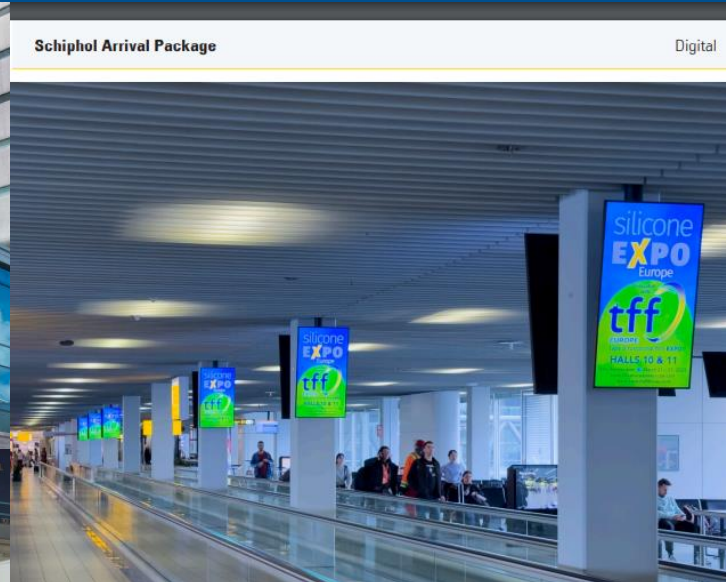
Deadline for ordering stands of +40sqm December 10th

Sponsorship items

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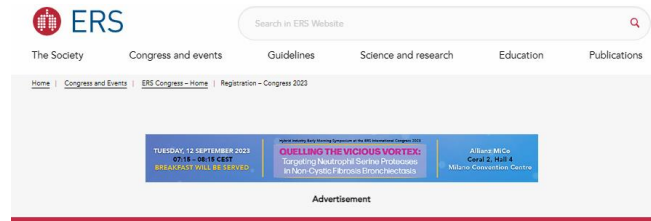
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- WATER DISPENSERS
- ERS CENTRAL
- ESCALATORS
- LARGE BANNERS
- SEATING CUBES
- STAIRS BRANDING
- WINDOWS BRANDING
- RESTROOMS BRANDING
- AIRPORT AVDERTS



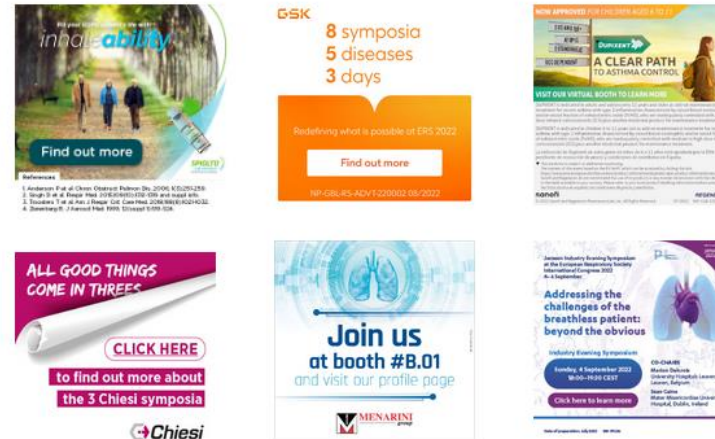
Advertising

- Industry Premium Emailings
- ERS Emailings
- Exhibition Screens
- Web Banners
- Logo on the maps
- And more...



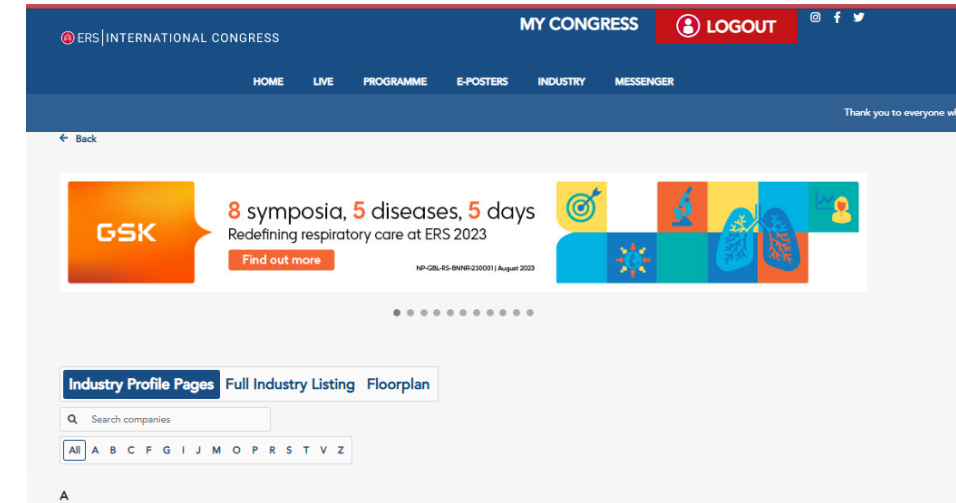
Information from Industry

Please click on the images below to see invitations from our sponsors.

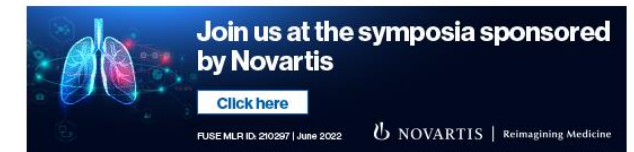


ERS CONGRESS | 2025

27 September – 1 October | Amsterdam, Netherlands



Novartis



Highlighted sessions:

Asthma and beyond: anti-IgE continues to play a major role
 Sunday 4 September, 13:00–14:00 CEST
 A triple approach to shifting the asthma paradigm: inhaled therapy, digital technology and environment
 Sunday 4 September, 18:00–19:30 CEST

- Patients Org Reps
- Bookings and reservations
- Contracts
- CRC Pavilions
- Guidelines
- Mailer

Opportunities at Congress

 **ERS CONGRESS | 2025**
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CONGRESS & EVENTS

Industry

The European Respiratory Society (ERS) invites industry organisations to take part in the Congress by offering a range of industry activities and sponsorship opportunities.

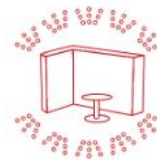
Key resources



Sponsors' site
visit



Industry
sessions



Exhibiting at
Congress



Sponsorship
and Advertising

Exhibition Logistics / Industry Meeting Rooms



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27 September - 1 October | Amsterdam, Netherlands

Oliver Heinke
Interplan AG

Exhibition Contacts

<p><u>ERS</u> Kristof Kemp kristof.kemp@ersnet.org</p> <ul style="list-style-type: none">• Exhibition Sales• Stand allocation	<p><u>INTERPLAN AG</u> Oliver Heinke o.heinke@interplan.de</p> <ul style="list-style-type: none">• General Organisation• Stand Approvals• Exhibition Service Manual• Technical requirements <p><u>INTERPLAN AG</u> Nicole Pfirrmann n.pfirrmann@interplan.de</p> <ul style="list-style-type: none">• Industry Meeting Rooms/Lounges	<p><u>SCHENKER</u> Sabine Auer congress@dbschenker.com</p> <ul style="list-style-type: none">• Logistics• Delivery time slots• Storage, Empties, Customs, Fork-lifts <p><u>INTERPLAN AG</u> Gitte Kink exh_reg_ers@interplan.de</p> <ul style="list-style-type: none">• Exhibitor registration	<p><u>RAI Exhibitor Service</u> online shop opens mid February 2025 exhibitorservice@rai.nl</p> <ul style="list-style-type: none">• Power supply• Cleaning / Waste disposal• Furniture• Carpet• Shell Scheme Booths• Graphics• Catering• Suspension Points / Rigging• Plants and Flowers

Hall properties

- Approx. 13.000 SQM Space
- Suspension points are in general possible at any position - check availability/ feasibility of your rigging projects early!
- Daylight through glass windows in the roof and at the front
- Helmet, safety shoes and high vis are mandatory and will be controlled. No access without!
- Technical supply via floor openings every 6m
- Exclusive catering, no external caterer permitted!



Construction heights

Construction height (please check also the transparency principle below)

Heights are measured from the floor of the exhibition hall

1) 2,5m top edge:

For side and back walls connecting to another stand directly on the **stand perimeter**.

2) 4,5m top edge inside the stand / min distance to edge is 0,5m:

3) Suspended banners, cladded riggings: 4,5m top edge

Depth of hanging banners going around the stand space max. **1,2m**.

Unbranded technical riggings for e.g. lighting may hang higher.

4) Any sight axis blocking elements higher 1,50m shall not block (also in combination with other elements of that height) more than 70% of the view from one side of a stand to the other (exemptions are separation or rear walls towards the neighbors that may be 2,50m high).

5) Open sides bordering to an aisle shall remain min. 70% unconstructed

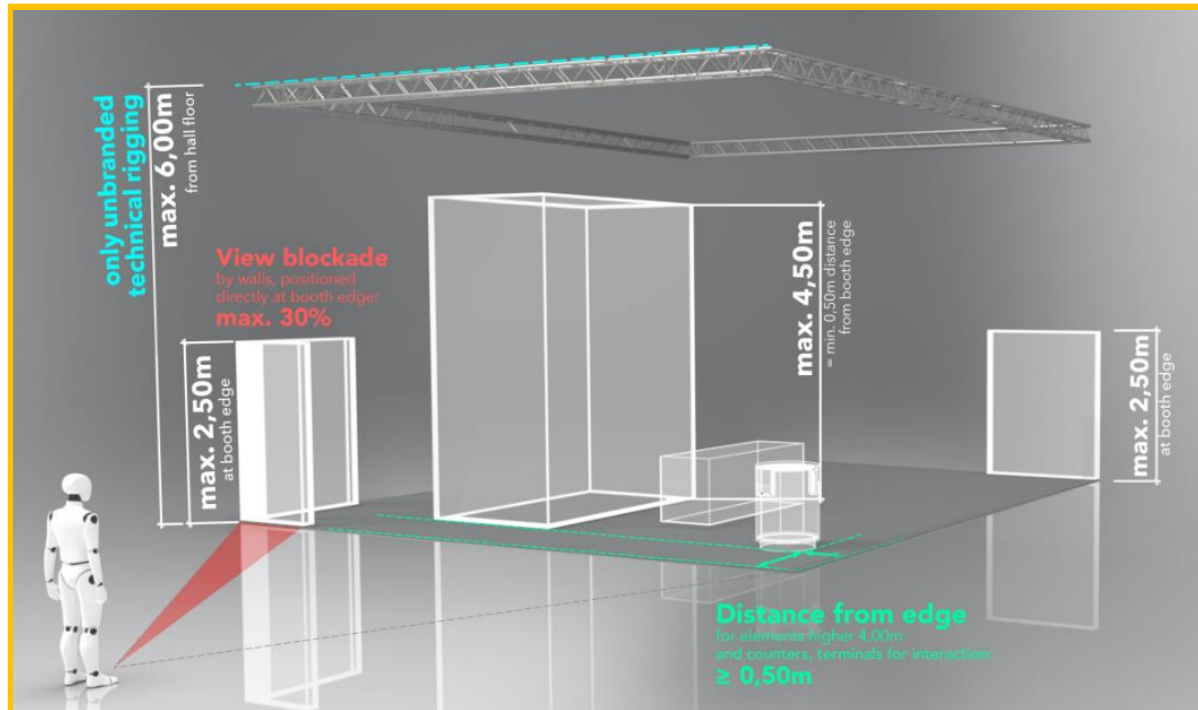
6) Branding of surfaces facing neighbouring stands / Rear and side walls

Any kind of visible surface positioned close (<1,5m) to the neighbouring stand that could be perceived as part of the neighbour's stand shall not be branded. (applicable for inline, corner, peninsular stands).

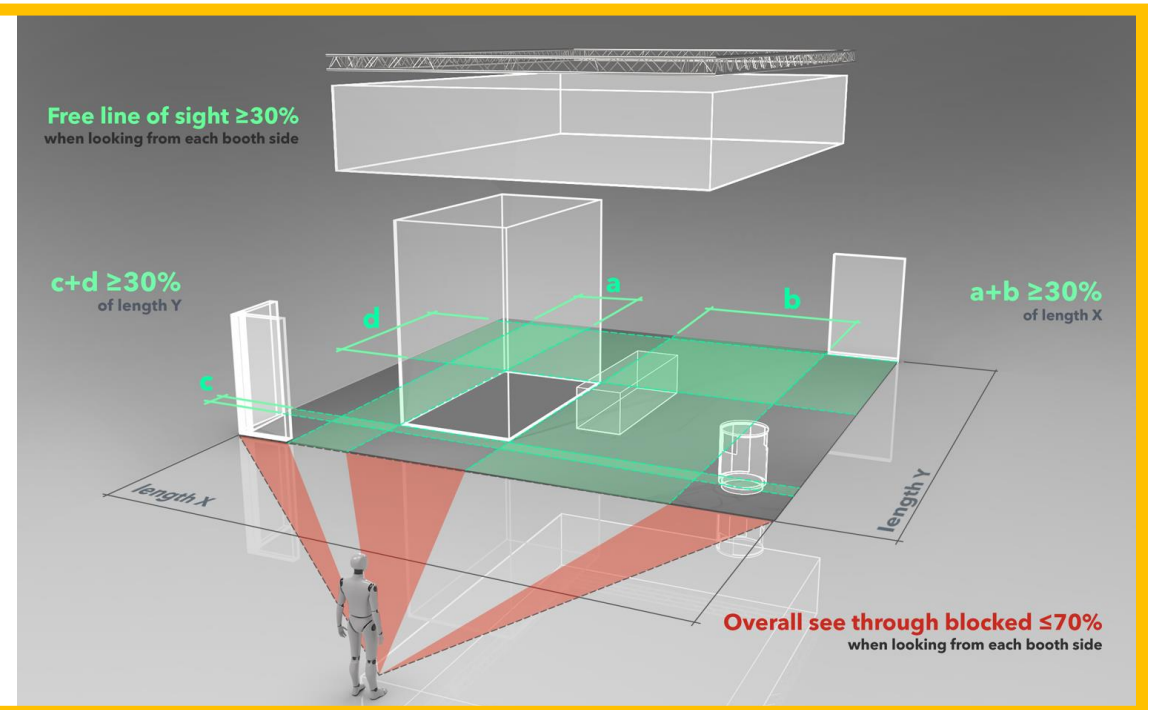
It is mandatory to erect or order rear and side walls. These walls must be completely (from ground to top edge) closed, white, uncabled and clean on the sides facing neighbors.

Construction heights / Transparency Rules

Construction heights



Transparency Rules



Stand project approval



Stand project approval
By June 13, 2025



**A draft of the booth
for approval
is mandatory**

o.heinke@interplan.de



To be submitted

- 3D view of the booth
- Length, width and height
- Technician in charge

- Interplan / ERS do **not check compliance** with the **RAI Amsterdam construction rules**.
- We **do not check** the **feasibility** of your **rigging** and **stand project**! Check the rigging situation at an early planning stage!
- Certificates validating fireproofness of construction materials are necessary and will be controlled during set-up!

Exhibition Times

Set-up

Thursday, 25 September:

- 08:00 – 22:00

Friday, 26 September:

- 08:00 – 22:00

Saturday, 26 September:

- 08:00 – 16:00
- 16:00 – 20:00 (decorating of the stands only
– aisles must be free for carpet laying)

Opening times

Sunday, 28 September:

- 08:00 – 17:00

Monday, 29 September:

- 08:00 – 17:00

Tuesday, 30 September:

- 08:00 – 17:00

Wednesday, 01 September:

- exhibition closed

Dismantling

Tuesday, 30 September:

- 17:00 – 22:00 (light dismantling from 17:00,
heavy dismantling from 19:00)

Wednesday, 01 October:

- 15:00 – 22:00 *
*no dismantling possible from 08:00-15:00 due to
ongoing congress in the adjacent halls!

Thursday, 02 October:

- 08:00 – 22:00

Additional set-up day

Tuesday, 23 and Wednesday 24 September
(on request) 2.800€ / day net

Night set-up

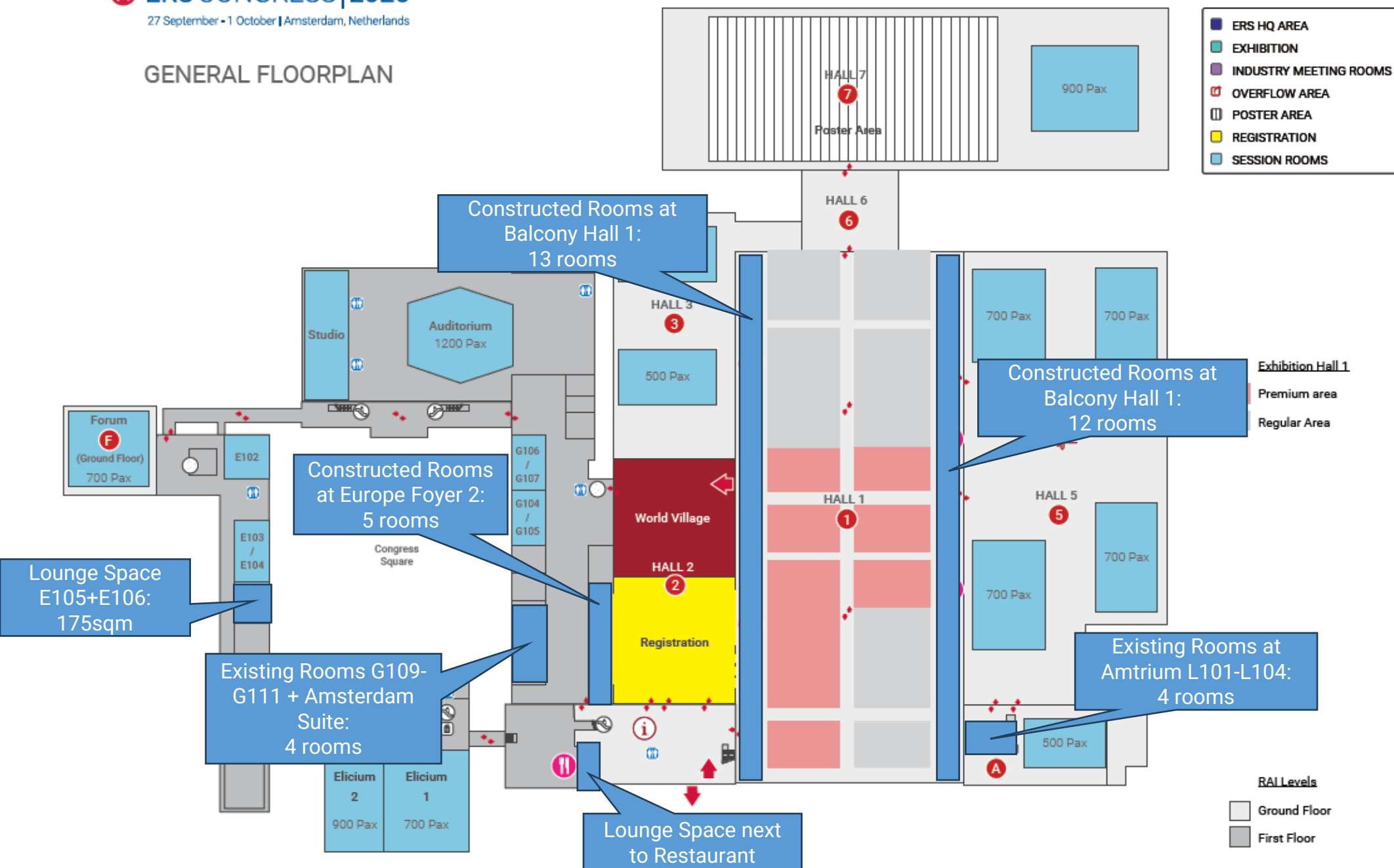
- on request with extra cost

Access for exhibitors

Every exhibition day: 06:30 – 18:30

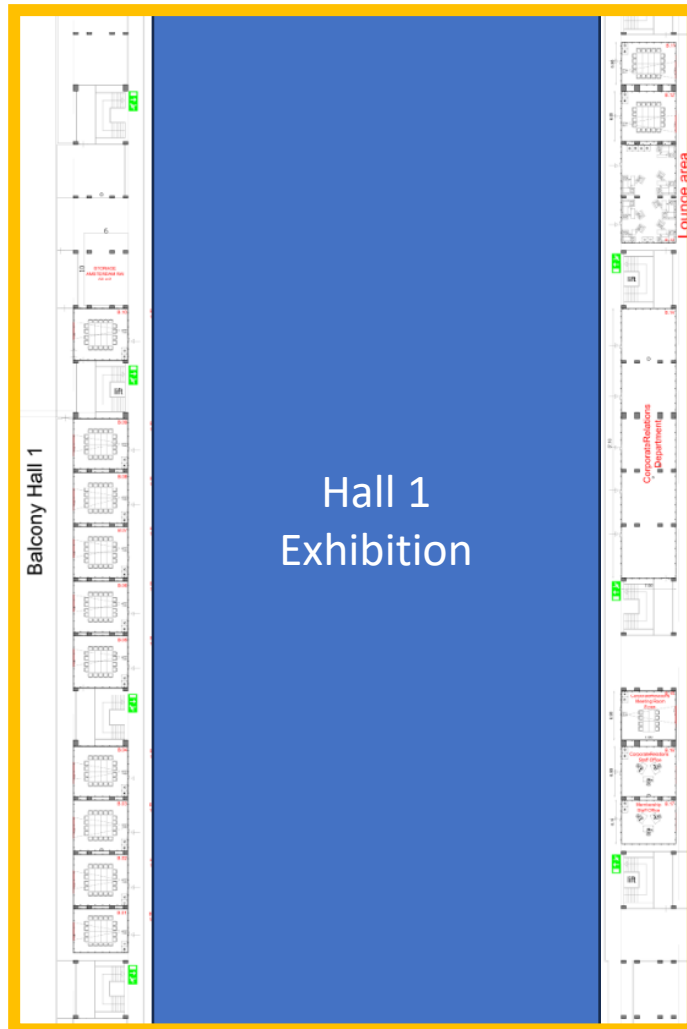
All times are subject to change!

GENERAL FLOORPLAN



Industry Meeting Rooms

Contact: Nicole Pfirrmann, n.pfirrmann@interplan.de



Exhibitor Registration

Contact: Gitte Kink, exh_reg_ers@interplan.de

Registration webpage will be circulated in May 2025

Additional badges: 25€

After deadline: 50€

Deadline: 18 September 2025

Any person in the exhibition requires a badge incl. hostesses, baristas etc.!

Stand size	Complimentary exhibitor badges
9 – 12 m ²	10
13 – 36 m ²	14
37 – 60 m ²	18
61 – 100 m ²	22
101 – 150 m ²	32
151 – 200 m ²	41
201 – 300 m ²	52
over 301 m ²	62

Whats next? / Timeline

- **Exhibitor Service Manual / Service Center** Mid February, 2025
- **Industry Meeting Rooms bookable** Mid March 2025
- **Stand project approvals** June 13, 2025
- **Service and Catering orders for regular prices** TBA (will be announced in the RAI online shop!)
- **Exhibitor badge orders** September 18, 2025

Subject to change!

Helpful links:

RAI Amsterdam webpage:

<https://www.rai.nl/en>

RAI Amsterdam Rules & Regulations:

<https://cloud.interplan.de/s/MnkJkPWry397LXp>

RAI Amsterdam Virtual Tour:

<https://www.rai.nl/en/the-location/virtual-tour>



Registration

Jana Eschelbach – K.I.T. Group

Registration timeline forecast

Timeline	Dates	
	For on-site delegates	For online delegates
Registration opening	April 2025	
Early-bird fees	Early July 2025	
Cancellation fees	5 weeks before on-site congress*	No cancellation
Standard fees	One day before on-site congress	

IMPORTANT: Same timelines apply for both groups & individual delegates (names, payments, proofs of status and cancellation). All timelines are subject to change.

**Cancellation fees will be applied.*

On-site delegates

- Print@home badges
- The congress badge may only be used by the person stated on the badge and cannot be assigned to another person.

Online delegates

- A single registration permits the registered individual only to access the online event and its content. It should not be made public or shared with a group. ERS reserves the right to deny/revoke access if any suspicious activity is detected or reported.

Group registration: Good to know

Group registration

- As of 10 delegates

Please collect all delegate information before you start purchasing registrations:

- Each delegate's details (first name, last name, date of birth, individual e-mail address, home/work address and ERS ID)
- Membership status
- Prescriber or non-prescriber
- Is it their first ERS Congress or not
- CME credits required or not

The e-mail address will help us to provide delegates with:

- Pre-congress information
- Course materials (for Congress-related educational courses)
- CME & Certificate of attendance

Group registration/badge pick-up options

- Fixed appointments on Thursday 25 and Friday 26 September 2025.
- Group leaders will be contacted to fix an appointment.

Paid Industry badge vs Exhibition badge (for on-site Congress only)



Paid Industry badge

- Access to session rooms, exhibition area during/outside opening hours, evening symposia, expert forums, practical workshops and early-morning symposia
- Applies only to employees of exhibiting companies, not sister companies



Exhibition badge

- Access to exhibition area during/outside opening hours and company's industry sessions only



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27 September – 1 October | Amsterdam, Netherlands

GUIDED TOUR

Please pick up a headset from the table outside the room



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Q&A

Q&A



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Best designed stands incorporating sustainable goals

Winners

Stands were assessed by a recognised independent expert

- Design & Appeal of the stand
- Content & Experience
- Staff



Best designed stand

incorporating sustainable goals

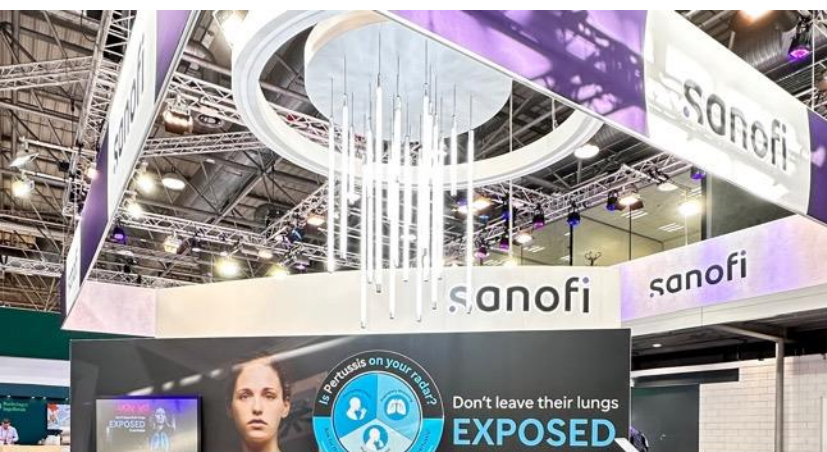
All of these within a sustainability framework

Best designed stand - with sustainable goals

3rd place

The logo for Sonofi features the word "sonofi" in a bold, black, sans-serif font. The first dot of the "s" and the dot above the "i" are replaced by solid purple circles.

- The booth showed a strong enhancement in the company's exhibition presence, especially in terms of design and visitors' engagement
- The commercial booth had a cozy and inviting atmosphere
- Spacious and open design: The spacious layout, with large empty spaces, contributed to an open feel, enhancing visitor comfort while staying on the booth and did not feel overcrowded at any time.
- The relaxed lounge vibe sets this booth apart from competitors.



Best designed stand - with sustainable goals

2nd place

Best designed stand - with sustainable goals



- The design featured cutting-edge technology, including curved LED walls, transparent LEDs, and transparent OLED displays
- The booth was paperless, including SmPCs (Summary of Product Characteristics), which were accessible on iPads by the screens instead of printed copies
- The booth was staffed by a large team, with each member assigned to a specific brand and wearing different colored polo shirts, making them easy to identify



Best designed stand - with sustainable goals

1st place

Best designed stand - with sustainable goals



- Exhibition integrated into the overall company strategy, rather than being treated as a secondary or side element.
- This strategy includes a CO2 travel plan for employees, as only company within the exhibition measuring this
- A TRACE plan is in place to measure the CO2 footprint of the entire exhibition post-event, along with an action plan for compensation.





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27 September – 1 October | Amsterdam, Netherlands

Closing Remarks

W. Bill, ERS Executive Director

2026

SEE YOU IN BARCELONA



05.09.2026 – 09.09.2026



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See you in Amsterdam



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