



5-9 September | Barcelona, Spain

## SPONSORS' SITE VISIT

WELCOME

WIFI SSID: FiraBCNVisit

Password: firabarcelona



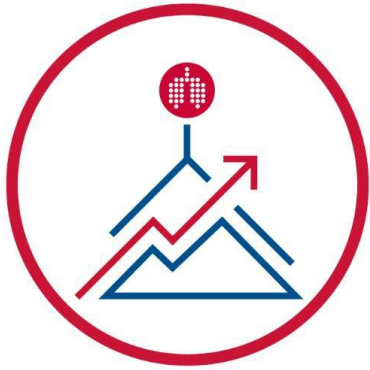
5-9 September | Barcelona, Spain

Welcome from the ERS & Amsterdam 2025 Review

J. Chorostowska-Wynimko, 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 36,000 members in 150+ countries





## MISSION

*to promote lung health and alleviate suffering from respiratory disease.*

**Three Pillars:** Science, Education & Advocacy



*Joanna Chorostowska-  
Wynimko*

***President***



*Marc Miravittles*

***President-elect***



*Silke Ryan*

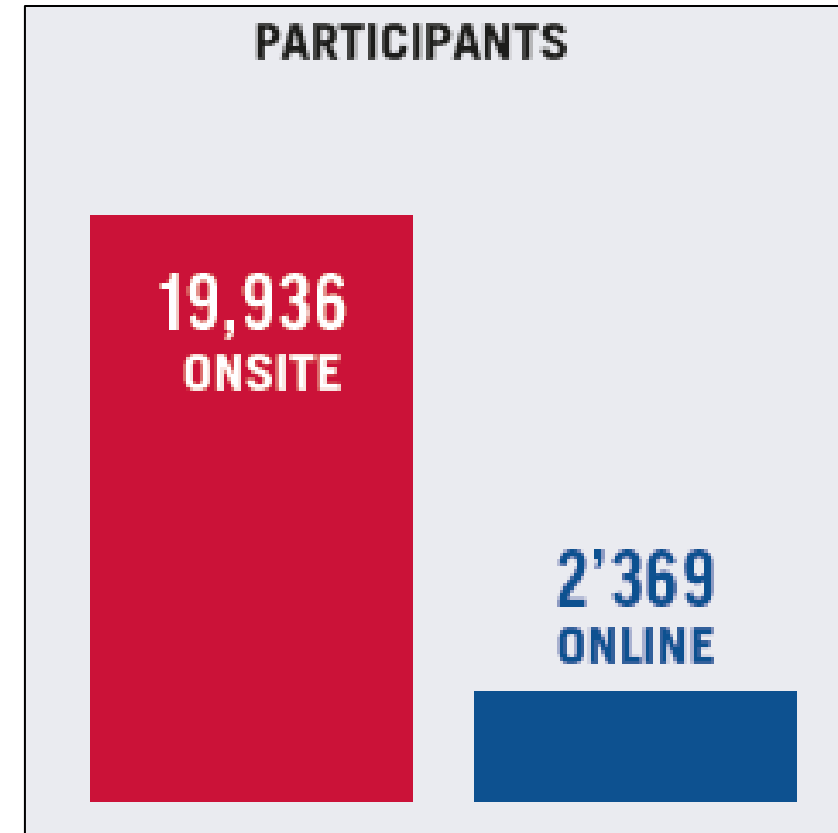
***Past President***



*Arzu Yorgancioğlu*

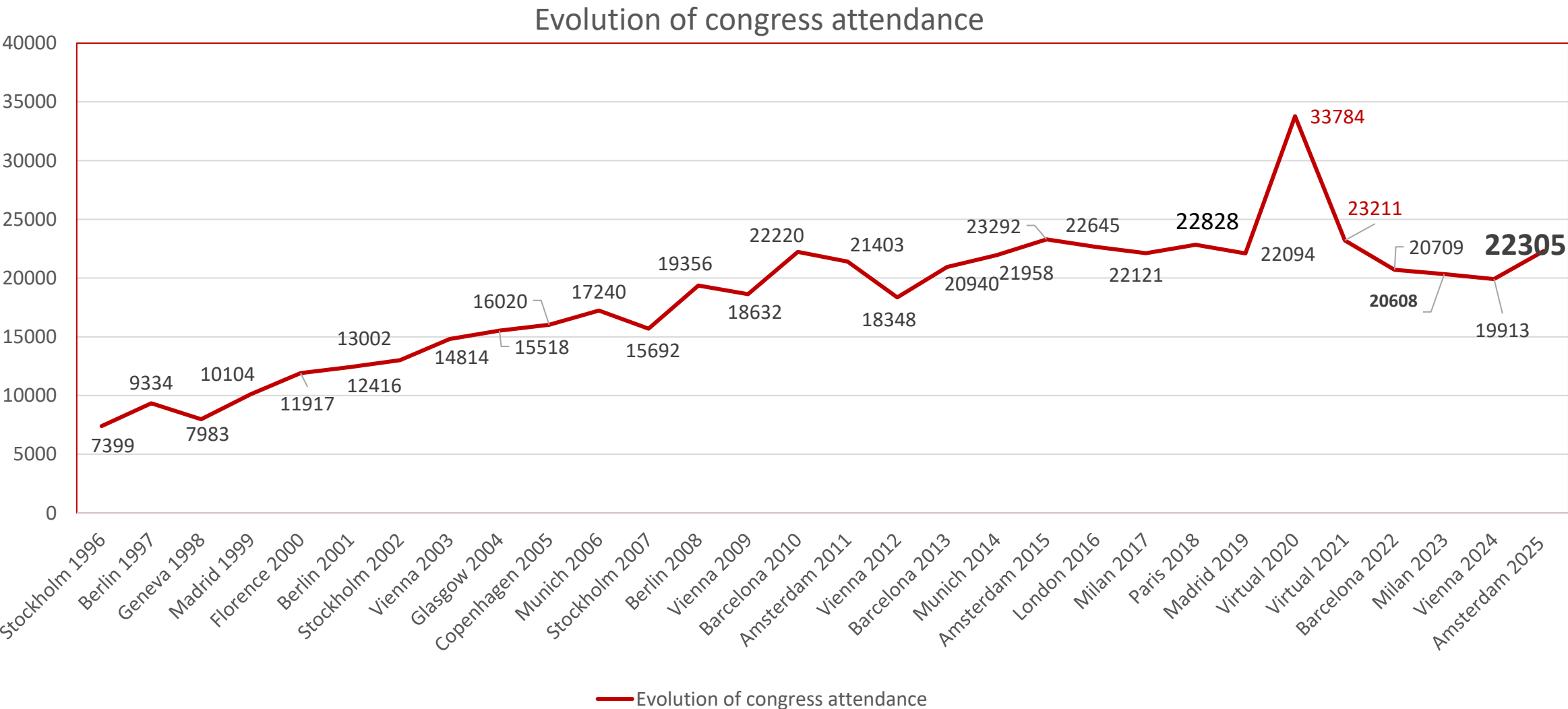
***Vice President***

# Breakdown of Congress participants



Number of countries represented: **127**

# Congress attendance evolution



# ERS Congresses - Overview

Barcelona 2022		Milan 2023		Vienna 2024		Amsterdam 2025	
United Kingdom	2217	United Kingdom	2246	United Kingdom	2116	United Kingdom	2254
France	1105	Italy	1459	Germany	1201	United States	1301
Spain	1091	France	1153	United States	1134	Netherlands	1188
Germany	986	Germany	1133	France	1096	Italy	1140
USA	912	USA	1113	Italy	1045	France	1116
Italy	877	Spain	719	Netherlands	720	Germany	1115
Netherlands	697	Switzerland	651	Switzerland	699	Spain	824
Switzerland	635	Netherlands	641	Spain	690	Switzerland	630
Belgium	534	Belgium	526	Belgium	532	Belgium	578
Portugal	403	Australia	405	Austria	503	Portugal	406



# Abstracts and sessions

## ABSTRACTS SUBMITTED



**6,413**

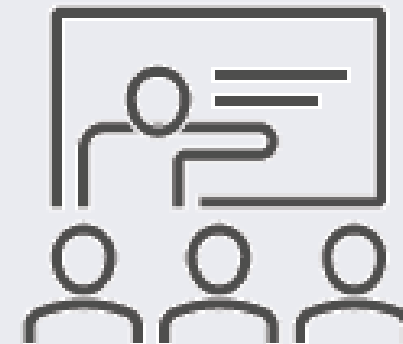
## VS ACCEPTED



**5,359**

## TOTAL NUMBER OF SESSIONS

(scientific, educational,  
world village and sponsored)



**551**

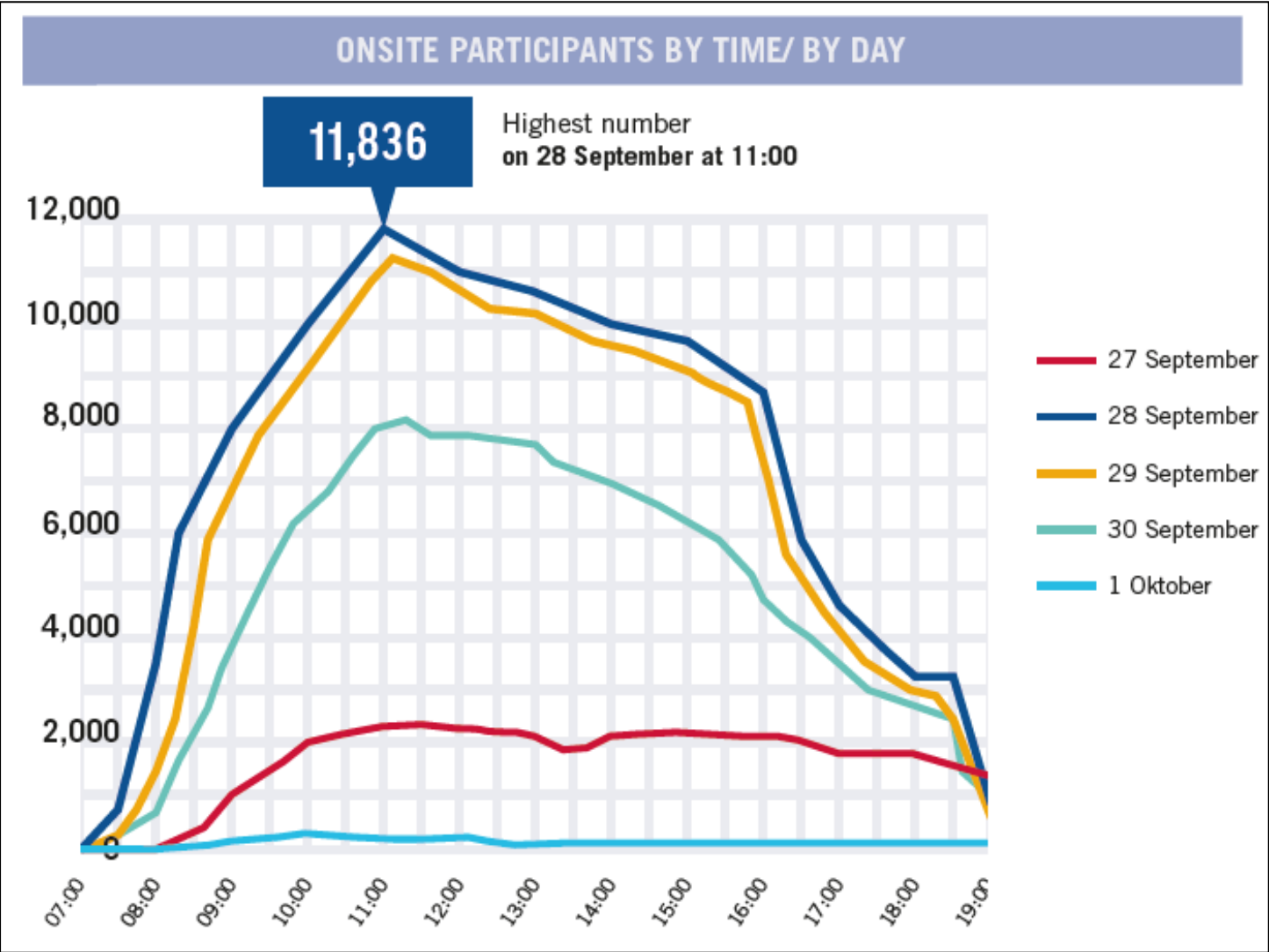


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## Amsterdam Congress Feedback

S. Sealy, Marketing and Corporate Relations Director

# Congress participants - participation

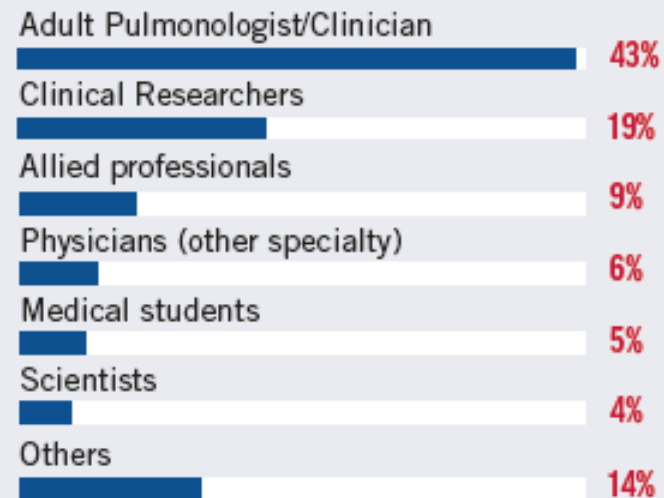


# Profile of Congress participants

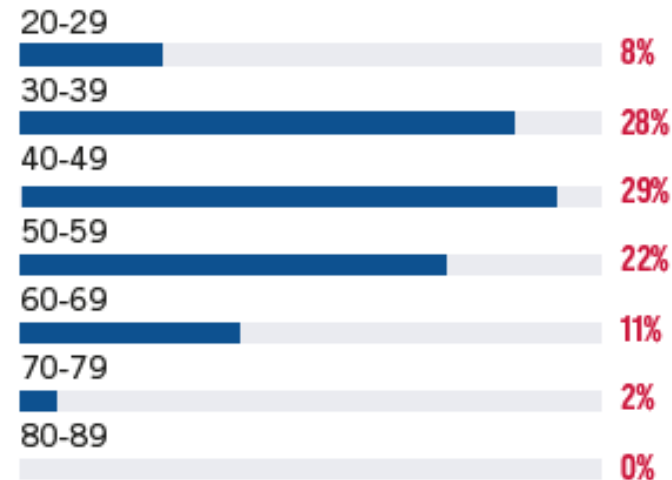
ERS CONGRESS | 2026

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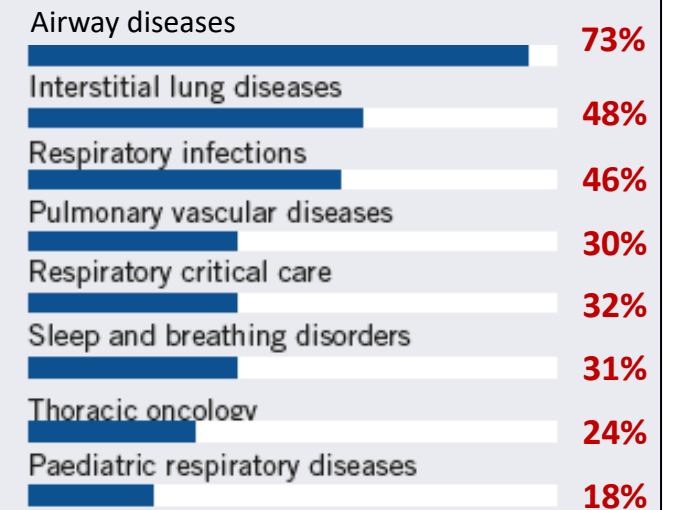
## PROFESSIONAL ROLE



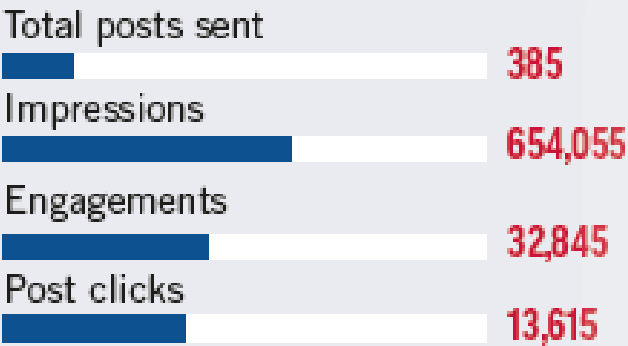
## AGE GROUP



## DISEASE INTEREST



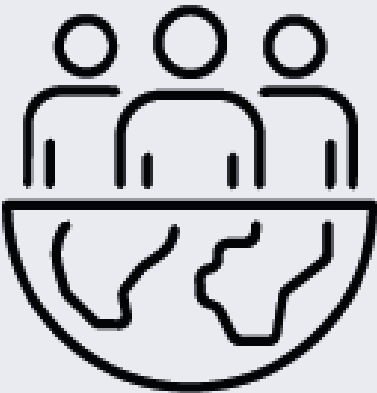
## SOCIAL MEDIA COVERAGE



Across



## NUMBER OF NATIONAL & REGIONAL SOCIETIES LOCATED IN THE WORLD VILLAGE



71

- 159 stands
- 126 device companies
- 33 pharmaceutical companies

**6,400 sqm net**

NUMBER OF PASSAGES  
IN THE EXHIBITION AREA



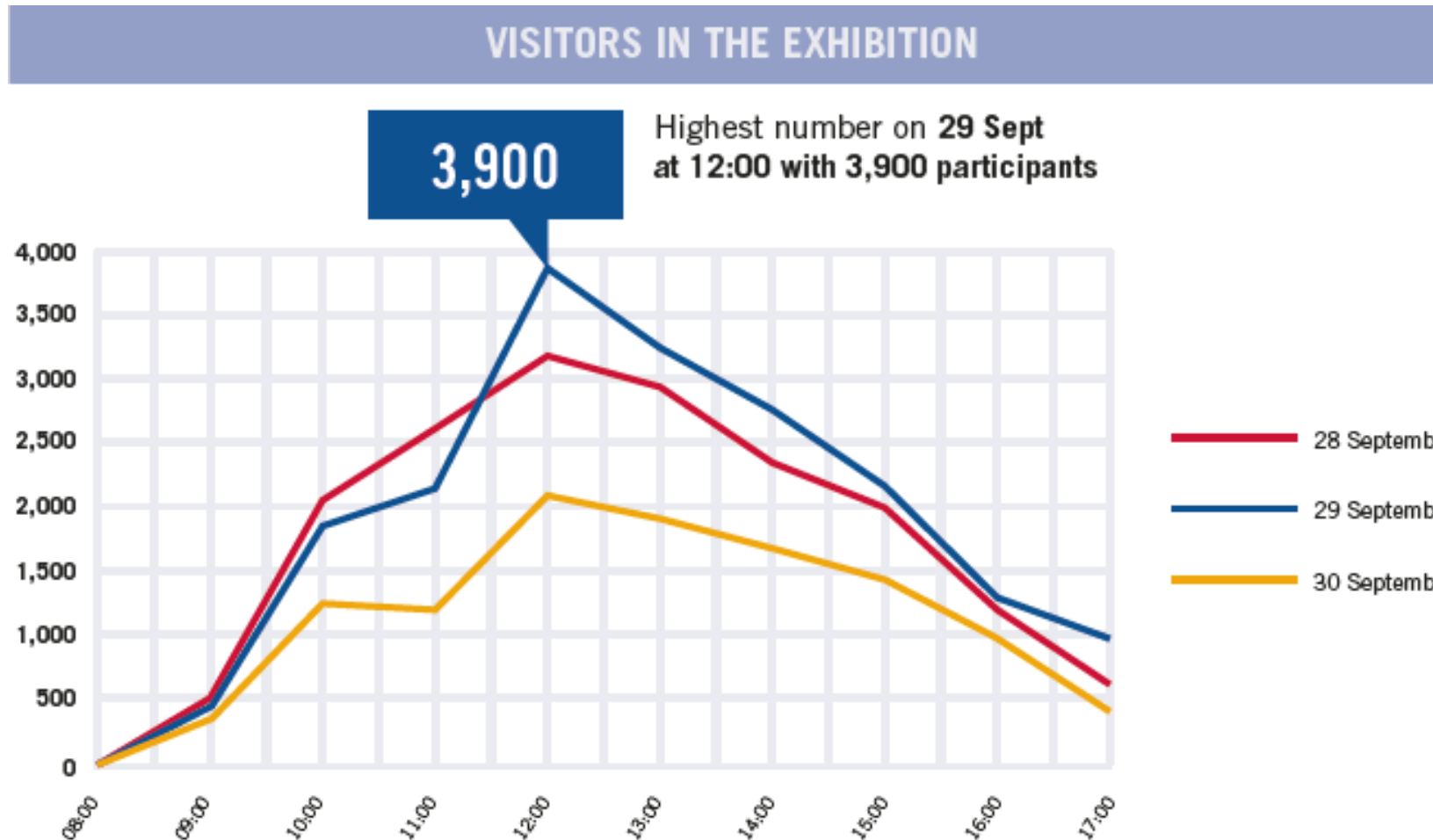
**189,629**

CONGRESS PARTICIPANTS  
VISITING EXHIBITION



**84%**

# Traffic through the exhibition



# Onsite Industry sessions

## NUMBER OF INDUSTRY SESSIONS



**65**

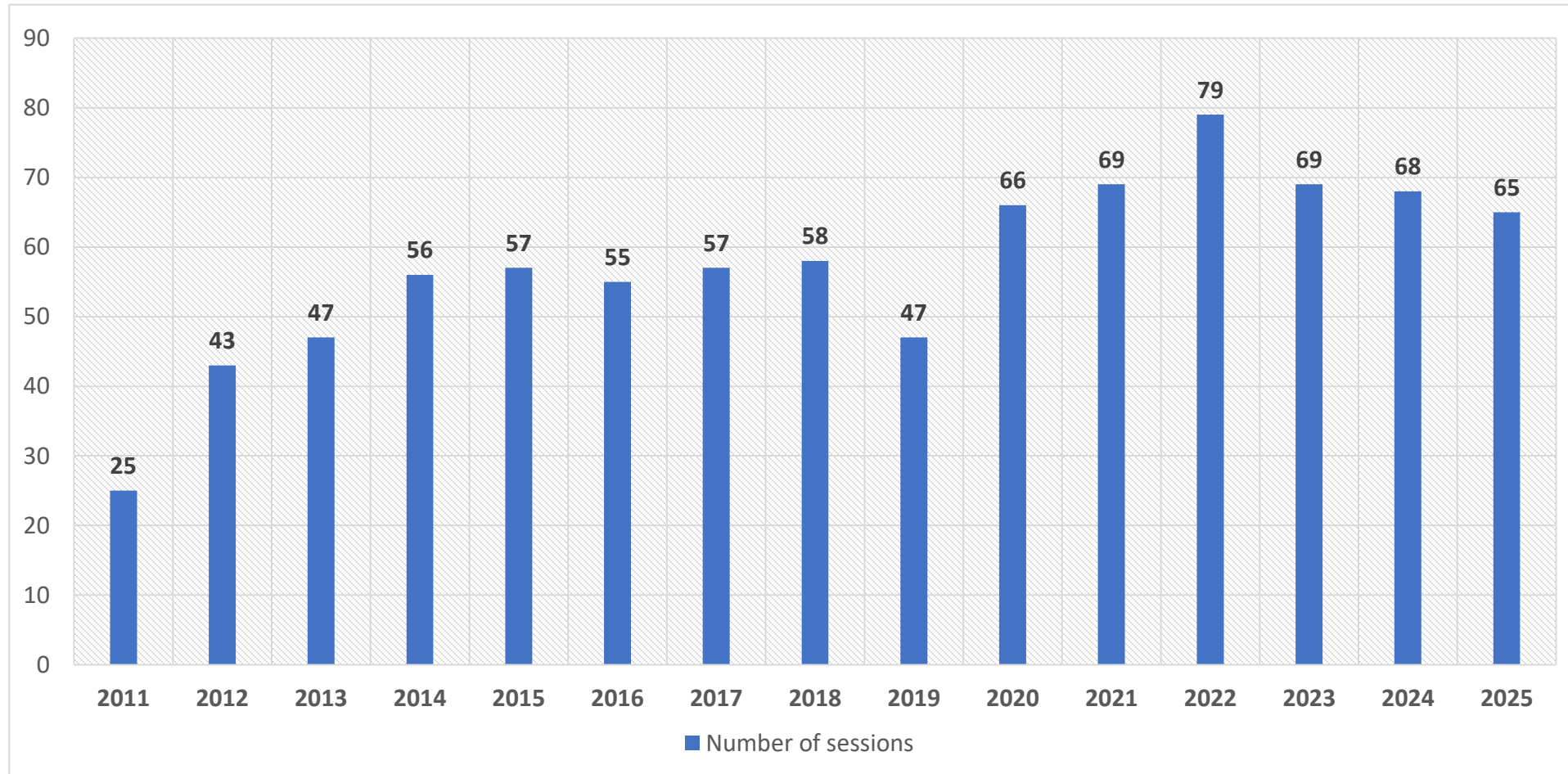
## AVERAGE ATTENDANCE ACROSS ALL SYMPOSIA



**74%**



# Total number of Industry sessions



# Livestreamed industry sessions

TOTAL NUMBER  
OF LIVESTREAMED  
SYMPOSIA



**21**

AVERAGE VIEW TIME  
ACROSS ALL INDUSTRY SESSIONS



AVERAGE VIRTUAL ATTENDANCE  
DURING THE CONGRES



**257**

(for Industry sessions)

## Top 5 Industry sessions – Live views

- The changing treatment landscape in pulmonary fibrosis - **Boehringer Ingelheim International GmbH**
- Targeting Neutrophilic Inflammation in an Evolving Treatment Landscape for Bronchiectasis - **Insmed**
- Chronic Cough Update – **MSD**
- Type 2 Severe Asthma “Unplugged”: Reducing Mucus To Improve Long-Term Patient Outcomes - **Sanofi**
- The Knowns and Unknowns in the COPD Landscape — Concepts in Disease Stability – **Sanofi**

## PLATFORM



Total page views  
**4,649,154**

Unique users  
**15,399**

## UNIQUE USERS DURING THE CONGRESS AND UNIQUE USERS POSTCONGRESS



During the Congress

**13,051**

Post Congress

**4,005**



Replay time

**6,085 hours**

## PROGRAMME



Total visits  
**280,908**

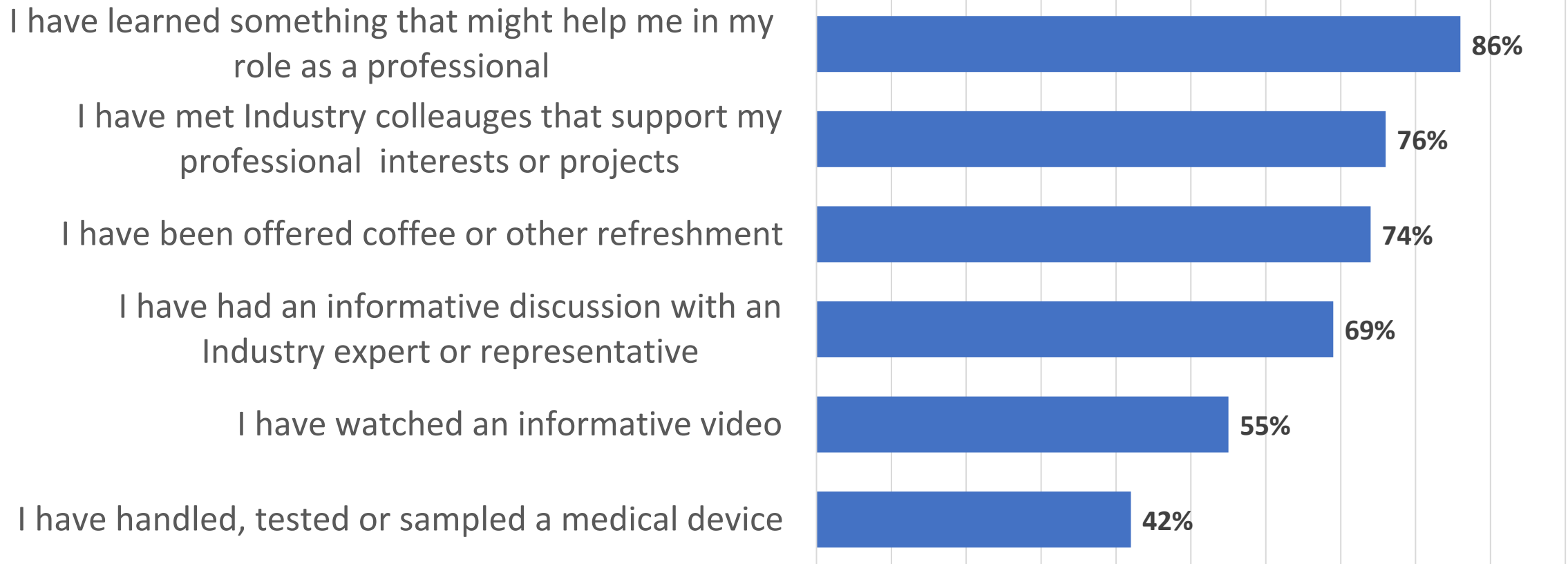
Unique users  
**13,461**

## **Delegate research**

### **Participants that visited the exhibition.**

# Impact of visiting the exhibition

## Impact of visiting the exhibition



# Reasons to visit the exhibition

	High value	Mid to High value
The opportunity to handle / test / sample a medical device?	28%	78%
The opportunity to watch an informative video?	20%	81%
The opportunity to have an informative discussion with an industry expert or representative?	38%	90%
The opportunity to learn things that might help me in my role as a professional?	53%	96%
The opportunity to meet industry colleagues that support my professional interest or projects?	47%	94%
Being offered coffee or other refreshments?	42%	86%

# Experiences on stands

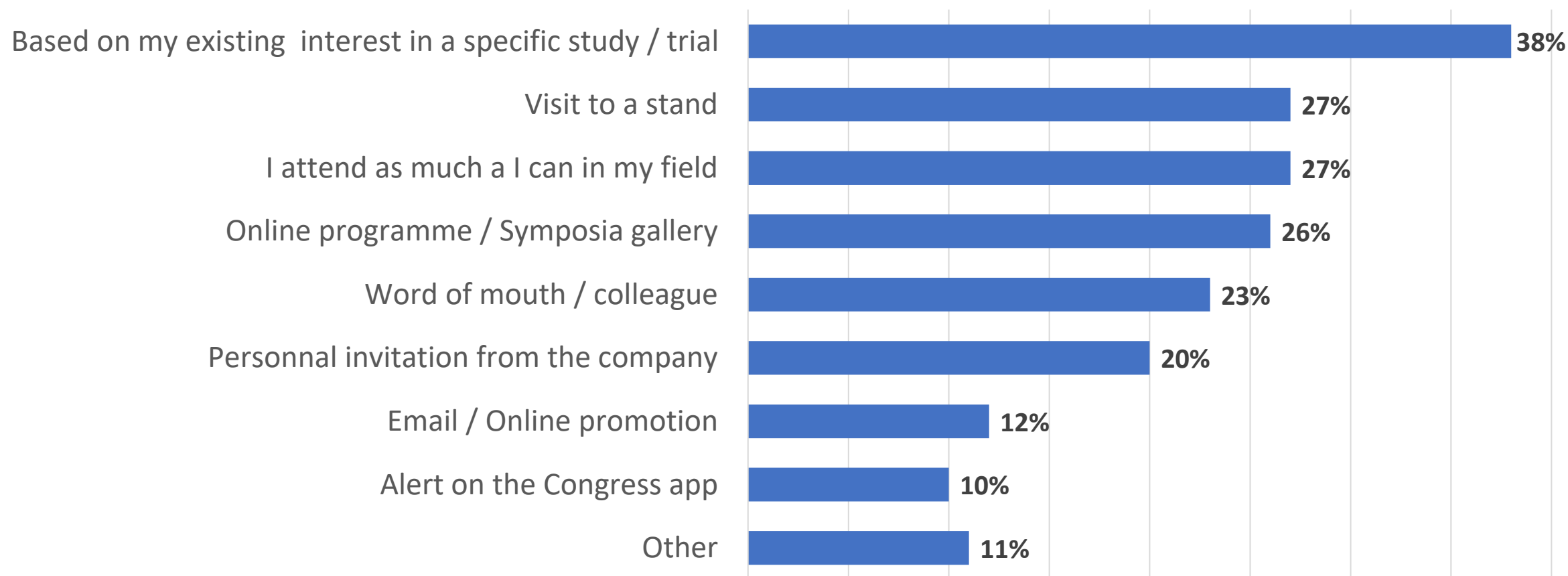
	Very good	Good to very good
How do you rate the overall time you had to wait before getting attended to?	46%	76%
How do you rate the overall way you were greeted/welcomeed?	65%	89%

	Very easy	Easy to very easy
How easy was it to get your questions answered by an expert?	46%	82%
How easy was it in general to get information on a product/device you were interested in?	43%	82%

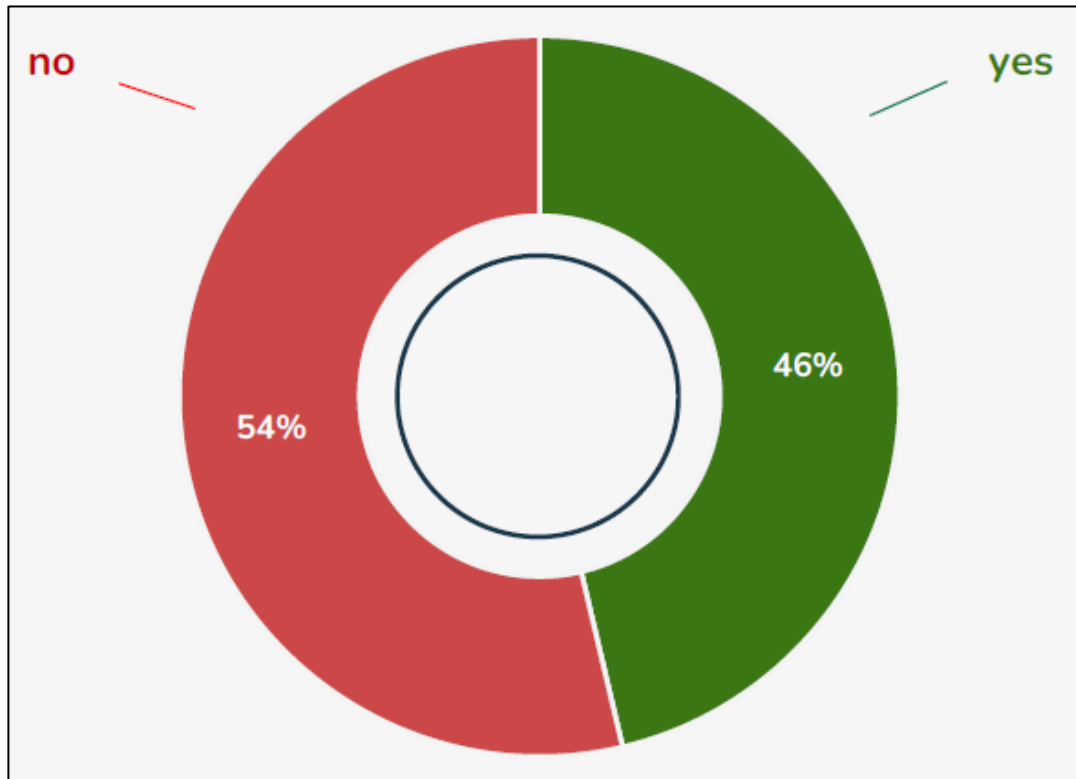


# How do you select a symposium to attend?

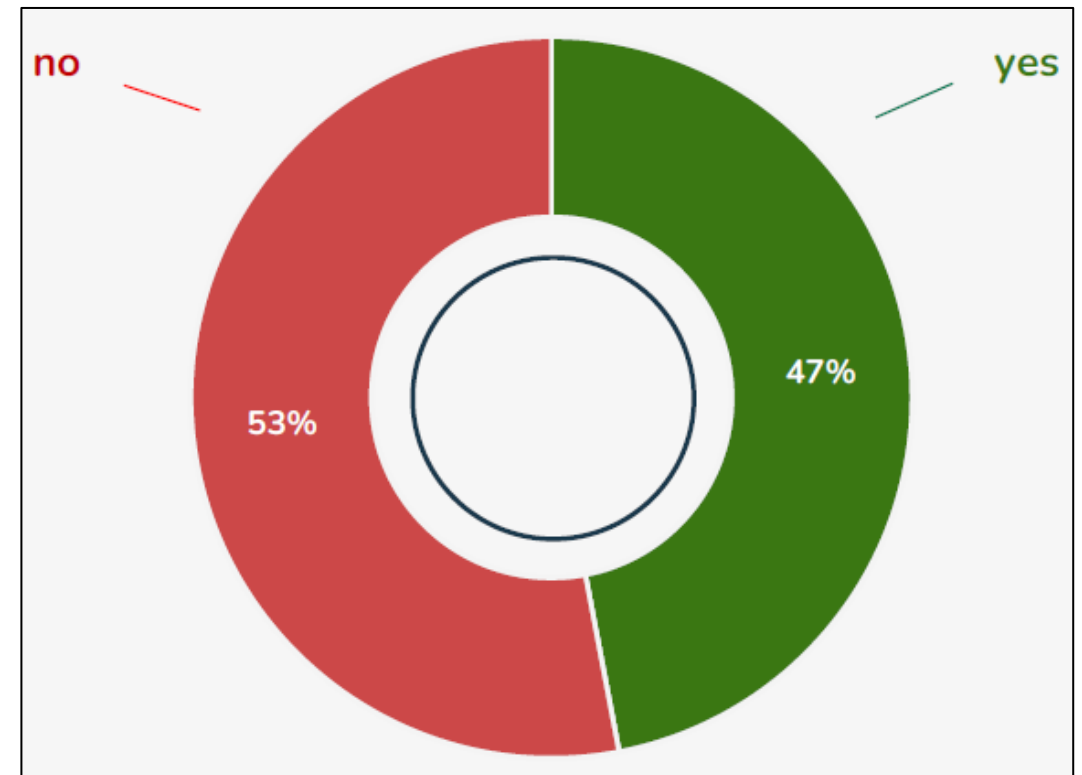
## How do you select a symposium to attend?



# 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



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Welcome to Barcelona

Prof. Ferran Barbé, ERS Congress Chair 2026

# INNOVATION, INSPIRATION, IMAGINATION

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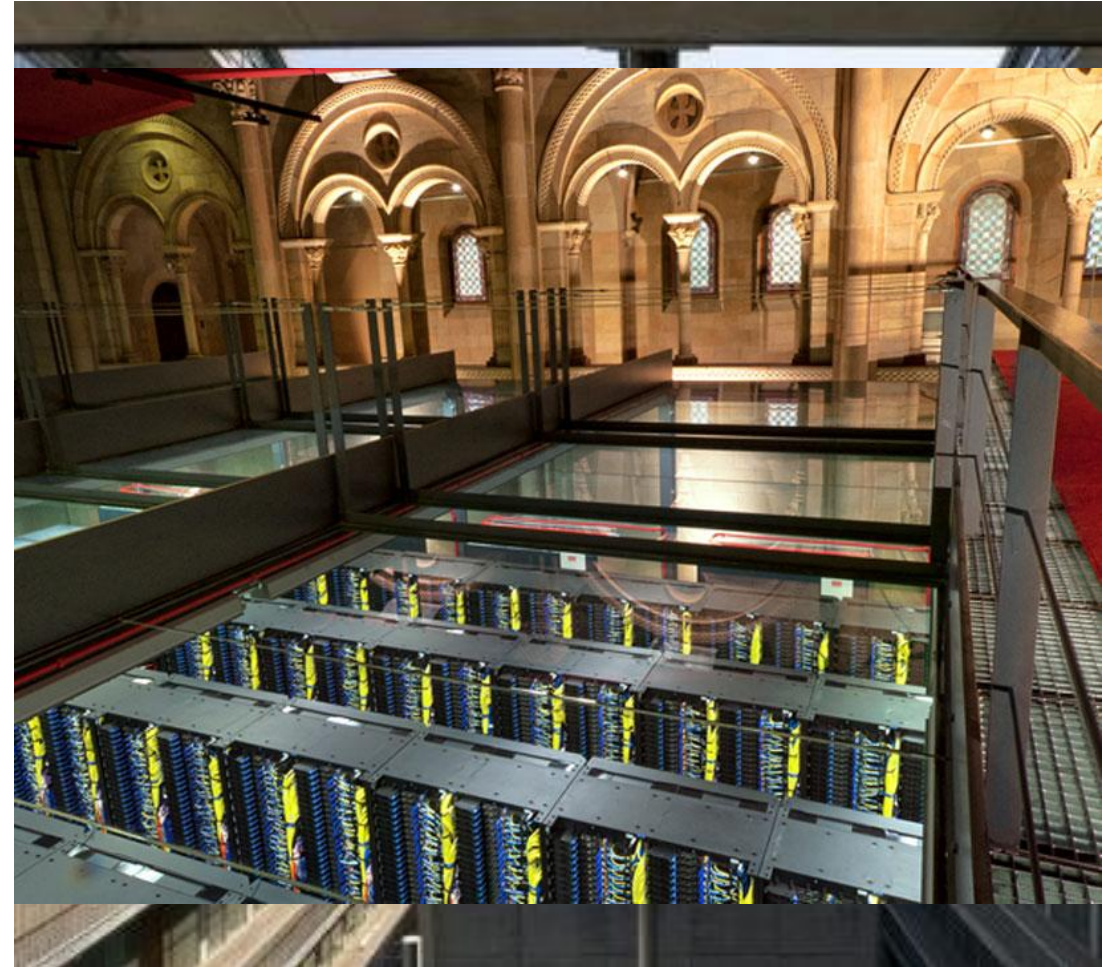


Barcelona is welcoming, open, diverse, inclusive and global, without losing its genuine spirit, authenticity and tradition.



# SCIENCES, QUALITY AND IMPACT

Barcelona is the centre of an important health hub that brings together more than 90 scientific institutions, 1,400 companies related to health and biomedicine, employing over 260,000 people.



Barcelona leads the organisation of medical congresses\*, with 56 major meetings in 2024.

Barcelona has a place in the Top 5 of the best cities for conventions and meetings, for the last 20 yrs.

Barcelona and Catalanian citizens are very supportive of, and committed to research.



\*Data from the ICCA (International Congress and Convention Association)

# Global Connectivity Map

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200+ Direct flights

50M+  
Passengers/year





# Creativity, Culture and Leisure

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...a perfect environment for innovation, inspiration and imagination.



# Mediterranean Lifestyle

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... a memorable experience for attendees & sponsors



5-9 September | Barcelona, Spain

## Barcelona Infrastructure & Housing

Miquel Dalmau, bnetwork

distance from venue (public transport)	%	number of rooms
≤ 15 minutes area	26,64%	<b>2.132</b>
15-30 minutes area	42,83%	<b>3.427</b>
+ 30 minutes area	26,16%	<b>2.093</b>
surroundings	4,37%	<b>350</b>
<b>total rooms</b>		<b>8.002</b>

hotels  
key areas





one of the most efficient  
and secure public  
transportation network in  
Europe.

transportation  
network

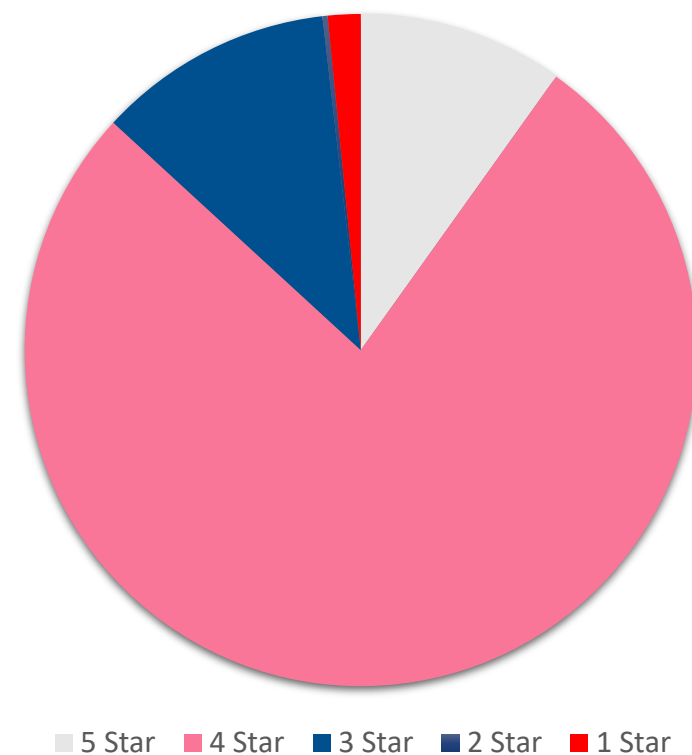


hotel category	number of rooms	average rate per night
5 star	790	372,59 €*
4 star	6.158	316,15 €*
3 star	908	261,27 €*
2 star	20	220,00 €*
1 star	126	204,48 €**
<b>total</b>	<b>8.002</b>	<b>313,33 €*</b>

\* rates include VAT and breakfast (local tax excluded)  
 \* rates are based on core nights and single occupancy  
 \*\* walking distance hotel

## hotels figures

hotel capacity per category





## payments

date	% of payment requested
upon confirmation	60%
04/06/2026	20%
03/07/2026	20%

## cancellations / attritions

date	% allowed release
05/05/2026	100%
04/06/2026	40%
02/07/2026	25%
03/08/2026	15%
24/08/2026	5%

booking conditions  
for groups (+5)

option 1

## master account

- full accommodation (incl. breakfast & taxes) paid by the company
- official payment schedule
- each guest pays **only their extras**

option 2

## direct payment

- full accommodation (incl. breakfast & taxes) guaranteed by the company through deposit payment
- each guest pays for their room directly at the hotel
- no-shows, declines of payment and cancelled going into deduction of this deposit
- refund of the deposit balance to the company after reconciliation

option 3

## dedicated website

- exclusive access to company pre-selected allotment
- individuals book & pay their room(s) online
- download hotel brochure & confirmation
- get login & password to manage their reservation(s)

# payment process options

# thank you



## contact us

**Miquel Dalmau**  
event accommodation director  
[ers2026hotels@bnetwork.com](mailto:ers2026hotels@bnetwork.com)

for more details, please visit:

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

## barcelona office

Via Laietana, 33, 4º2º  
08003 Barcelona

t: + 34 93 550 0350





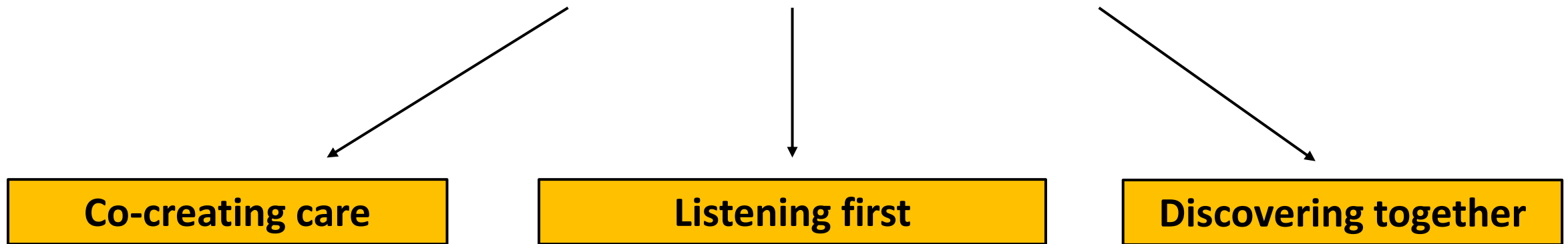
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## Scientific Programme Overview

J. Chorostowska-Wynimko, ERS President

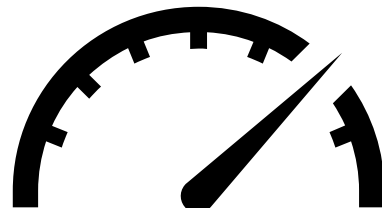
## Congress Theme:

**United for better breathing:  
partnership between patients, clinicians and researchers**



# Barcelona 2026 – Strategic topics

- Presentation of the latest scientific and clinical advances in respiratory medicine
- Integration of basic, translational and clinical research with guideline development
- Innovations in diagnosis, imaging and interventional techniques
- Implementation of digital health and new technologies in respiratory care
- Advances in treatment and management of major respiratory diseases
- Prevention, environment and public health in respiratory medicine
- Interdisciplinary and patient-centred care, including allied health and rehabilitation
- Sustainability, global health, and the future of respiratory medicine



# 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 Studio with audience
- Congress platform
  - Abstracts available as E-posters 2 weeks before live sessions
  - Congress replay available 24h after the session



# Important dates

**1 December, 2025 - 5 February, 2026**

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

**15 December, 2025 – 11 March, 2026**

Online **Hot Topics submission**

**20 April - 31 May, 2026**

Submission of **Late-Breaking Abstracts**

**10 – 24 June, 2026**

Last deadline for **Randomised Clinical Trials submission**



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## Congress opportunities

S. Sealy, Marketing and Corporate Relations Director





# Industry symposia

- Sunday and Monday -> emphasis on Lunchtime and Evening slots
- Tuesday -> emphasis on 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>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 
1500 PAX	600 PAX (2x)	1500 PAX	600 PAX (2x)
900 PAX (2x)	500 PAX (3x)	900 PAX	500 PAX (3x)
800 PAX (2x)		800 PAX (2x)	
700 PAX (2x)		700 PAX (2x)	



-> Livestream and webcasts



-> Webcasts only



# Industry Mini-Symposia

- Sunday and Monday evening
- 17.30 - 19.00 CEST
- 160 PAX (2x)
- Webcasts available



- 4 slots per day:
  - 08:30 – 09:15 CEST
  - 10:45 – 11:30 CEST
  - 14:00 – 14:45 CEST
  - 15:30 – 16:15 CEST
- 160 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





# Sponsorships (Big items)



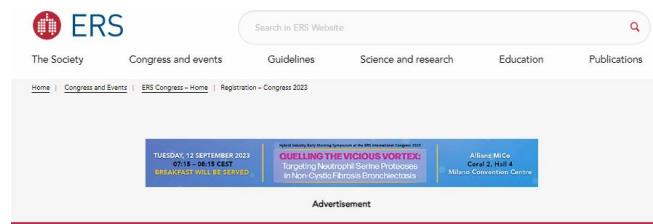
# ADVERTISING

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



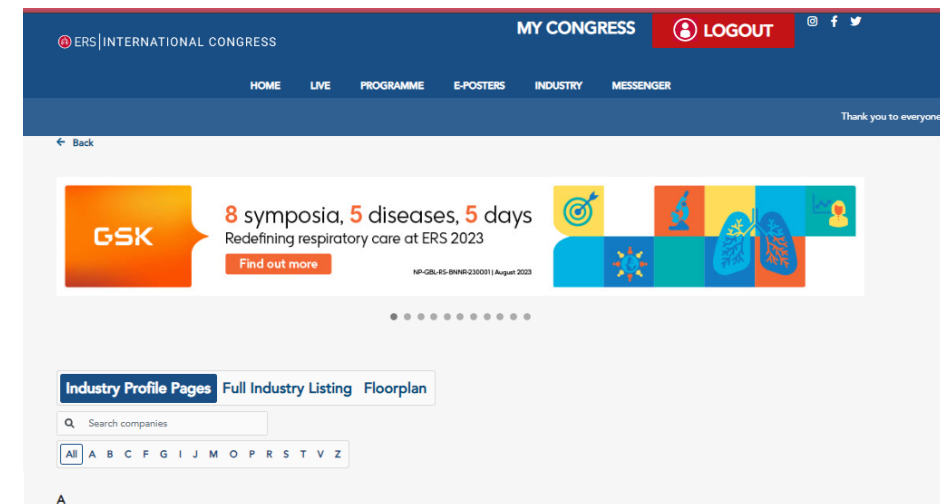
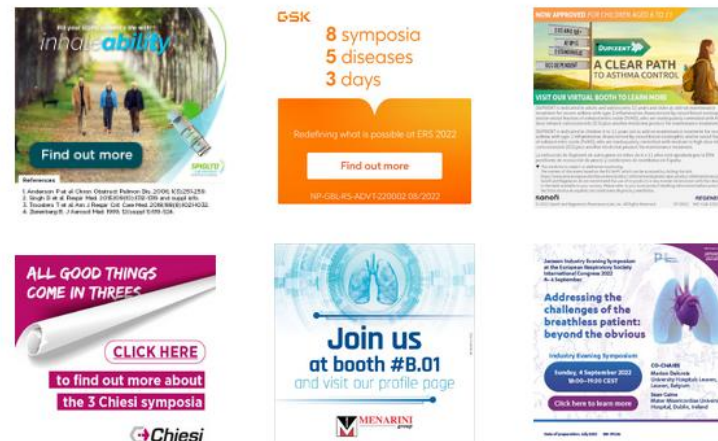
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## Information from Industry

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



## 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



# Lounges / Meeting rooms



## New Lounge / Meeting room format

# Meeting spaces



# Exhibition

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Premium EUR 720.- / Sqm

Regular EUR 598.- / Sqm





# 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



## Exhibition Allocation deadlines - by rank

<b>Friday 5<sup>th</sup> December</b>	<b>companies</b>	<b>1 &amp; 2</b>
<b>Thursday 11<sup>th</sup> December</b>	<b>companies</b>	<b>3 &amp; 4</b>
<b>Wednesday 17<sup>th</sup> December</b>	<b>companies</b>	<b>5, 6 &amp; 7</b>
<b>Wednesday 7<sup>th</sup> January</b>	<b>companies</b>	<b>8,9 &amp; 10</b>



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## Congress guidelines

S. Sealy, Marketing and Corporate Relations Director

# Congress Guidelines for independent side events and meetings

- Respect black out times
- Independent events are discouraged 3 days before and 3 days after the event
- We ask ERS partners not to sponsor any competing event over these times
- Open invite events are not allowed event outside blackout times
- Industry are with their rights to hold large meetings with their sponsored participants and staff
- Industry partners are welcome to host meetings of up to forty invited respiratory professionals
- Check with the Corporate Relations' team



5-9 September | Barcelona, Spain

Exhibition Logistics / Industry Meeting Rooms

Oliver Heinke, Interplan AG

# Exhibition Contacts

<p><b><u>ERS</u></b></p> <p><b>Kristof Kemp</b></p> <p><a href="mailto:kristof.kemp@ersnet.org">kristof.kemp@ersnet.org</a></p> <ul style="list-style-type: none"><li>• Exhibition Sales</li><li>• Stand allocation</li></ul>	<p><b><u>INTERPLAN AG</u></b></p> <p><b>Oliver Heinke</b></p> <p><a href="mailto:o.heinke@interplan.de">o.heinke@interplan.de</a></p> <ul style="list-style-type: none"><li>• General Organisation</li><li>• Stand Approvals</li><li>• Exhibition Service Manual</li><li>• Technical requirements</li></ul> <p><b><u>INTERPLAN AG</u></b></p> <p><b>Nicole Pfirrmann</b></p> <p><a href="mailto:n.pfirrmann@interplan.de">n.pfirrmann@interplan.de</a></p> <ul style="list-style-type: none"><li>• Industry Meeting Rooms/Lounges</li></ul>	<p><b><u>SCHENKER</u></b></p> <p><b>Sabine Auer / Thomas Ernst</b></p> <p><a href="mailto:congress@dbschenker.com">congress@dbschenker.com</a></p> <ul style="list-style-type: none"><li>• Logistics</li><li>• Delivery time slots</li><li>• Storage, Empties, Customs, Fork-lifts</li></ul> <p><b><u>INTERPLAN AG</u></b></p> <p><b>Alexandra Held</b></p> <p><a href="mailto:exh_reg_ers@interplan.de">exh_reg_ers@interplan.de</a></p> <ul style="list-style-type: none"><li>• Exhibitor registration</li></ul> <p><b><u>Gastro Fira Catering questions</u></b></p> <p><a href="mailto:erscatering@firabarcelona.com">erscatering@firabarcelona.com</a></p> <p><b><u>Servi Fira Rigging questions</u></b></p> <p><a href="mailto:rigging.granviasouth@firabarcelona.com">rigging.granviasouth@firabarcelona.com</a></p>	<p><b><u>Servi Fira Exhibitor Service</u></b></p> <p>online shop opens mid February 2026</p> <p><a href="mailto:ers@firabarcelona.com">ers@firabarcelona.com</a></p> <p>Deadline for regular prices: 30 July 2026, afterwards +30% (apart catering) and not all articles available.</p> <ul style="list-style-type: none"><li>• Power supply</li><li>• Cleaning / Waste disposal</li><li>• Furniture</li><li>• Carpet</li><li>• Shell Scheme Booths</li><li>• Graphics</li><li>• Catering</li><li>• Suspension Points / Rigging</li><li>• Plants and Flowers</li><li>• Hostesses / Security</li></ul>

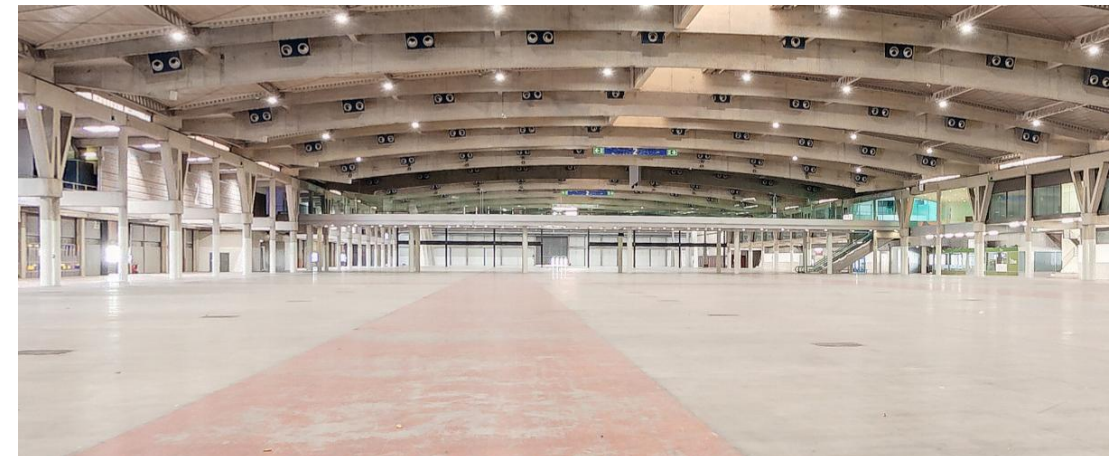


# Good to know

## Hall properties



- Approx. 32.000 SQM Space total
- Suspension points are in general possible at any position apart on spaces next to the hall wall - check availability/ feasibility of your rigging projects early!
- Helmet, safety shoes and high vis are mandatory and will be controlled.
- Technical supply via floor openings
- No exclusive catering! Own barista services permitted!



## Construction height (please check also the transparency principle)

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**

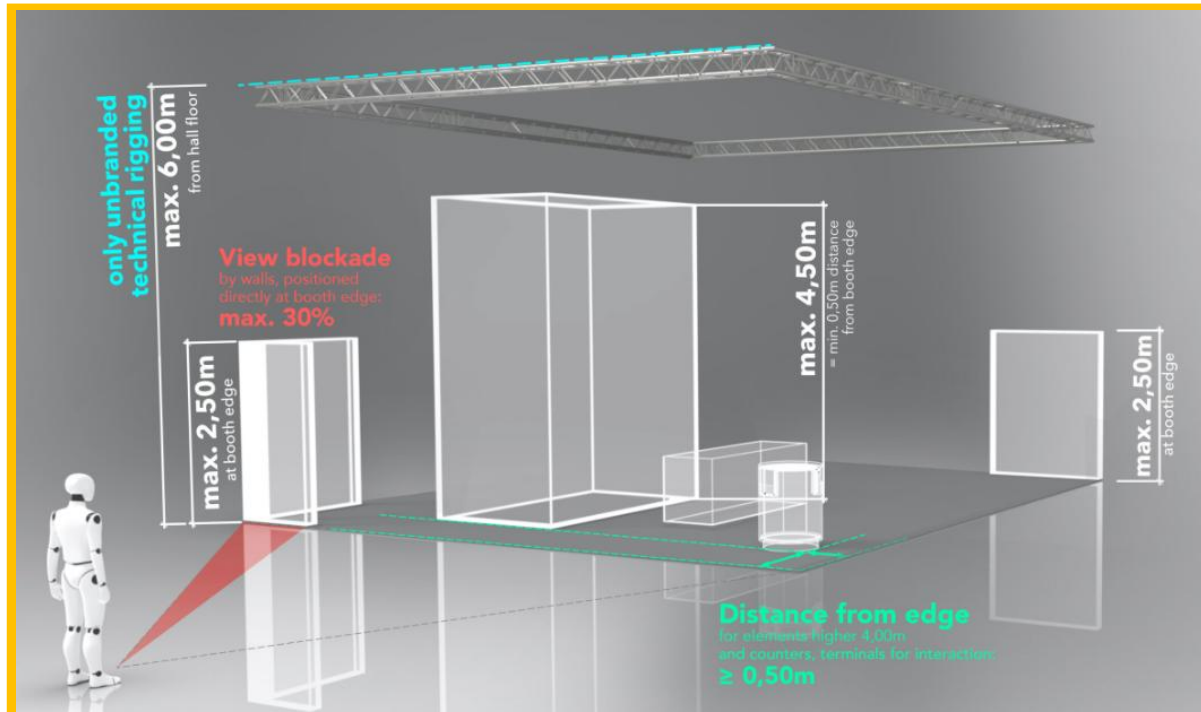
Any kind of visible surface positioned close ( $<1,5\text{m}$ ) to the neighbouring stand that could be perceived as part of the neighbour's stand shall not be branded.

(applicable for inline, corner, peninsular stands).

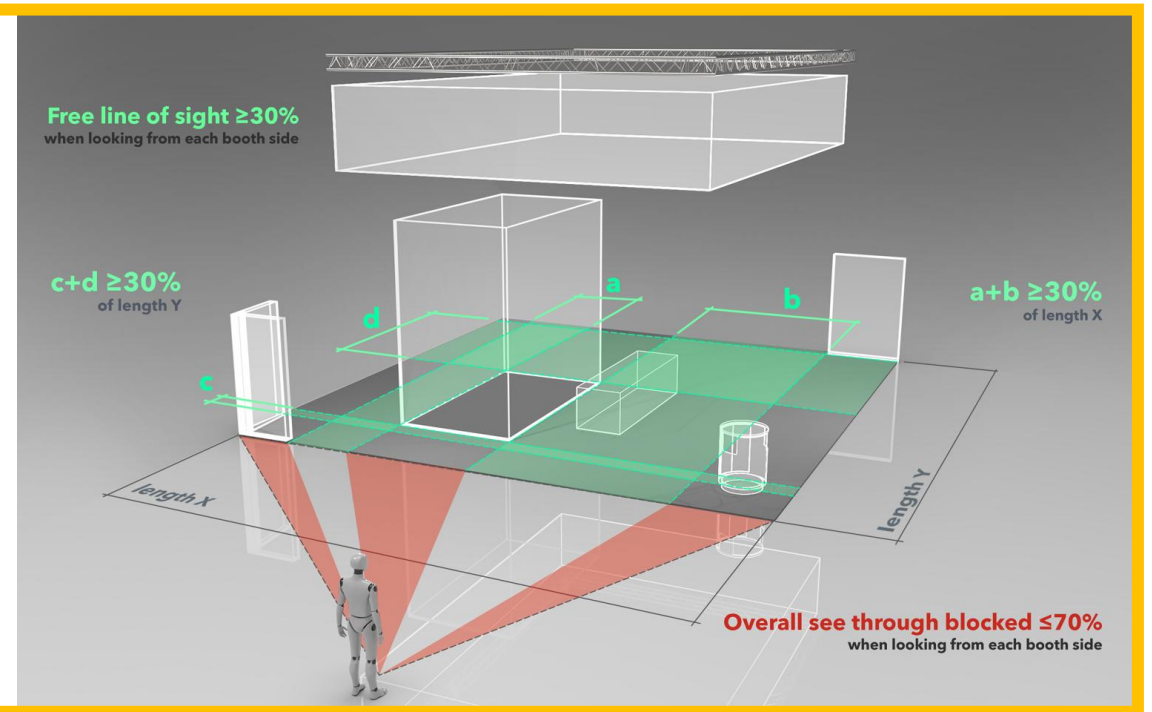
It is mandatory to erect or order rear and side walls. These walls must be completely (from ground to top edge) closed, white, uncabled and clean on the sides facing neighbors.

# Construction heights / Transparency Rules

## Construction heights



## Transparency Rules



# Stand project approval



**Stand project approval**  
By June 12, 2026



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

[o.heinke@interplan.de](mailto: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 **Fira Barcelona 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, 03 September:

- 08:00 – 20:00

Friday, 04 September:

- 08:00 – 20:00

Saturday, 05 September:

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

## Opening times

Sunday, 06 September:

- 08:00 – 17:00

Monday, 07 September:

- 08:00 – 17:00

Tuesday, 08 September:

- 08:00 – 17:00

Wednesday, 09 September:

- exhibition closed

## Dismantling

Tuesday, 08 September:

- 17:00 – 22:00 (light dismantling from 17:00, heavy dismantling from 19:00, gates for trucks open at 19:00)

Wednesday, 09 September:

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

Thursday, 10 September:

- 08:00 – 20:00

## Additional set-up day

Tuesday, 01 and Wednesday, 02 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!**



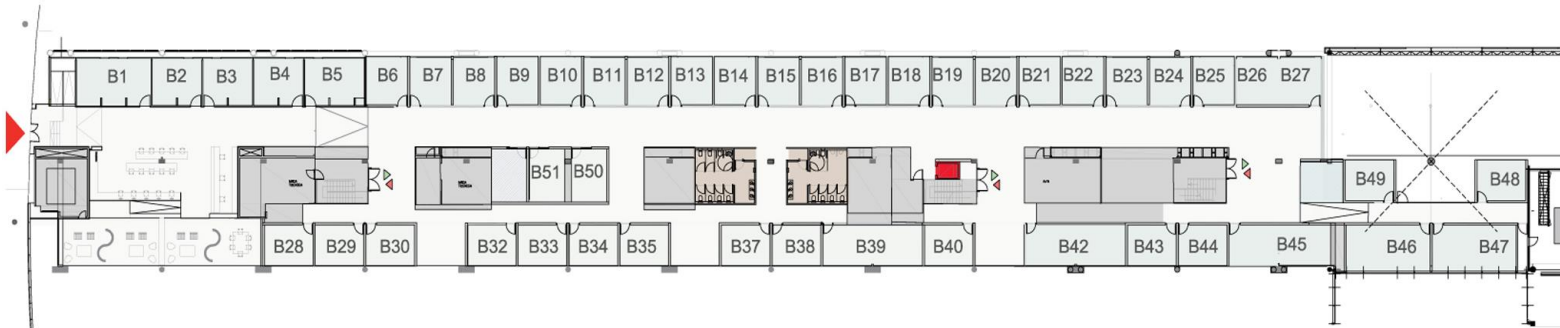
# Industry Meeting Rooms

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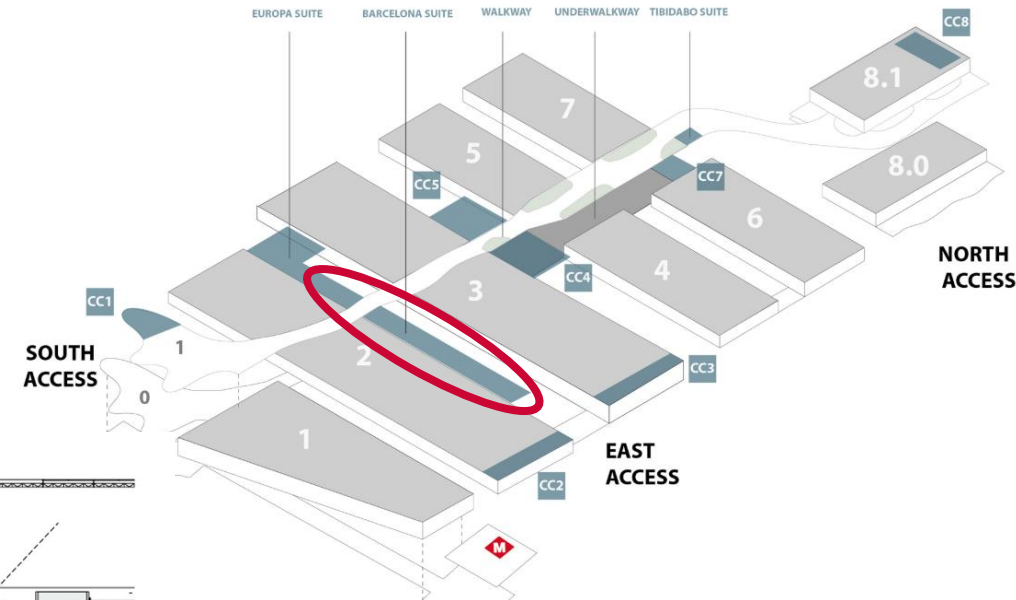
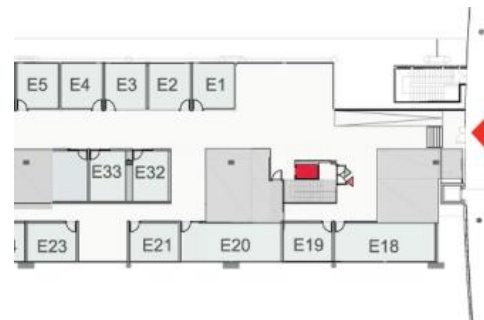
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## Barcelona Suite: 47 soundproof Meeting Rooms



## Europa Suite: 10 soundproof Meeting Rooms



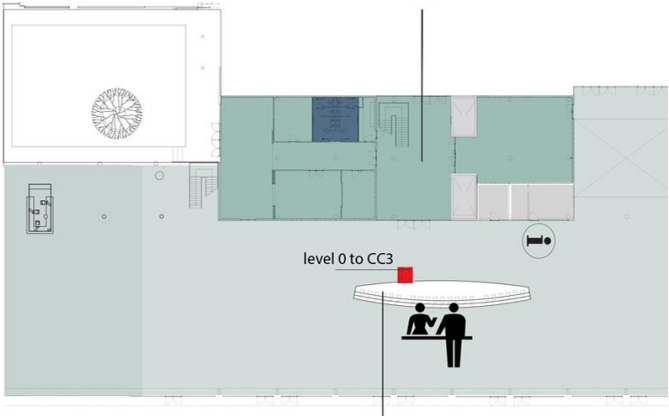
## Standard Equipment

- Chairs
- Tables
- Screen
- Catering table
- Coat rack
- Waste bin
- Daily cleaning
- Power supply and multiple socket
- ERS congress WiFi

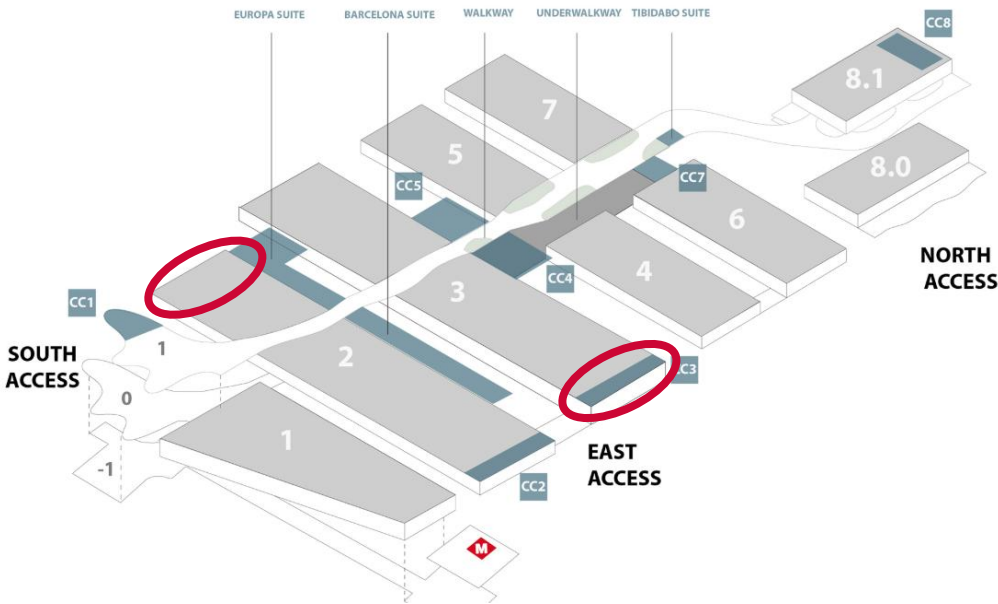
# Industry Lounges



East Access / CC3: Lounge Spaces



Hall 2: Lounge Spaces



# Exhibitor Registration

**Contact: Alexandra Held,** [exh\\_reg\\_ers@interplan.de](mailto:exh_reg_ers@interplan.de)

Registration webpage will be circulated in May 2026.

## **New Rule!**

3 complimentary badges per 9sqm (cap at 51 badges)

Additional badges: 40€

After deadline: 60€






**Deadline: 27 August 2026**

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

Prices and amounts of complimentary badges are subject to  
change!

Stand size	Complimentary exhibitor badges
1 – 9 m <sup>2</sup>	3
10 – 18 m <sup>2</sup>	6
19 – 27 m <sup>2</sup>	9
28 – 36 m <sup>2</sup>	12
37 – 45 m <sup>2</sup>	15
46 – 54 m <sup>2</sup>	18
55 – 63 m <sup>2</sup>	21
...	...
153m <sup>2</sup> cap	51

# Whats next? / Timeline / Deadlines

	Exhibitor Service Manual / Service Center	Mid February, 2026
	Industry Meeting Rooms bookable	Mid March 2026
	Stand project approvals	June 13, 2026
	Service and Catering orders for regular prices (afterwards +30% apart catering)	July, 30, 2026
	Exhibitor badge orders (opens in July)	August 27, 2026

**Subject to change!**

## Helpful links:

Fira Barcelona Gran Via Rules & Regulations:

<https://cloud.interplan.de/s/rLXPdPxBYxEzAk3>

Fira Barcelona Gran Via Virtual Tour and webpage:

<https://guestevents.firabarcelona.com/enclosure/granvia/>



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## Registration

Ludivine Simon – K.I.T. Group

# Registration timeline forecast

Timeline	Dates
Registration opening	April 2026
Early-bird fees	Early July 2026
Cancellation fees	5 weeks before on-site congress*
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)
- Prescriber or non-prescriber
- 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**

- Badge mailing to the delegate and/or group leader.
- Fixed appointments on Thursday 3 and Friday 4 September 2026.
- 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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## Guided Tour

Please pick up a headset from the table at the back of the room



# ERS CONGRESS | 2026

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Q&A



Q&A



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Best stands  
according to the delegates

## Voted Best Stand by the participants

2. GSK

3. Olympus

4. Boehringer Ingelheim

5. Chiesi

## Voted Best Stand by the participants

1. AstraZeneca

2. GSK

3. Olympus

4. Boehringer Ingelheim

5. Chiesi



5-9 September | Barcelona, Spain

Best designed stands incorporating sustainable goals

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



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**3rd place**

# Best designed stand - with sustainable goals



- MSD presented a coherently structured and sustainability-driven booth. Composed of 3 interconnected zones, the stand balanced medical, pipeline and brand-focused areas, each with its own narrative yet unified under a consistent design identity.
- Each area served a clear function: the product and medical corners offered focused scientific interactions, while a dedicated “reflection area” with a distinctive red chair invited healthcare professionals to pause and consider how they could further improve patient outcomes, a subtle but thoughtful engagement concept.
- The real strength of the MSD booth, however, lay in its booth builder’s sustainability leadership. The construction partner, certified by “Better stands” and operating with net-zero carbon objectives, demonstrated exceptional commitment to circular objectives.

# MSD

# ERS CONGRESS | 2026

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Best designed stand - with sustainable goals



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**2nd place**



Best designed stand - with sustainable goals

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**GSK**  
&  
**sanofi**

# Best designed stand - with sustainable goals



- GSK presented a well-structured yet slightly complex booth, balancing medical and commercial areas through clear color and dress-code differentiation, orange attire for the medical team and white for the commercial staff, with language badges adding a practical touch for international visitors.
- Sustainability was visible mainly through operational choices rather than booth design:
  - GSK has reduced travel and delegate sponsorships (from 900 two years ago to around 350 this year). Delegates were asked to leverage the local transportation passe included in the congress registration.
  - The booth manning team was partially international but also local and where feasible, GSK staff travelled by train to Amsterdam (UK based team)
  - The hotel used for booth building team and selected member is powered by renewable electricity and they ensured many staff stayed within walking distance of the venue.
  - These measures, while maybe also partly budget-driven, reflected a tangible commitment to lower environmental impact.



# GSK

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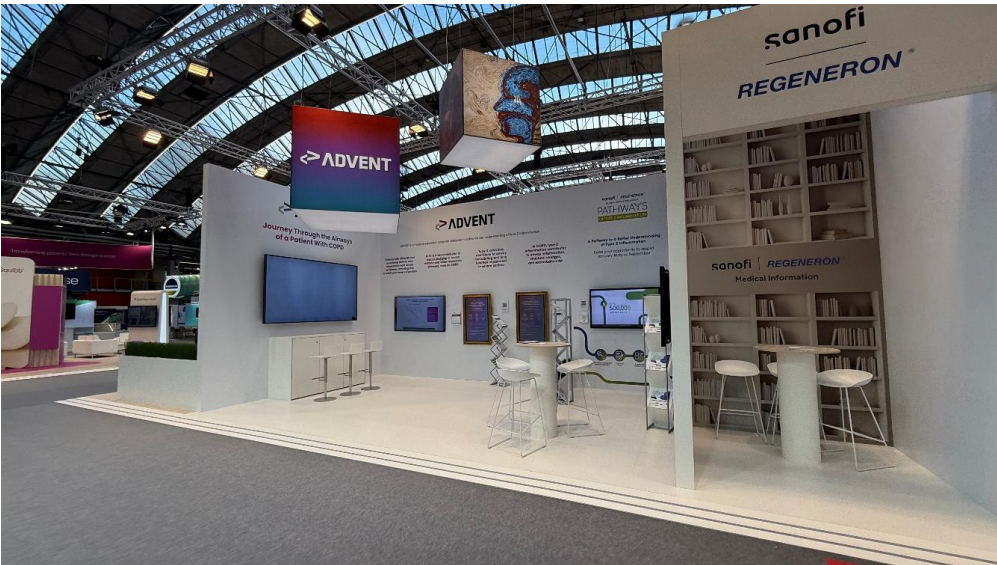
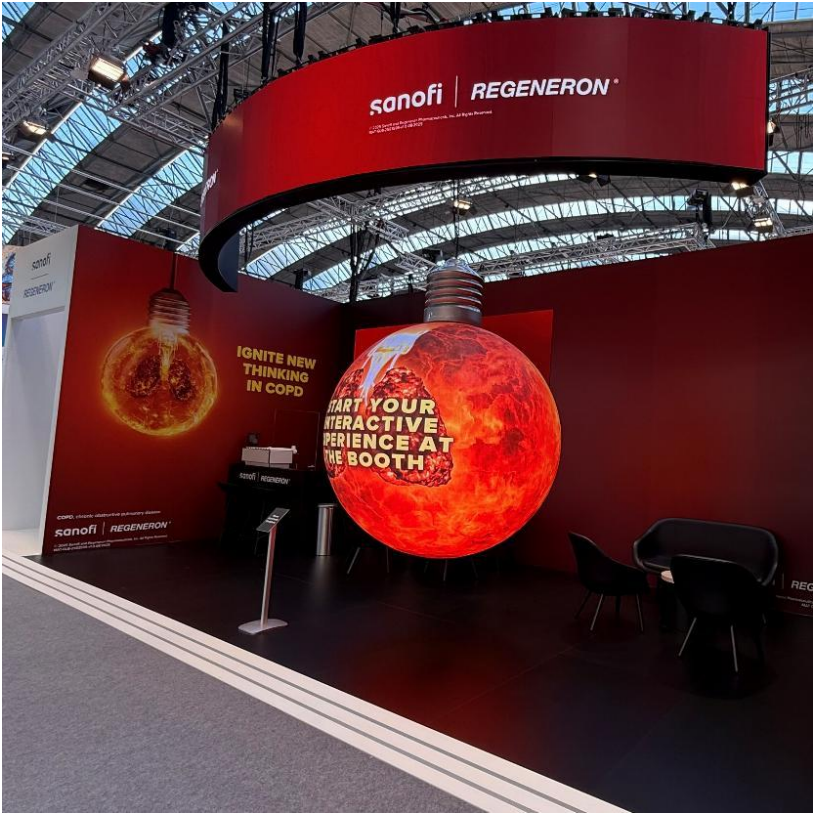
- The Sanofi Regeneron booth had a wide, open lounge area centered on a large LED screen and welcome counter designed to engage while informing the visitors.
- The booth retained the AR experience in nasal polyps, which added interactivity.
- Overall, the organisation of the stand felt more mature than 2024, with improved technology integration and clearer spatial logic.



# Sanofi Regeneron

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Best designed stand - with sustainable goals

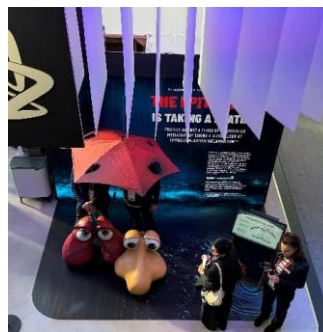
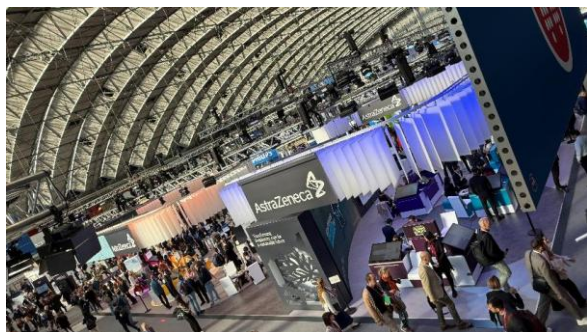
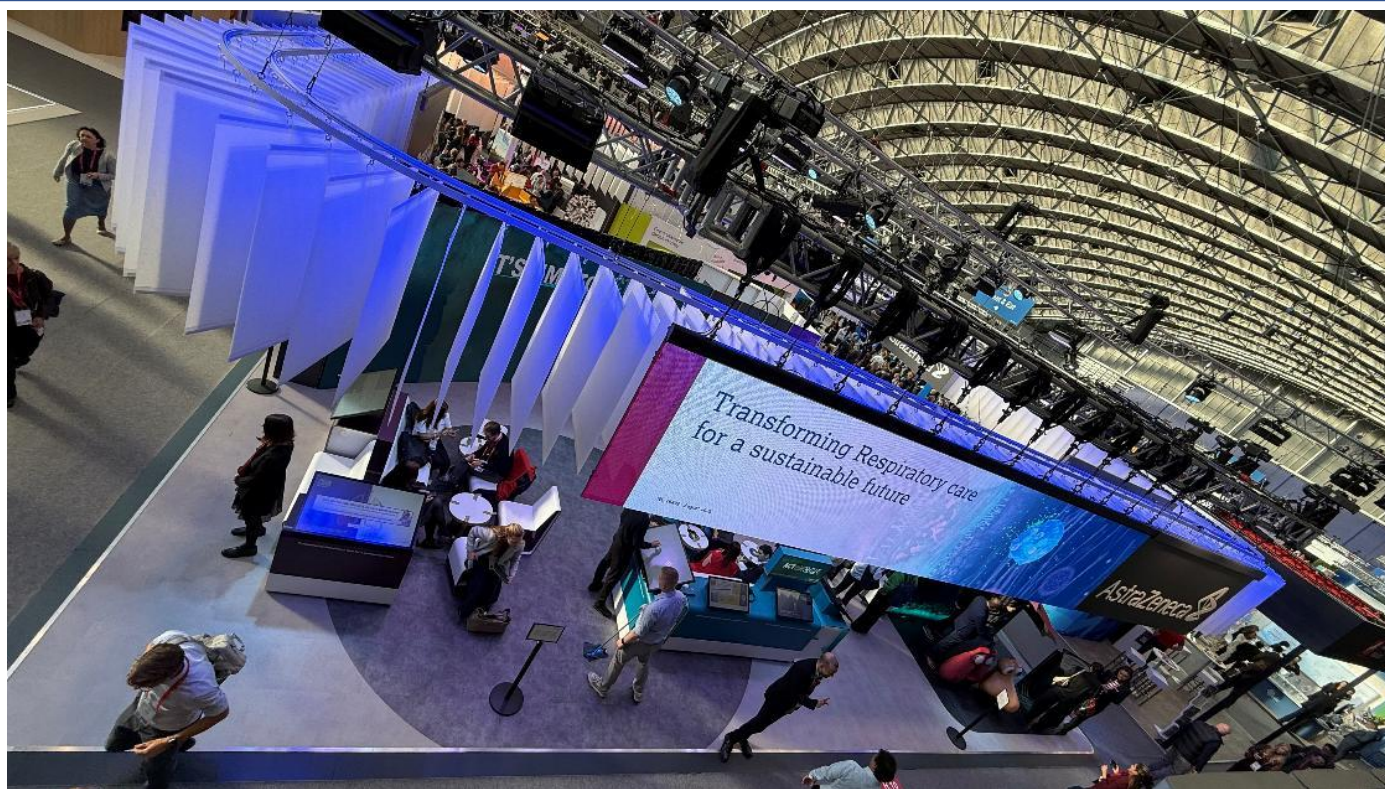
**1st place**

# Best designed stand - with sustainable goals



- AstraZeneca took another clear step forward in integrating sustainability into its booth concept compared with 2024. Once again, a dedicated sustainability corner/full path was incorporated, standing out as a genuine differentiator among exhibitors.
- Design-wise, the booth also used thin, colored paper drape-fascia to delineate spaces while maintaining an airy and professional atmosphere. This itself is also made of “drop paper” item, which at the end of life is repurposed in the infinitely recyclable “drop cake”.
- Even small details reinforced the overall impression of thoughtful design and organization, and the dress code was adapted by role:
  - Medical booth staff wore coordinated scarves and ties.
  - Commercial teams opted for elegantly branded vests, keeping a consistent yet differentiated look and something new vs usual poloshirts, scarfs, ties.







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Welcome to Isabelle Moussard - Carlsen

W. Bill, ERS Executive Director



**See you in  
Milan**



**ERS CONGRESS | 2027**

11-15 September | Milan, Italy