



# SESAM PRAGUE 19-21 JUNE 2024

SOCIETY FOR SIMULATION IN EUROPE SUPPORTING EXCELLENCE IN HEALTHCARE



## Exhibition Prospectus

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19 - 21 JUNE 2024  
29<sup>TH</sup> ANNUAL MEETING OF  
SOCIETY FOR SIMULATION IN EUROPE



SOCIETY FOR  
SIMULATION IN EUROPE



We are delighted to extend an invitation to join the **29<sup>th</sup> Annual Meeting of SESAM** which will take place in Prague, Czech Republic, 19-21 June 2024.

Following on from the success of the Lisbon Meeting, SESAM 2024 in Prague promises to be a popular destination and an unmissable event in the sim calendar.

The congress and cultural centre O2 Universum offers modern exhibition floorspace favouring interaction with attendees throughout the event.

With 100% of exhibitors expressing the intention to return in 2024, we anticipate high demand for the limited exhibition space and encourage you to book early using our interactive floor planner.



# SESAM Lisbon 2023

SHAPING THE FUTURE OF SIMULATION TOGETHER



**62%**  
increase in  
delegates



**51%**  
of attendees  
returning  
to the meeting  
**425**  
first-time  
attendees



**72%**  
increase in  
Abstracts  
submitted



Hashtag  
**#SESAM2023**  
**256,257K**  
Twitter impressions from  
6 June to 13 June 2023

During the  
Annual Meeting  
speakers & presenters  
generated over  
**213**  
hours of content  
over 3 days

## CONGRATULATIONS TO OUR COMMUNITY!



**260%** more  
workshops



**5**  
offsite visits



**137** hours  
more than last year!



**32** colleagues from Ukraine registered to  
attend free of charge as part of SESAM's  
support to our sim community there





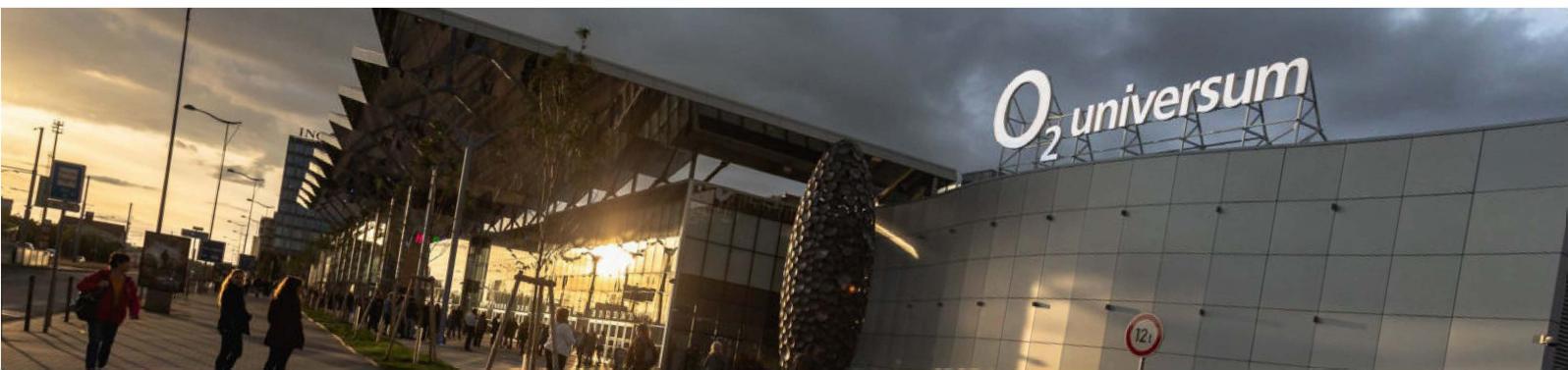
## 2024 Programme Overview

Tuesday 18 June	Exhibitor set-up
Wednesday 19 June	Exhibition open
Thursday 20 June	Exhibition open
Friday 21 June	Exhibition open and dismantling



# Exhibition Opportunities [CLICK HERE TO BOOK](#)

PACKAGE INCLUSIONS	Platinum Partner 5m x 5m	Gold Partner 4m x 4m	Silver Partner 3m x 3m	Exhibitor 3m x 3m	Exhibitor 3m x 2m	Exhibitor 2m x 2m	Exhibitor Table Top
Exhibition Space	5m x 5m (25m <sup>2</sup> )	4m x 4m (16m <sup>2</sup> )	3m x 3m (9m <sup>2</sup> )	3m x 3m (9m <sup>2</sup> )	3m x 2m (6m <sup>2</sup> )	2m x 2m (4m <sup>2</sup> )	Table Top
Stand Inclusions	Prime location - space only		Shell scheme stand, carpet, nameboard, 13 amp socket (500 watt rated), spotlight, 1 table and 2 chairs				1 table and 2 chairs
Exhibition passes <i>Access to Scientific Programme or Plenary not included</i>	8	6	5	4	3	2	1
Scientific Programme passes	4	3	2	-	-	-	-
Promoted Industry Session <i>(90 mins) product or equipment demonstration</i>	✓	-	-	-	-	-	-
Tickets to First Time Attendees and Members Networking	5	4	3	2	1	1	1
Logo on Meeting session holding slide	✓	✓	✓	-	-	-	-
Inclusion of the below in SESAM 2024 website							
Company Name, Logo, Contact Details, Website Link	✓	✓	✓	✓	✓	✓	✓
Company Biography	200 words	100 words	50 words	-	-	-	-
Investment	€21,000	€14,250	€9,000	€6,850	€4,650	€3,450	€1,500



# Additional Exhibitor Options

Available to any exhibitor category.

## **PROMOTED INDUSTRY SESSION - € 2,000**

90-minute Product or equipment demonstration. Promoted on SESAM channels prior to and during the Annual Meeting. Not included in Scientific Programme.

# Sponsorship Opportunities

## **EVENT APP - € 10,000**

Exclusive sponsorship of event app including; home screen and login; logo on all communication and signage signposting where and how to download the app; push notifications. NB Push notifications will also be offered to other sponsors.

## **LANYARDS - € 7,500**

Smart 3-in-1 lanyards with charging cable branded with SESAM logo and your company branding (full colour). **SOLD**

## **DELEGATE CONFERENCE BAG - € 7,500**

Your company branding on conference bag provided to all delegates.

## **HYDRATION - € 7,500**

Your company branding on water bottles provided to all delegates.

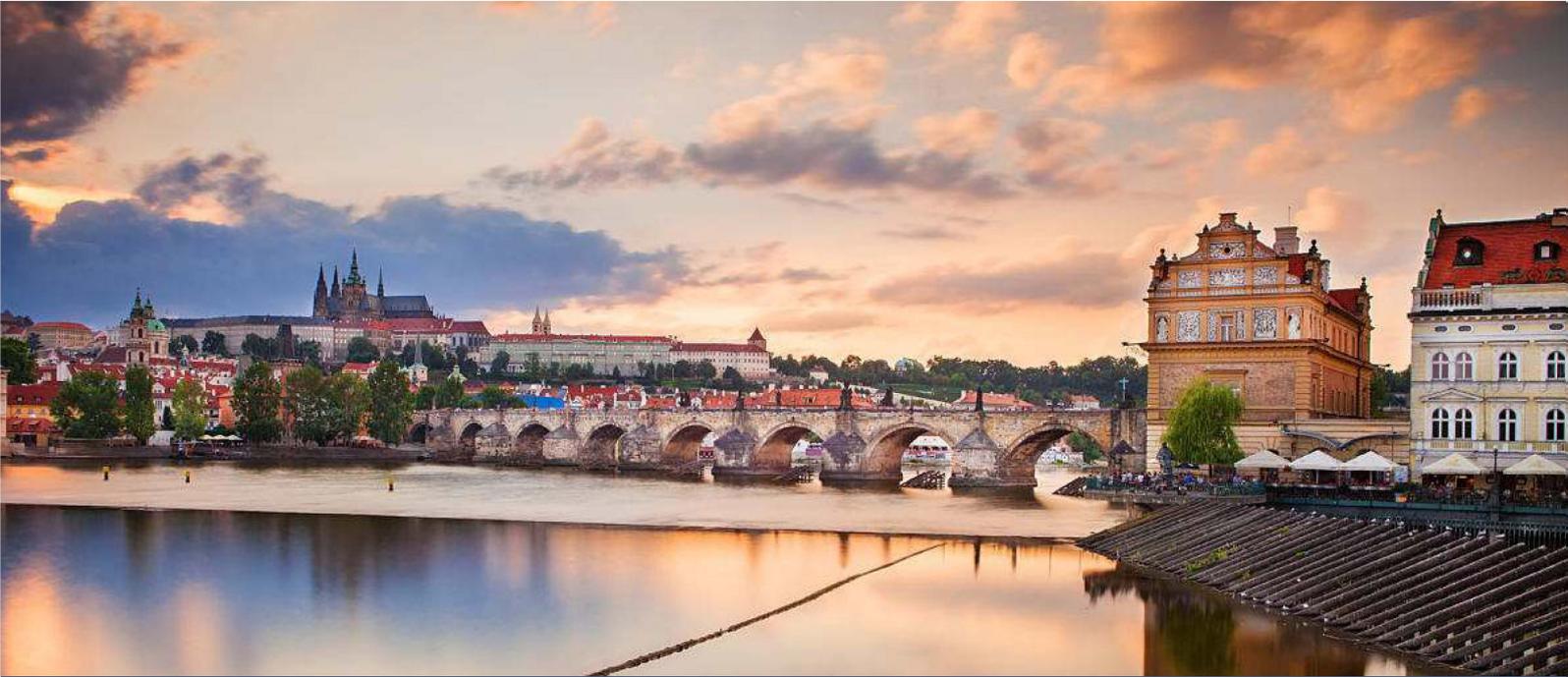
## **MOBILE PHONE CHARGING UNIT - € 1,500**

Your company branding in a central location (price per unit).

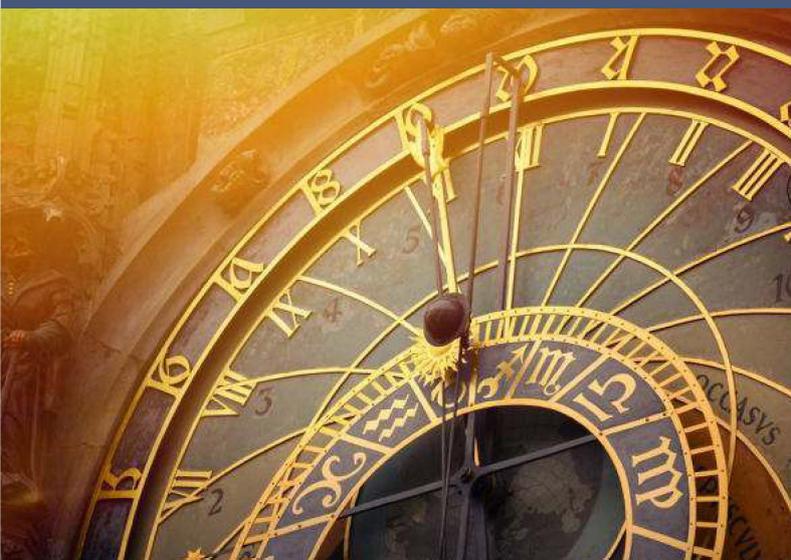
## **OFFSITE VISITS TO LOCAL SIMULATION CENTRES - € TBC**

Address from sponsor and your company branding on all related materials and communications.





We are happy to present **a range of options for our exhibitors and sponsors**, but recognise that you may have specific requests for your presence at SESAM 2024 and we are happy to discuss tailoring packages to meet these needs.



To secure or discuss any of these opportunities, please email [sesamexhibitions@worldspan.co.uk](mailto:sesamexhibitions@worldspan.co.uk)

