



**ESCRS  
iNovation**



2024 ESCRS iNovation Day

## 2024 ESCRS iNovation Day

Friday 6<sup>th</sup> September 2024

Fira Gran Via, Barcelona, Spain



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

#ESCRS2024 #ESCRSiNovation





# Introduction

## ESCRS to host third annual iNovation meeting this September

After the success of prior iNovation Day programmes, [The European Society of Cataract and Refractive Surgeons \(ESCRS\)](#) is proud to announce the next iNovation meeting in Barcelona, Spain, on Friday, September 6, 8:30-15:30 at the Fira Gran Via, immediately prior to the opening of the main ESCRS Congress programme.

This iNovation meeting will bring together doctors, corporate executives and financial community leaders from across Europe and other parts of the world to review the future of the industry. Sessions will focus on the most urgent clinical needs and barriers to success in anterior segment care—and how the latest technology innovations may address those barriers and clinical needs within the next 5-10 years. The agenda will also feature projected 2024 innovations, capital and commercial market changes, and reimbursement trends.

The faculty will be anchored by the ESCRS clinical leadership and will feature a balanced mix of doctors and global executives from established and emerging public and private companies. Unique perspectives will be shared by guest speakers from the European investment, regulatory and research communities.

The programme will feature focused panel discussions, up to 20 emerging company presentations, guest speakers and survey data on attendee and ESCRS delegate interests, trends and concerns. Additionally, the new session introduced in 2023 titled the Innovator Den, featuring exciting concepts developed directly by doctors, will continue for the second year in 2024. Over one hour of networking breaks will also be included.

A new addition in 2024 will be a special programme section featuring CEOs of the largest companies giving perspectives on the future of the industry, and another unique section featuring the doctor leadership of the largest and most influential cataract and refractive societies across the world.

Looking forward to seeing you in Barcelona!



**Filomena Ribeiro**  
President Elect, ESCRS

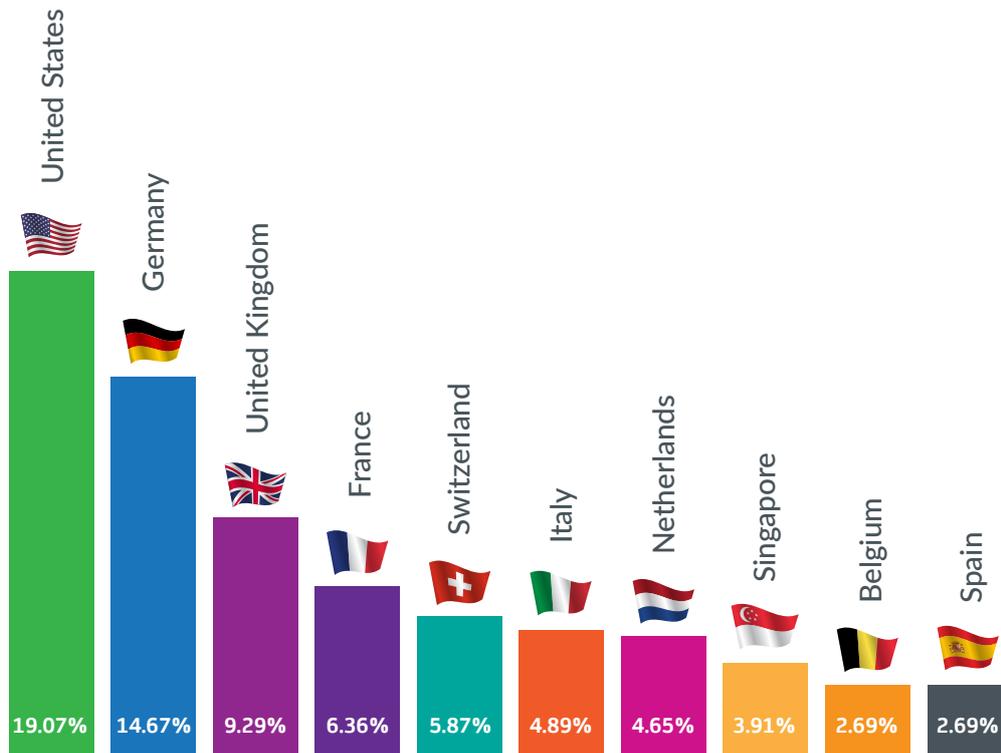
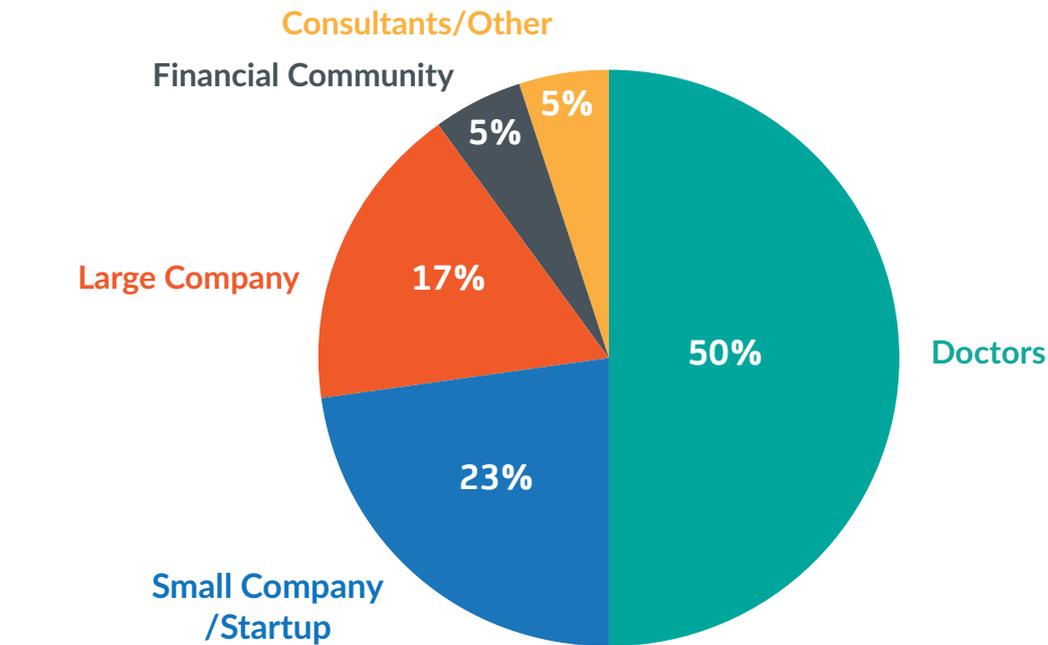
# Programme Committee

- Roberto Bellucci
- Burkhard Dick
- Oliver Findl
- José Güell
- Thomas Kohlen
- Rudy Nuijts
- Filomena Ribeiro
- Paul Rosen



# iInnovation Day Facts

The 2<sup>nd</sup> ESCRS iInnovation Day brought together over 380 experts in the field of ophthalmology.



Top 10 Countries Represented by Attendees

# Programme Overview

**Friday 6<sup>th</sup> September 2024**

08:00 - 16:30

## Meeting Itinerary Subject to change

- 9 Sessions with Expert Panel Discussions
- Presentations from approximately 20 emerging technology companies
- Networking breakfast, lunch and several breaks
- Guest speaker lectures
- Prevailing trends survey of pre-registered attendees

## Main Session Topics

With discussions by doctor and industry leaders

- Diagnostics / Digital OR
- Emerging company presentations
- Financial Leaders panel
- Global CRS society panel
- Glaucoma MIGS
- Innovator Den
- Myopia
- Refractive IOLs
- Refractive surgery



# Sponsorship Opportunities

## Bronze EUR 8'000

- Mention as Bronze sponsor on the website
- Featuring as Bronze sponsor on dedicated sponsor signage at the venue
- Featuring as Bronze sponsor on the sponsor list in the intersession slides in the session room
- 1 Complimentary registration pass

## Silver EUR 15'000

- Mention as Silver sponsor on the website
- Featuring as Silver sponsor on dedicated sponsor signage at the venue
- Featuring as Silver sponsor on the sponsor list in the intersession slides in the session room
- Quarter page advertisement on an inside page in the programme book
- 2 Complimentary registration passes

## Gold EUR 30'000

- Mention as Gold sponsor on the website
- Featuring as Gold sponsor on dedicated sponsor signage at the venue
- Half page advertisement on an inside page in the programme book
- Featuring as Gold sponsor on the sponsor list in the intersession slides in the session room
- Featuring as Gold sponsor on the directional signage at the venue
- One 10 second (maximum duration) session advert in a chosen session (advert video to be provided by the sponsor and to be focussed on innovation perspectives)
- 4 Complimentary registration passes

## Platinum EUR 60'000

- Mention as Platinum sponsor on the website
- Featuring as Platinum sponsor on dedicated sponsor signage at the venue
- Full page advertisement on inside page in the programme book
- Featuring as Platinum sponsor on the sponsor list in the intersession slides in the session room
- Featuring as Platinum sponsor on the directional signage at the venue
- Featuring as sponsors of the coffee breaks
- One 20 second (maximum duration) session advert in a chosen session (advert video to be provided by the sponsor and to be focussed on innovation perspectives)
- One dedicated e-mailer to database of registered persons to the event
- 10 Complimentary registration passes

## Diamond (limited to 2 companies) EUR 90'000

- Mention as Diamond sponsor on the website
- Featuring as Diamond sponsor on dedicated sponsor signage at the venue
- Full page advertisement on either inside cover or outside back cover page in the programme book
- Featuring as Diamond sponsor on the sponsor list in the intersession slides in the session room
- Featuring as Diamond sponsor on the directional signage at the venue
- Featuring as sole sponsor of either the breakfast, lunch or conclusion networking reception
- One 20 second or two 10 second (maximum durations) session adverts in a chosen session (advert videos to be provided by the sponsor and to be focussed on innovation perspectives)
- Two dedicated e-mailers to database of registered persons to the event
- Video interview with ESCRS president distributed to all ESCRS Delegates shortly after iNovation Day
- 15 Complimentary registration passes
- 5-minute lecture on product development pipeline during the 3<sup>rd</sup> ESCRS iNovation day

# Emerging Company Showcase

Emerging Company Showcase EUR 1,500

The ESCRS is looking to identify smaller companies with emerging technologies to present at the 3rd ESCRS iNovation Day taking place on 6 September 2024 at the Fira Gran Via Barcelona.

The goal is to have emerging technologies presented to a large ophthalmic audience of doctors and industry to accelerate market introductions.

Presentations will be reviewed and discussed with a panel of ESCRS doctor leadership and key industry leads. Presenting company applications will be reviewed by the iNovation Program Committee, that includes the key leadership of the ESCRS organization. If your company is selected, the fee to present is €1,500.

## Due Dates

31 May 2024 – Submission deadline for applications

Beginning of July 2024 - Selections announced

1 August 2024 - Final presentations due



# Terms & Conditions

## ESCRS INOVATION DAY 2024 OUTLINE / PROJECT DEFINITION

All items listed in this brochure apply to the ESCRS iNovation Day 2024 in the following form and definition:

- Face to face Meeting at the Fira Gran Via, Barcelona on 6 September 2024 with a projected "in-person" attendance of 450 delegates.

## RESERVATION

To be valid, your reservation must be submitted to the ESCRS iNovation Day 2024 Sponsorship Secretariat. Sponsorship items allocations will be attributed on a first-come-first-served basis. The reception of the signed order form serves as the basis. Once items have been attributed, no change will be possible without MCI Suisse SA's written agreement.

The submission of an order via signed paper order form by email constitutes a firm hire commitment and compels the subscriber to pay for the items ordered and accept both the general conditions, rules and regulations outlined here. No verbal or telephone agreement will commit MCI Suisse SA nor the Organising Committee unless confirmed in writing.

## PAYMENT TERMS AND GENERAL CANCELLATION POLICY

100% of the total sponsorship fees due shall be invoiced. Payment is due within 30 days of receipt of invoice.

Notification of cancellation must be submitted to:

escrs.innovation@mci-group.com in writing and will only be deemed accepted once written acknowledgement has been confirmed.

The following general cancellation policy shall apply, save for the exceptional scenario described in the section concerning COVID-19 below. This cancellation policy also applies in the event of partial cancellation of items ordered. The cancellation policy shall apply regardless of whether payment has been received or not.

Date of receipt of cancellation from sponsor	Cancellation fees applied
Until 150 days prior to the Day	50% of total order amount
Within 149 days of the Day	100% of total order amount

## ESCRS PRIORITY POINTS SYSTEM

Sponsoring fees paid for ESCRS iNovation count towards the ESCRS priority points system.

## COVID-19

Mindful of the evolving situation of the Covid-19 global pandemic and of the potential for restrictions applicable to the staging of live events, the organisers will offer the following exceptional Covid-19 cancellation terms in the event of the scenario outlined below:

Scenario description	Cancellation terms applied
Cancellation of the day due to reasons directly, or indirectly, related to Covid-19. ESCRS and MCI undertake only to cancel the day if, in their opinion and owing to reasons attributable to Covid, not doing so would be unsafe or impracticable.	The organisers will liaise with sponsors to re-assign the value of items relating to the cancelled day to next years edition. Companies that do not wish to re-assign their items to next years day shall be reimbursed up to a maximum of 50% of their total order amount.

NB: Assuming that the event proceeds as foreseen, the organisers will not waive cancellation terms for any companies who are prevented from travelling to the event by travel restrictions. This applies if such restrictions are imposed due to Covid-19 or if they are imposed for any other reason. Companies are advised to purchase appropriate insurance cover for such a scenario.

In no scenario will the event organisers be responsible for third-party costs engaged by sponsors including, but not limited to, travel expenses, accommodation, additional on-site service providers etc.

## FORCE MAJEURE

Outwith the scenarios described in the previous section, neither ESCRS nor MCI are responsible for either the partial or total non-execution of the contract in the event of accident, an act caused by a third party, such as Acts of God including, without limitation, credible threats of natural disaster in the geographic vicinity, war, curtailment or interruption of transportation facilities, threats or acts of terrorism or similar acts, governmental travel advisory, a governmental elevation of the terrorism alert level, civil disturbance, the issue of a Travel Warning by the World Health Organization or any other cause comparable events or disaster beyond the parties' control which prevents the Venue from accommodating the clients of MCI Suisse SA for the event or if for the same reasons the event is cancelled by MCI.

In the event of force majeure, the event dates may be changed, or the latter may be purely and simply cancelled.

In the last event, the disposable funds after payment of expenses will be shared between exhibitors in proportion to their payments without it being possible to take recourse against the Organiser or the producer.

## INSURANCE

The signatory renounces to take recourse against the Organisers or against the owners of the premises and undertakes to underwrite insurance policies covering all the risks incurred by the company's local rules regarding travelling.

## INTERPRETATION OF THE REGULATIONS AND AMENDMENTS

MCI Suisse SA is the sole competent authority as to problems arising from the interpretation of the here enclosed regulations and their enforcement. Any expenses resulting from the non-observance of the here-enclosed regulations will be chargeable to the sponsor. MCI Suisse SA reserves the right to change or to complete the here-enclosed regulations at any time. If any changes should occur, all participating companies will be informed.

MCI Suisse SA  
Rue du Pré-Bouvier 9  
1242 Satigny, Switzerland

## DATA PROTECTION CLAUSE

In accordance with the "applicable data protection laws", including but not limited to laws and regulations of the European Union, the European Economic Area and their member states, Switzerland, the United Kingdom and the State of California, MCI, as data controller, processes the exhibitor/sponsor's personal data for the purposes of (i) managing and organizing the event, in particular the management of exhibitor/sponsor's stand, investment opportunities or industry symposium (ii) managing and organizing prospectation and loyalty (iii) enabling the exhibitor/sponsor to benefit from MCI services (iv) enabling the exhibitor/sponsor to receive MCI news.

In accordance with the applicable data protection laws, the exhibitor/sponsor benefits from a right of access, rectification, limitation, deletion and portability on his data. The exhibitor/sponsor may also object to the processing of his personal data concerning him and lodge a complaint with the competent supervisory authority. The exhibitor/sponsor may exercise his rights by sending a request to the following address by contacting our Data Protection Officer (DPO): [HYPERLINK "mailto:privacy@mci-group.com"](mailto:privacy@mci-group.com)

As part of their contractual relationship, MCI and the exhibitor/sponsor (hereinafter referred to as the "Parties" and individually as a "Party") undertake to comply with the applicable data protection laws. Each Party acts as an independent controller with respect to its processing of personal data in connection with this agreement. Each Party will comply with its respective obligations under applicable personal data regulations with respect to its processing of such personal data. To the extent that either Party provides personal data to the other Party pursuant to this agreement, the Party supplying the personal data confirms that it has consent or another legal basis to provide the personal data to the receiving Party and for the receiving Party to process the personal data consistent with this agreement, and in accordance with its applicable privacy policy. For clarity, nothing in this agreement limits a Party's ability to use an individual's personal data to the extent directed by, consented to or requested by such individual.

# Terms & Conditions

In case of personal data transfers from the European Union, the European Economic Area and/or their member states, Switzerland and the United Kingdom to countries which do not ensure an adequate level of data protection within the meaning of applicable data protection laws of the foregoing territories, such transfers shall be based on the terms of the European Union Standard Contractual Clauses and UK Addendum or based on any other legal means allowed by applicable data protection laws. Parties shall ensure data transfers are protected through appropriate mechanisms.

Please make sure that you consult the Codes of Conduct in application which may be found here:

- <https://www.medtecheurope.org/resource-library/medtech-europe-code-of-ethical-business-practice/>
- <https://www.efpia.eu/relationships-code/the-efpia-code/>

