



**ESCRS**  
**iNovation**



2025 ESCRS iNovation Day

# 2025 ESCRS iNovation Day

Friday 12<sup>th</sup> September 2025

Bella Center, Copenhagen, Denmark



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

#ESCRS2025 #ESCRSiNovation





# Introduction

## ESCRS to host fourth annual iNovation meeting this September

After hosting another successful iNovation Day in Barcelona [The European Society of Cataract and Refractive Surgeons \(ESCRS\)](#) is excited to announce the 4th iNovation Day on Friday, September 12, 2025 from 8:30-16:00 at the Bella Center in Copenhagen, Denmark, immediately prior to the opening of the main ESCRS Congress.

iNovation Day is a truly unique meeting. Not only because it brings together doctors, corporate executives, emerging companies and financial community leaders from across Europe and other parts of the world, but because it is “**The Innovation Meeting for Doctors**” to review, discuss and shape the future of our industry!

With **over 50% of doctor attendees and panelists** iNovation sessions focus on the most urgent clinical needs and barriers to success in anterior segment care. This is far higher doctor representation than any other global ophthalmology innovation meeting.

In 2025 we will cover technology innovations to address barriers and urgent clinical needs within the next 5-10 years with a special focus on artificial intelligence and how it will impact everyday practice. Unique perspectives will be shared by guest speakers from the European investment, regulatory and research communities. We will also continue unique components including a panel with leaders of all the major anterior segment associations and the Innovator Den featuring key doctor innovations.

New this year will be a special discussion on medical retina and the fact that almost two-thirds of ESCRS delegates are performing intravitreal injections in their patients.

The programme will be highly interactive, featuring a live chat for comments as well as audience polling to complement the focused panel discussions, with up to 20 emerging company presentations, guest speakers and survey data on attendee and ESCRS delegate interests, trends and concerns. Over one hour of networking breaks will also be included.

I look forward to seeing you in Copenhagen!



**Filomena Ribeiro**  
President Elect, ESCRS

# Programme Committee

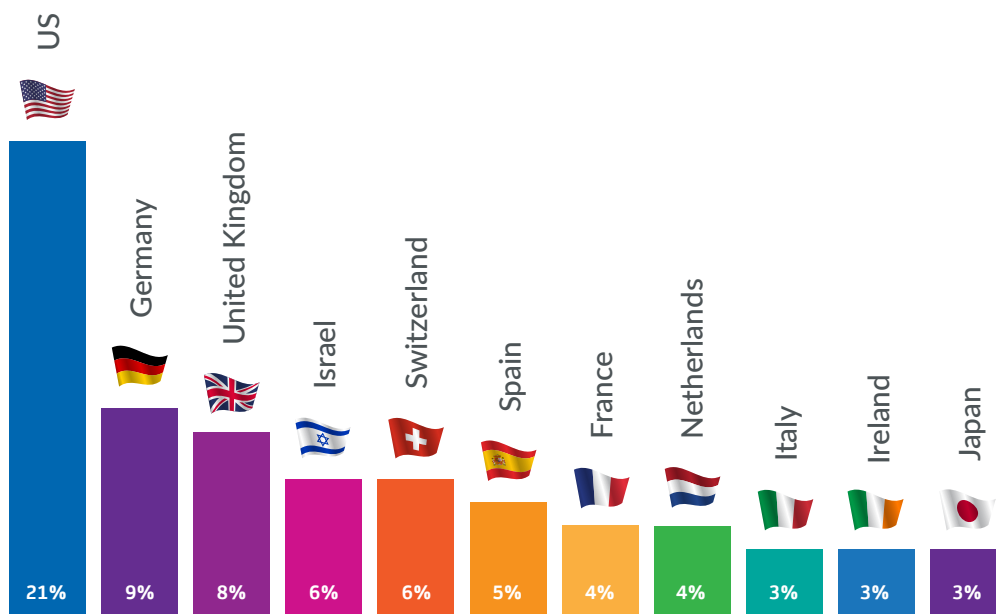
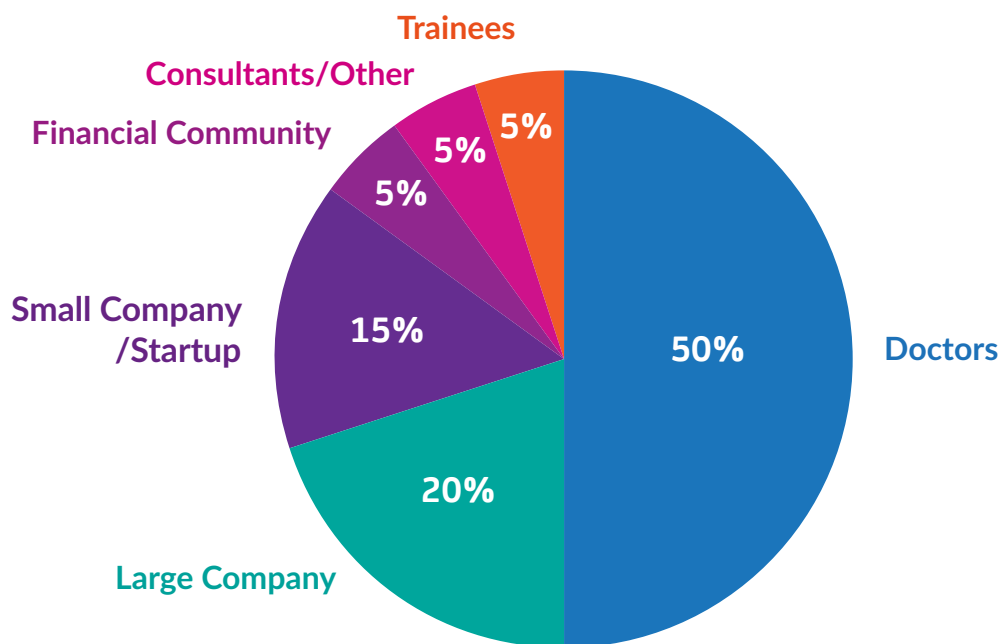
- Roberto Bellucci
- Burkhard Dick
- Oliver Findl
- José Güell
- Thomas Kohnen
- Rudy Nuijts
- Filomena Ribeiro
- Paul Rosen



# iInnovation Day Facts

The 3<sup>rd</sup> ESCRS iInnovation Day brought together 500 experts in the field of ophthalmology.

ESCRS iInnovation Day is a global innovation meeting targeting doctors, clinical specialists, business experts and thought leaders from Europe and across the globe.



Top 10 Countries Represented by Attendees

# Programme Overview

**Friday 12<sup>th</sup> September 2025**

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

## Preliminary Session Topics

With discussions by doctor and industry leaders

- Artificial Intelligence
- Digital OR
- Lens Extraction
- Refractive IOLs
- Cornea/Ocular Surface
- Refractive Surgery
- Interventional Glaucoma
- Medical Retina
- Innovators Den
- Global CRS Society Panel
- Private Equity
- Financial and Market Trends



# 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 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 4<sup>th</sup> ESCRS iNovation day

\*To cover registration of industry panelist speakers

# Emerging Company Showcase

## Emerging Company Showcase

The ESCRS is looking to identify smaller companies with emerging technologies to present at the 4<sup>th</sup> ESCRS iNovation Day taking place on 12 September 2025 at the Bella Center, Copenhagen, Denmark.

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

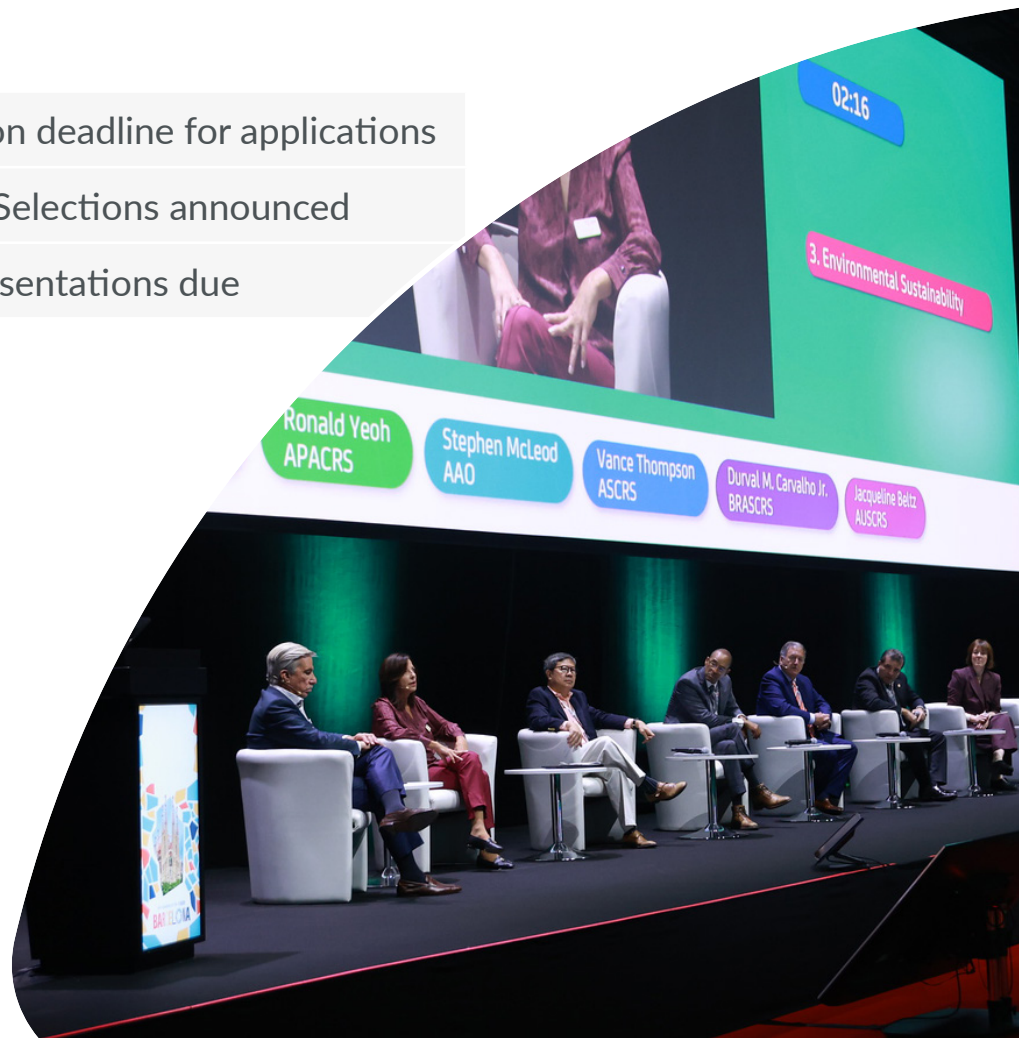
Presentations will be reviewed and discussed with a panel of ESCRS doctor leadership and key industry leads. Presenting company applications will be reviewed by the iNovation Program Committee, that includes the key leadership of the ESCRS organization. If your company is selected, the fee to present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

## Due Dates

30 May 2025 – Submission deadline for applications

Beginning of July 2025 - Selections announced

1 August 2025 - Final presentations due





# Terms & Conditions

## ESCRS INOVATION DAY 2025 OUTLINE / PROJECT DEFINITION

All items listed in this brochure apply to the ESCRS iNovation Day 2025 in the following form and definition:

- Face to face Meeting at the Bella Center, Copenhagen, Denmark on 12 September 2025 with a projected "in-person" attendance of 500 delegates.

## RESERVATION

To be valid, your reservation must be submitted to the ESCRS iNovation Day 2025 Sponsorship Secretariat. Sponsorship items allocations will be attributed on a first-come-first-served basis. The reception of the signed order form or the purchase on the online platform 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 or on the online platform 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](mailto:escrs.innovation@mci-group.com) in writing and will only be deemed accepted once written acknowledgement has been confirmed.

This cancellation policy 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.

## 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): [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. 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.

## COMPLIANCE/CODE OF CONDUCT

Please make sure that you comply with 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/>

## PANELISTS

Registration for industry speakers are to be covered by the sponsor using the allotment of free badges included in the sponsoring package. Travel and lodging also needs to be covered by the sponsor.



# ESCRS iNovation

Friday 12<sup>th</sup> September 2025



2025 ESCRS iNovation Day

## Partnership Order Form

Please send this form completed and signed to: [escrs.inovation@mci-group.com](mailto:escrs.inovation@mci-group.com)

### Invoicing Information

|                        |                      |                           |                      |
|------------------------|----------------------|---------------------------|----------------------|
| Invoicing Company Name | <input type="text"/> |                           |                      |
| Published Company Name | <input type="text"/> | Company VAT Number        | <input type="text"/> |
| Address                | <input type="text"/> |                           |                      |
| Postal Code            | <input type="text"/> | City                      | <input type="text"/> |
|                        |                      | Country                   | <input type="text"/> |
| Contact Name           | <input type="text"/> | Email                     | <input type="text"/> |
| Telephone              | <input type="text"/> | P.O. Number If Applicable | <input type="text"/> |

### Sponsorship Opportunities

|                  |                          |            |
|------------------|--------------------------|------------|
| Bronze package   | <input type="checkbox"/> | EUR 8'000  |
| Silver package   | <input type="checkbox"/> | EUR 15'000 |
| Gold package     | <input type="checkbox"/> | EUR 30'000 |
| Platinum package | <input type="checkbox"/> | EUR 60'000 |
| Diamond package  | <input type="checkbox"/> | EUR 90'000 |

### Payment Schedule

An invoice for 100% of the payment will be sent upon reception of the order form. The invoice will be payable within 30 days of its reception. 5% interest will be charged on any late payments. VAT is not included in the published prices.

### Cancellation Policy

Cancellations and changes to your original booking must be made in writing to MCI.  
**Until 150 days prior to the Day: 50% cancellation fees on total booking**  
**Within 149 days of the Day: 100% cancellation fees on total booking**

- I have read and agree with the ESCRS terms and conditions shown in the partnership brochure.
- I have taken all the steps to ensure that anyone working on the project is aware of these terms and conditions.

Date Day:  Month:

Signature (Name):