



ESNO Sponsor Brochure **5-7 June 2024**

**6th ESNO
CONGRESS**

MILAN- ITALY
JUNE 5-7.2024



Why sponsor this congress?

Conference topic

Title: **“THE SPECIALIST NURS IN EUROPEAN HEALTHCARE TOWARDS 2030”**
Subtitle: Nursing and clinical evidence: which future developments
Date: 5-7 June 2024
Location: Hilton Garden Inn Milan North, Milan, Italy

The central characters of the ESNO congresses are that they are building further on each other towards the affirmation of specialism in nursing in all European countries and also at a broader level. ESNO started this sequence of congresses in 2019 as a three-year series around one title: "The Specialist Nurse in European Healthcare towards 2030".

All the events, to date, took place in Brussels and due to the pandemic, two were online. From this year we begin a series of yearly congresses to be launched in different European venues to widespread the “Decade of the specialist Nurse 2020-2030. Furthermore, this event will initiate a series of further activities to be held in Brussels and in the EU to contribute to further development of nursing specializations.

Collaboration with other health professionals, regulators and those responsive for policy, is a crucial element in the ESNO congresses. Today’s challenges in health are too great to operate in silos. In this regard, the 6th ESNO congress will be focused on the commitment towards the development of the different forms of nursing specialism in clinical practice via scalable projects, sustained by an adequate formation, focused on strengthening caring abilities in a specific sector or a clinical area, correlated with the identification of care needs and to the evaluation of caring acts and outcomes.

In this conceptual framework, this 6th ESNO congress will represent a moment of reflection on the clinical expert knowledge of nurses to put in practice for the development of clinical nursing fields. These fields include cardiovascular nursing, diabetes, dialysis, endoscopy and gastroenterology, emergency and critical care, medical and surgical care, leadership, mental health and addiction; nursing in anesthesia, operating room nursing, paediatric care, public health and primary care, respiratory care, urology nursing, veterinary nursing, wound care and other specialistic areas that can be foreseen in the redefinition of the citizens offer and that are inescapable to strengthen and renew care focused on the public.

Specific aims

- To analyze the development of the different forms of nursing specialism in clinical practice in the European Union.
- To describe the impact of nursing specialism to strengthen the care of people with chronic diseases and/or linked to disability, vulnerability, and frailty.
- To present studies that have impacted on the change of clinical practice at the international level.

Who will attend?

- European Specialist Nurses from all health domains and all European regions
- Presidents and representatives of European Specialist Nurses
- Educators in Health institutes
- Nurse Students
- Patient representatives and patient organisations
- Health managers and directors of health Institutes
- National health Regulators form Europe.
- Health professionals: doctors, medical specialist, pharmacist, dentist, psychologist
- Representatives of European agencies and commission

Program Committee:

Jan N. Kristensen - Sweden
Vedrana Vejzovic - Sweden
Jos Latour - United Kingdom
Adriano Friganovic - Croatia
Luigi Apuzzo - Italy
Elena Brioni - Italy
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Jesmond Sharples - Malta
Tihana Gašpert - Croatia
Biljana Kurtović - Croatia
Luc Gryson - Belgium

Abstract Committee

- Members of the ESNO Scientific Committee - TBC

Moderators

- Antonella Cardone
- Alessandro Stievano
- Ber Oomen

What is the expected number of participants?

- 300 participants

Congress location

Hilton Garden Inn Milan North

 **Hilton**
Garden Inn™



Gold Sponsor: € 10.000,00 / 4m² booth

- Inclusion of company name and logo on the conference website with a link to the company website
- Inclusion of a brief company description on the conference website (maximum 500 words)
- Display of company banner (to be provided by sponsor) in the conference hall
- Company logo in the final program
- One-page Advertisement in the final program
- Company logo displayed on the screens in the congress center and in the meeting rooms before the sessions start
- Free conference registration for 3 persons

Silver Sponsor: € 7.500,00 / 2m² banner booth

- Inclusion of company name and logo on the conference website with a link to the company website
- Company logo in the final program
- Half-page Advertisement in the final program
- Company logo displayed on the screens in the congress center and in the meeting rooms before the sessions start
- Conference registration for 2 persons

Additional sponsor item – Young Generation – Students: € 1.500,00

ESNO would like to include the young generation – students in the congress and would therefore like to offer them free registration + covering of travel expenses and 1 night accommodation.

- Company name and logo on website mentioned as special sponsor of the young generation registration.
- 2 PPT slides to be shown during breaks

Shopping list

- Pens/Block notes (to be provided by sponsor) - € 500,00
- Lanyards (to be provided by sponsor) - € 750,00
- Lunch: at real costs
- Coffee break: at real costs

Important

1. We do not provide any address details of delegates to sponsors neither can they be bought.
2. The exhibition area does not include the costs of stand building, carpeting, electricity and other stand-related costs.
3. The sponsor is responsible to provide the symposium organization with logos, advertisements, company profile etc.
4. Geneesmiddelen Reclame (CGR)' guidelines which apply to all sponsors.
For more information, please visit the website: <https://www.cgr.nl/en-GB/Gedragcode-Geneesmiddelenreclame>.

Since this is a congress with a 'mixed' target group pharmaceutical companies may not advertise prescription-only products, except during their 1-to-1 contact moments with healthcare professionals.

- Pharmaceutical companies may build a corporate stand
- Pharmaceutical companies may build a stand-in-stand in this case you may only allow healthcare professionals into the private area in the stand

Advertisements in the congress bag, programme booklet, proceedings book, abstract book, website and app may only include advertising for the company itself ('corporate advertising') which may be directed at the general public. The congress organization will make sure that Healthcare professionals and non-healthcare professionals can be recognized as healthcare and non-healthcare professionals.

In order to meet your needs, the organizing committee is available to discuss any ideas or initiatives that are not listed above.