



Sponsor Program

EHA2026

June 11 - 14
Stockholm, Sweden

European Hematology Association

Join us at the EHA Congress, where you have the unique opportunity to connect and grow with a community of hematology experts.

By coming together, sharing expertise, and engaging in meaningful dialogue, we can accelerate collective progress in our field.

Our comprehensive program covers every subspecialty in hematology, providing the latest research and educational tools to our participants.

This progress is made possible by our dedicated stakeholders and partners who share our commitment.

**WE LOOK FORWARD TO WELCOMING YOU
TO EHA2026, FROM JUNE 11-14, 2026,
IN STOCKHOLM, SWEDEN.**



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1. Congress Sponsor Program

1.1 About EHA2026 Congress

EHA is excited to welcome you in-person at the Stockholmsmässan, in Stockholm, Sweden from June 11 - 14, 2026. The EHA Congress is the largest hematology Congress of its kind in Europe, taking place every year in June. Once again, EHA is organizing the Congress in a hybrid format, creating the perfect moment for hematologists from Europe and other parts of the world to connect in-person and virtually. The EHA2026 scientific program will be entirely live streamed on the Congress platform and all content will be available on-demand.

1.2 Support the EHA2026 Congress

Join us as a Sponsored Session organizer, exhibitor and/or a supporter of the EHA2026 Congress. The Congress brings together top experts, researchers, and industry professionals from across the globe. Align your brand with EHA2026 and you will gain unparalleled exposure, networking opportunities, and access to the most influential figures in the hematology community.

Showcase your content with Sponsored Sessions: Deliver engaging presentations, share your cutting-edge research, and demonstrate your commitment to advancing hematology. Benefit from extensive visibility, as you will be acknowledged throughout the session, enhancing your reputation as a leader in the field. Book your Satellite Symposium, your Update-in-Hematology or your Product Theater.

Maximize your potential at the Exhibition: The Exhibition located in a prime location in the heart of the Congress, your booth will attract researchers, healthcare professionals, and key decision-makers eager to explore the latest advancements. Maximize your brand exposure and generate leads by booking an exhibition space.

Amplify your presence with various Additional Sponsorship Items and high visibility items: Elevate your company's visibility and leave a lasting impression with a range of exclusive branding opportunities. Your brand will be prominently displayed throughout the Congress venue, ensuring maximum exposure to a highly targeted audience.

Expand your reach with Sponsorship Packages: Extend your impact beyond the Congress venue and leverage the power of online channels to engage with hematology professionals unable to attend the Congress in-person.

For more information and to discuss available sponsorship opportunities, please contact our dedicated teams:



EHA Congress - Sponsorship
Tel: +31 (0)70 3020 099
Email: sponsorship@ehaweb.org



INTERPLAN Congress, Meeting & Event Management AG
Tel: +49 (0)89 5482 34 804
Email: eha-industry@interplan.de

2. Announcements

Announcements will be made as soon as new information is released about the EHA2026 Congress Sponsor Program. You can find the latest announcement overview in the [EHA2026 Sponsor Program](#) & [Industry Service Centre](#) (ISC).

3. Deadlines and important dates

All deadlines, except if mentioned differently, end at 23:59 CET/CEST.
The timelines will be updated regularly.

2025

July 2	EHA2026 Congress Sponsor Program release
August 15	EHA2026 Application forms release (for both first come, first served and allocated based on EHA Ranking items)
September 12	Deadline for <u>EHA Corporate</u> Sponsor application
September 18	<u>EHA Ranking</u> release
September 23	Industry site visit (invitation to attend in-person), 11:00-15:00 Stockholmsmässan, Stockholm, Sweden
September 25	Start hotel priority pre-sales according to the EHA Ranking First accommodation proposal from INTERPLAN to the first partner in the EHA ranking
September 30 (before)	Deadline for priority application for: - Sponsored Sessions (excl. first come, first served) - Exhibition space and - Additional Sponsorship Items
September 30	Publication of the 1 st No Go Speaker list on ehaweb.org (EHA Executive Board members, EHA Board members, and EHA2026 Scientific Program Committee and advisory Board)
October 6-16	Virtual allocation meetings for Sponsored Sessions and Exhibition <u>October 06</u> 1 st allocation meeting - Platinum sponsors only <u>October 09</u> 2 nd allocation meeting - next 20 companies <u>October 14</u> 3 rd allocation meeting - next 30 companies <u>October 16</u> 4 th allocation meeting - remaining companies
December 1	Deadline for Sponsored Sessions booking

2026

January 1	Abstract submission & travel grant application opens
January 1	Registration opens
January 1	Hotel booking for all sponsors not in the ranking starts
January 13 (up to)	Sponsorship contract cancellation fee 40%
January 13 (after)	Sponsorship contract cancellation fee 75%
January 20	Exhibition technical manual available on the Industry Service Center ISC
February 5	Deadline for Sponsored Session agenda submission
March 1	Deadline for abstract submission & travel grant application
March 9 (after)	Sponsorship contract cancellation fee 100%
March 20	Deadline for exhibition projects approval submission
April 1	Deadline for Additional Sponsorship Items booking
	Deadline for:
April 14	- promotional materials approval - EHA mailings material and advertising banners - Abstract Book adverts
April 24 (by)	Announcement allocation of abstracts to authors
May 1	Deadline for Sponsored Sessions Extra Features bookings

May 4	Deadline for early registration fee
May 7	Deadline Late-Breaking abstract submission
May 11	Accepted abstracts available online
May 26 (by)	Announcement allocation of Late-Breaking abstracts to authors
May 27	Deadline to upload content in Congress platform (session page, company profile)
June 1	Deadline for regular registration fee
June 1	Accepted Late-Breaking abstracts available online
June 4	Congress platform goes live (no livestream)
June 9-10	Build-up of the Exhibition
June 10	Sponsored Sessions rehearsals (mandatory)
June 11-14	EHA2026 Congress
June 14	Deadline for late hybrid registration fee
June 14-15	Dismantling of the Exhibition (after the last session on Sunday, June 14)
June 17	On-demand content available online
June 30	Deadline for late virtual registration fee
August 15	Congress platform closes
August 16	Upload on EHA library (extra service)

More detailed deadlines regarding Sponsored Sessions, Exhibition, Additional Sponsorship Items and Congress Platform preparations will be available on the [Industry Service Center](#).

4. General EHA2026 Congress information

On this page, you will find the general information regarding the upcoming EHA2026 Congress. Updates will be available regularly on the [website](#).

EHA2026 Congress in Stockholm, Sweden	June 11-14, 2026	In-person Live stream
EHA2026 Congress platform opens	June 4-August 15, 2026	
Official language	English	
Scientific Program Committee (SPC) Chair	Meritxell Alberich	
	Institute of Molecular Genetics	
	Czech Republic	
Website	https://ehaweb.org/connect-net-work/eha2026-congress	
Scientific program	Coming soon	
Real-time scheduling of Sponsored Sessions slots	Coming soon on the Industry Service Center	

Conversion to a fully virtual Congress

In "*Annex A: Conversion to a Fully Virtual Congress*," you will find details on how Sponsored Sessions, Exhibition, and Additional Sponsorship Items will be adapted if the EHA2026 Congress shifts to a fully virtual format.

4.1 Congress registration

4.1.1 Individual registrations

Registrations under 10 (up to 9 participants) participants will be handled as individual registrations. More information on individual registrations will be made available on the [EHA2026 webpage](#).

Contact for individual registrations: eharegistration@interplan.de

4.1.2 Group registrations

Group registrations are available for groups of 10 or more participants. Please read the following information carefully:

- During the booking process, group leaders are required to:
 - Enter the contact details and billing address of the group leader/contact person,
 - Confirm the number of registrations (per membership category*) they wish to purchase,

*EHA recommends asking group participants their EHA membership number/status in order to take advantage of their membership fee when registering for the EHA Congress.

- Process the payment by credit card (VISA, Eurocard/MasterCard and American Express are the only credit cards accepted) or by bank transfer.
- After receiving the registration booking and the payment, you will receive a payment confirmation by email, including a link to a group portal. In this portal, you must upload the details of your participants (template file is available on the portal).
- The following details must be supplied for each participant:
 - Full name (as it will appear on the Congress badge)
 - Title, gender
 - Organization/Institute
 - Country/region of practice
 - Registrant email address (email credential for congress platform access)
 - Health Care Professional (HCP) prescriber status (for each participant you must confirm whether they are authorized to prescribe or dispense medicine – if there is no mention, they will be automatically labelled as non prescriber),
 - Membership status – for (Junior) EHA members their membership number is required (to get registration discount),
 - Third party mailing consent (for each participant we ask you to confirm whether you give EHA permission to use the email address of the participant being registered for third party mailings related to this Congress such as industry mailings).Optional:
 - EBAH-CME account number (only required if the participant wants to collect EBAH-CME credits during the Congress)

- Once the final name list has been received, ehagroups@interplan.de will send out an email to your group members individually to obtain further details for EHA statistics (institution, profession, years of experience..). This will be done in the last week of May.
- Your participants will receive a personal access link to create an account on the Congress platform on the day of the platform opening beginning of June.
Important: The email address provided for each participant must be unique and personal to them. The participants will be required to create a personal account on the Congress platform linked to this email address. During the account creation, they will receive a confirmation link on this email address.

Contact group registrations: ehagroups@interplan.de

4.1.3 Complimentary industry registration

Based on your EHA2026 contribution, you are eligible to receive complimentary Congress registrations. Please check below the two different types of complimentary registration you are entitled to:

- Complimentary Hybrid registrations: this registration type can be used to invite HCPs/ participants and gives full access to the EHA2026 Congress. Note that if a company representative is using this registration type, it will not give access prior/after exhibition hours. If you wish to have prior/after exhibition hours access, please mention it to the Congress Secretariat via the registration portal.
- Complimentary Hybrid industry registrations: this registration type is meant to be used by company representatives and gives access to the Sponsored Session program & the Exhibition Area as well as access to Partners & Sponsor page & live stream Sponsored Session program on the Congress platform (only access to sponsored content). With this registration type, you can access the Exhibition prior and after official opening hours.

The overview of complimentary registrations per contribution as well as detailed information on what each complimentary registration includes can be found on the [Industry Service Center](#).

4.2 Hotel accommodation

Interplan AG is the official and only housing partner for the EHA2026 in Stockholm and has reserved a large number of hotel rooms at the best available rates. To avoid any disappointments, early bookings are recommended. Interplan will make every effort to meet sponsors' requirements and allocate hotels according to EHA Ranking.

- The priority pre-sales for EHA partners will start in September 2025 after the release of the EHA Ranking.
- A hotel list of all booked hotels for Stockholm is available and can be found on the [Industry Service Center](#).
- Sponsors will be contacted automatically and directly by Interplan according to the EHA Ranking 2026. You may want to reach out to ehahotel@interplan.de and forward the contact details of the person in charge of your hotel booking.
- Detailed information about booking terms and cancellation deadlines will be available by the beginning of September and communicated by email to all contacts provided by the partners.
- All official correspondence will come from EHA or Interplan (ehahotel@interplan.de). To receive the best service and pricing, please do not use any other vendors.

Pirate Agency Warning



Fraudulent registration pages may pose as EHA official registration providers. Interplan is the official Congress Secretariat providing valid registrations, please contact them at ehagroups@interplan.de.
Please share this message with your group members.

- The hotel rates have been specially negotiated for the period of the EHA2026 Congress and are quoted including breakfast and VAT. The rates mentioned are SEK and are non-commissionable. All taxes are subject to change. In the event of a statutory VAT increase, Interplan reserves the right to adjust the rates.

IMPORTANT: The venue, Stockholmsmässan, is not within walking distance of most of the hotels. There will be no bus shuttles arranged by EHA for all Congress participants. Therefore, if you wish to, we kindly advise you to take care of organizing your own shuttles in advance.

Please note that the following information is accurate at the time of distribution but will be subject to final confirmation by Interplan prior to a formal offer being made.

4.3 Corporate opportunities

Sponsors can become Corporate partners of EHA (for more information check the Corporate partnership section on our [website](#)). Corporate partnership gives extra benefits to partners supporting the EHA Congress in terms of number of sessions allocated and priority when choosing the sponsorship items.

September 12	Deadline for EHA Corporate Sponsor application
September 18	EHA Ranking release

For the EHA2026 Congress, the allocation of the Sponsored Sessions will be done according to the table below:

	Satellite Symposia	Updates-in-Hematology	Product Theater
Platinum	4	1	1
Gold	2	1	1
Other Corporate	1	1	1
Non-Corporate*	1	1	1

* According to availability after the priority allocation has been finalized.

In the Sponsored Session Schedule, organizers can see the real-time scheduling of Sponsored Sessions slots. The Sponsored Session Schedule will be made available online and can be found on the [Industry Service Center](#).

4.4 Compliance

The EHA2026 Congress offers you an interactive, comprehensive program dedicated to clinical research and practice, basic and translational research, as well as important opportunities for collaboration with stakeholders in the field of hematology.

EHA2026 is intended for medical professionals, national hematology societies, patient advocates, medical industry, and media worldwide.

EHA2026 Congress is not open to the general public.

Kindly refer to the EHA website to find more information about EHA compliance. EHA2026 Congress is following applicable Swedish laws. In addition, EHA will apply for EFPIA/MEDTECH approval/verifications. For further information, please see the website of [Ethical MedTech](#).

It remains the responsibility of the sponsor to check and follow the local rules and compliance regulations of the hosting country, when submitting agendas, promotional materials and banners, etc. EHA is not a compliance entity.

4.5 Sponsor Rules and Regulations

4.5.1 General rules and regulations

All sponsors must adhere and comply with the EHA sponsor regulations. Please read carefully the regulations, which can be found in [annex 1](#), and on [our website](#).

In the EHA sponsor regulations, you will find more information on:

- General rules,
- Promotion, publicity and advertising regulations,
- Sponsor item regulations,
- Session content and speaker regulations,
- Abstract embargo policy,
- Sponsors' identification,
- Ancillary events regulations, and
- Ancillary meeting blackout policy & blackout hours, amongst others.

EHA encourages and recommends that all partners read these regulations.

4.5.2 Ancillary meeting policy

- a. During the official Congress days, **Thursday, June 11, 2026; 08:00 CEST to Sunday, June 14, 2026; 14:00 CEST**; EHA
 1. restricts the organization of any corporate organized session or similar events in the official Congress venue, and
 2. does not allow the organization of education or scientific events outside the Sponsored Sessions of the Congress.

Companies may organize evening events, provided that these start after the conclusion of the official Congress program of the day and are subject to EHA approval. Please send your request(s) to: eha-congress@interplan.de **before May 1, 2026**.

The **EHA President's Evening** is foreseen on Friday, June 12, 2026 (approx. 19:00-22:00). The EHA Executive Board and Board, Committees, and the Congress Faculty will be invited to the President's Evening. EHA does not allow any corporate-organized events to take place on this evening.

- b. Requests may be made to EHA for the purpose of organizing other events for Congress participants during the Congress other than those described in the Online Sponsor Program, including but not limited to social events or side meetings.

The Congress Secretariat eha-congress@interplan.de must receive a full outline of the event **before May 1, 2026**. Please allow at least five working days for EHA to review the request.

The information required is the name of the meeting, purpose of the meeting, date and times of the meeting, number of participants (if Congress registrants or company representatives), location of the meeting and onsite contact details. Without the provision of this information, the request will not be taken into consideration.

Ancillary meetings of up to 25 persons may be exempt from the blackout policy, provided they do not derive Congress registrants away from the scientific program during the Congress's general days.

These meetings should have the least registered Congress participants invited (excluding company representatives).

Meetings with over 25 individually invited participants can only be organized outside the blackout times.

Blackout hours:

Thursday, June 11	08:00 - 19:00
Friday, June 12	08:00 - 23:00
Saturday, June 13	08:00 - 19:30
Sunday, June 14	08:00 - 14:00

- c. Unapproved events are not allowed to take place. If they do take place, the sponsoring company/companies will be penalized as set out in the [**EHA Terms and Conditions**](#), notwithstanding all other rights of EHA.

Satellite Press events cannot take place during the scientific and/or social program of EHA and not prior to the EHA Press Briefing(s). The communication department (communication@ehaweb.org) must receive a full outline of the press event before May 1, 2026, for review.

5. Sponsored Sessions

5.1 Sponsored Sessions Program

Sponsored Sessions provide your organization with a unique opportunity to showcase your work in a setting that will offer you exceptional exposure to the world's leading hematologists and researchers.

During the EHA2026 Congress, there will only be **Hybrid Sponsored Sessions**. Hybrid Sponsored Session means the Sponsored Session timeslot(s) will take place in-person at the Congress venue, on Thursday June 11, and/or Friday, June 12, and/or Saturday June 13 and will be livestreamed on the Congress platform on the day/time of the confirmed slot.

Fees are determined according to the timeslot and session hall capacity.

In the [Sponsored Session Schedule](#), session organizers can see the real-time scheduling of Sponsored Sessions slots.

All Sponsored Sessions will be recorded and available on the Congress platform for on-demand replay (on-demand release as of June 17, 2026) **and will remain available until the platform closes** (August 15, 2026) if the sponsor approves to publish the session.

The EHA2026 Sponsored Session program is composed of 10 Sponsored Session slots in parallel over 3 days:

- **8 Satellite Symposia** slots in parallel, including the Priority Gold Hall (priority to Gold Corporate Sponsors), and
- **2 Updates-in-Hematology** slots.

The Sponsor Session program also offers a total of **5 Product Theaters** (20') scheduled on Thursday, Friday and Saturday in the Exhibition Area.

Please note:

All Satellite Symposia and Updates-in-Hematology slots are 90 minutes. In addition, the Plenary Hall (largest session hall) is usually not available for the first timeslot on Thursday, June 11.

All Satellite Symposia slots are allocated according to EHA Ranking during the allocation meetings ([see 5.2](#)).

All Updates-in-Hematology and Product Theaters are allocated on a first-come, first-served basis.

The Sponsored Session slots are divided into:
48 Satellite Symposia 90'

Thursday, June 11

08:00-09:30	8 Symposia in parallel, across different session hall capacities
10:00-11:30	8 Symposia in parallel, across different session hall capacities

Friday, June 12

08:00-09:30	8 Symposia in parallel, across different session hall capacities
10:00-11:30	8 Symposia in parallel, across different session hall capacities

Saturday, June 13

08:00-09:30	8 Symposia in parallel, across different session hall capacities
10:00-11:30	8 Symposia in parallel, across different session hall capacities

12 Updates-in-Hematology 90'

Thursday, June 11

08:00-09:30	2 Updates-in-Hematology, across different session hall capacities
10:00-11:30	2 Updates-in-Hematology, across different session hall capacities

Friday, June 12

08:00-09:30	2 Updates-in-Hematology, across different session hall capacities
10:00-11:30	2 Updates-in-Hematology, across different session hall capacities

Saturday, June 13

08:00-09:30	2 Updates-in-Hematology, across different session hall capacities
10:00-11:30	2 Updates-in-Hematology, across different session hall capacities

5 Product Theaters 20'

Thursday, June 11

09:35-09:55	1 Product Theater in Exhibition Area
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Friday, June 12

09:35-09:55	1 Product Theater in Exhibition Area
11:35-11:55	1 Product Theater in Exhibition Area

Saturday, June 13

09:35-09:55	1 Product Theater in Exhibition Area
11:35-11:55	1 Product Theater in Exhibition Area

Please note:

Scientific sessions and Sponsored Sessions are scheduled on the same days with only a few minutes of breaks in between which makes it impossible to change the general set-up. The EHA standard set-up will be in place in each session hall.

5.2 Allocation procedure & allocation meetings

For all sessions and all sponsorship items, the application forms need to be filled in. The form will be automatically sent to EHA and the Congress Secretariat.

The Updates-in-Hematology and Product Theater slots are allocated on a first come, first served basis; therefore not during the allocation meetings. Upon receipt of the application form, the industry team will get back to the company to confirm the availability of the item/timeslot and/or propose alternatives.

Following the previous years, for the EHA2026 Congress, EHA will plan allocation meetings to allocate the **Satellite Symposia** slots (sessions allocated via ranking) and **booth spaces** in the Exhibition.

The Additional Sponsorship Items (mailing, adverts, support etc.) will be allocated per EHA Ranking, but after the allocation meetings are done. To get a chance to sponsor one item, mention it on the application form.

There will be a total of four allocation meetings*:

6 October, 2025	Allocation meeting for Platinum sponsors only
9 October, 2025	Allocation meeting for the next 20 companies according to the EHA Ranking
14 October, 2025	Allocation meeting for the next 30 companies according to the EHA Ranking
16 October, 2025	Allocation meeting for the remaining companies according to the EHA Ranking

*Non-corporate partners will be allocated after the four allocation meetings, according to the items' availability.

All allocation meetings will take place virtually and the invitation will be sent to the partners according to the EHA Ranking. We will invite each partner, with a maximum of five participants each, for a designated call to select their preferred Sponsored Session slot(s) and booth space in the Exhibition. The sequence of the meeting is determined by the EHA Ranking.

How to prepare for the allocation meeting?

- Check the EHA Ranking (available as of September 18),
- For Platinum sponsors: Please block the full afternoon of 06 October 2025 in your agenda as 'EHA2026 Allocation Meeting'. Designated 20 minutes timeslots will be shared later based on the EHA Ranking,
- For all other Sponsors: Please block the full afternoon of the allocation dates in your agenda as 'EHA2026 Allocation Meeting'. Designated timeslots of 10 or 15 minutes, will be shared later based on the EHA Ranking,
- Prepare for the EHA2026 Congress by reading the full Sponsor Program,
- (Pre)select 2-3 desired Sponsored Sessions and booth spaces, in case your first option is no longer available during the allocation meeting,
- Follow the real time Sponsored Session Schedule and Exhibition floor plan during the meeting itself, so you can update your preferred slots/spaces according to availability and inform the team that will be attending the allocation meeting,
- Submit your application form(s) before September 30, 2025.
- Prepare questions related to the allocation process, Sponsored Sessions and booth spaces.

Important: Each partner has a designated 10 to 20 minutes timeslot during the allocation meeting, which will be held from 13:00 - 18:00. To keep selection privilege for your preferred Sponsored Session and booth space in the Exhibition, partners must be in attendance of the meeting during the assigned timeslot. If a partner does not attend the assigned timeslot, the session and the booth will be allocated according to their preferences which are specified

on the allocation form. If the preferences are no longer available, the partner will not be allocated during his assigned slot. In this case, the partner will be allocated after the meeting based on remaining availability.

During the meeting, each partner will share their preferred options with the industry team. Together, we will confirm the session slots, and the Exhibition space requested. All partners will have access to the online Sponsored Session schedule and Exhibition floor plan (available on ISC), which will be updated in real-time during the meeting. If the desired session timeslot or the Exhibition space is no longer available, we will check for the availability of the next preferred assigned timeslot.

- After each allocation meeting, the partners will receive a confirmation of the allocated items from the industry team.
- Extra Features and Additional Sponsorship Items do not need to be selected during the allocation meeting.

5.3 EHA2026 session hall overview

Below you can see EHA2026 Industry session halls and their capacities:

Session Hall	Set up	Seating capacity* in pax
Nobel Hall	Plenary hall	3,000
Victoria Hall	Fixed auditorium	2,000
AE1 Hall	Constructed hall	1,000
A10-11 Hall		900
A2-3 Hall		800
K1	Fixed auditorium	500
A12 Hall	<i>Priority Gold hall</i>	450
A13 Hall		450
A4 Hall		400
A5 Hall		400
A6 Hall		400
A8 Hall		400
A7 Hall	Tribune set up	150*

*Subject to slight changes in capacity when the floor plans are finalized until spring 2026.

5.3.1 Satellite Symposia

Satellite Symposia are 90 minutes, in-person, independently developed, educational activities held on Thursday, June 11, Friday June 12 and Saturday, June 13, in the Congress venue, and live streamed on the Congress platform.

Organizers are encouraged to hold the in-person sessions with a maximum number of moderators/chair and speakers present in the session hall.

Satellite Symposia (SS90) slots will be **assigned according to the EHA Ranking**, during the allocation meeting ([see section 5.2](#)).

The real-time scheduling of the Sponsored Sessions will be made available on the [Industry Service Center](#).

EHA2026 Satellite Symposia Fees												
Time / Hall Capacity	Day	Nobel Hall (Plenary Hall)	Victoria Hall (Auditorium)	AE1 Hall (Constructed hall)	A10-11 Hall	A2-3 Hall	K1 (Auditorium)	A12 Hall Priority Gold	A13 Hall	A4 Hall	A5 Hall	A8 Hall
		3,000 pax*	2,000 pax*	1,000 pax*	900 pax*	800 pax*	500 pax*	450 pax*/**	450 pax*	400 pax*	400 pax*	400 pax*
08:00-09:30	Thursday	N/A	€ 115.000	€ 105.000	€ 105.000	€ 100.000	€ 95.000	€ 95.000	€ 95.000	€ 90.000	€ 90.000	€ 90.000
10:00-11:30	Thursday	€ 125.000	€ 120.000	€ 115.000	€ 115.000	€ 110.000	€ 100.000	€ 100.000	€ 100.000	€ 95.000	€ 95.000	€ 95.000
08:00-09:30	Friday	€ 120.000	€ 115.000	€ 105.000	€ 105.000	€ 100.000	€ 95.000	€ 95.000	€ 95.000	€ 90.000	€ 90.000	€ 90.000
10:00-11:30	Friday	€ 125.000	€ 120.000	€ 115.000	€ 115.000	€ 110.000	€ 100.000	€ 100.000	€ 100.000	€ 95.000	€ 95.000	€ 95.000
08:00-09:30	Saturday	€ 120.000	€ 115.000	€ 105.000	€ 105.000	€ 100.000	€ 95.000	€ 95.000	€ 95.000	€ 90.000	€ 90.000	€ 90.000
10:00-11:30	Saturday	€ 125.000	€ 120.000	€ 115.000	€ 115.000	€ 110.000	€ 100.000	€ 100.000	€ 100.000	€ 95.000	€ 95.000	€ 95.000

*Subject to slight changes in capacity when the floor plans are finalized until spring 2026 : (+/- 2% of total capacity).

EHA is securing one 450 pax session hall for all timeslots as a priority hall for **EHA Gold Corporate Sponsors. The reserved Session slots are highlighted in gold in the Sponsored Sessions Schedule.

The allocation is on a first-come, first-served basis. Selecting a slot in the “Priority Gold Hall” is optional and Gold Corporate Sponsors can also select other available Sponsored Session slots in a different hall.

5.3.2 Updates-in-Hematology

Updates-in-Hematology slots are 90 minutes, in-person, independently developed, educational activities held Thursday, June 11, Friday, June 12 and Saturday, June 13, in the Congress venue and live streamed in the Congress platform.

The Updates-in-Hematology (UiH) offer pharmaceutical companies – possibly in cooperation with scientific institutions – the opportunity to organize sessions during the Congress days in parallel to Satellite Symposia. These sessions should focus on medical education, focused on special disease or special topics related to the field of hematology and are intended to update participants on the recent advances in diagnosis and treatment in different areas of hematology. U-i-H organizers are encouraged to utilize new media forms and didactic methods.

Organizers are encouraged to hold the in-person sessions with a minimum number of moderator/ chair and speaker present in person.

The U-i-H are assigned based on a **first-come, first-served basis**.

The **real-time scheduling of the Sponsored Session program** will be made available soon on the [Industry Service Center](#).

EHA2026 Updates-in-Hematology fees			
Time	Day	A6 Hall	A7 Hall (Tribune)
		400 pax*	150 pax*
08:00-09:30	Thursday, Friday or Saturday	€ 80.000	€ 70.000
10:00-11:30		€ 85.000	€ 75.000

*Subject to slight changes in capacity when the floor plans are finalized until spring 2026: (+/- 2% of total capacity).

5.3.3 Product Theater

Product Theaters (PT) are 20-minutes presentations held for max. 150 pax in the EHA Theater in the Exhibition Area before or after plenary scientific sessions on Thursday, June 11, Friday June 12, and Saturday June 13. Product Theaters give companies the opportunity to enhance the knowledge on company product information to registered HCPs who are allowed to prescribe medication. Product Theaters are recorded and live streamed on the Congress platform.

Product Theaters are assigned on a **first come, first served basis**.

Product Theaters are only intended for healthcare professionals that are allowed to prescribe medicine. HCPs will have a prescriber icon on their badge.

The **real-time scheduling of the Sponsored Session program** will be made available soon on the [Industry Service Center](#).

EHA2026 Product Theater 20' fees	
Time /Hall capacity	EHA Theater in the Exhibition 150 pax*/**
Thursday, 09:35-09:55	€ 80.000
Friday, 09:35-09:55	€ 80.000
Friday, 11:35-11:55	€ 80.000
Saturday, 09:35-09:55	€ 80.000
Saturday, 11:35-11:55	€ 80.000

*Subject to slight changes in capacity when the floor plans are finalized until spring 2026. (+/- 2% of total capacity).

** The set up in this area is made of EHA branded cardboard chairs.

5.7 Sponsored Session Features

Sponsored Sessions include a standard set of features as described in the below overview. It is also possible to add extra features (5.7.2).

5.7.1 Included features: Sponsored Sessions

- Room rental according to Sponsored Session duration +15 min set up and 15 min breakdown,
- Basic AV EHA Congress package including 4 microphones at the chair table, 2 microphones at the lectern, 1 head-set microphone, standing microphones for the audience, projection, screen according to room size, preview screens for chairs and presenters, timer for chairs and presenters, slide advancer/pointer, basic lighting, livestream and recording equipment,
- 1 session hall manager to liaise with all AV technicians,
- 2 in-room hostesses per session hall,
NOTE: in-room hostesses have specific tasks related to the session hall logistics, for extra tasks please consult with the industry team first,
- Standard room set-up stage,
- Chair tables or stage cubes with name display screens for faculty per default EHA Congress branding, automated name display, company branding possible as extra feature,
 - Stage cubes instead of chair table depending on the Session Halls (information shared at a later stage)
- 1 lectern per default EHA Congress branding, automated name display per agenda slot, company branding possible as extra feature),
- Session agenda, to be approved by Scientific Program Committee (SPC) for Congress regulations (no compliance approval!),
 - Published on the [EHA website](#) prior the Congress (program planner). Please give approval on the publication,
 - Included on the Congress platform program planner & App,
 - Session title and company name printed in the Pocket program (provide shorter title for printing material),
 - For sessions with third-party organizers, please note that the name of the grant provider needs to be mentioned to remain transparent to participants.
 - More information on the session agenda will be provided at a later stage as usual. Please note that the SPC is dedicating one meeting to check all Sponsored Session agendas. The agendas not submitted on-time will have delayed response time, as the SPC is focusing on the scientific program.
- Congress sponsor acknowledgement with a logo in the printed Pocket program,
- Sponsored Session livestream on the Congress platform,
- Online review process for on-demand release,
- Recording of the session livestream (approved agenda-based webcast) for on-demand publication on the platform,
 - In the extra features, you can select the desired editing process of your recordings and how to publish your content on-demand. You can also select to download the raw material for your own purposes as an extra feature. More details will be shared in the manuals at a later stage.
- Fully integrated Q&A feature (App/platform),

- Evaluation Form,
 - Internal Evaluation Form (10 questions) incl. 1st report provided after the live days, or
 - Your own evaluation link to an external website
- Polling during hybrid session
Word cloud possible as an extra feature,
- 1 x 60 min mandatory technical rehearsal: all rehearsals will take place on Wednesday, June 10, 2026. Product Theaters have 30 min rehearsal,
- Use of the Speaker Service Center for 60 min slide review of the presentation (prior to the rehearsal slot),
- 1 banner on platform live page 30 minutes before the session starts,
- Digital Sponsored Session poster on the program highlight wall inside the venue (content for in-person delegates) and in the platform Sponsored Session gallery (content for virtual delegates),
- Complimentary registrations
10 Complimentary Hybrid registrations and 5 Complimentary Hybrid industry registrations per Sponsored Sessions (SS and U-i-H), 5 Complimentary Hybrid registrations for PTs, and
- Metrics retrieval
including unique users, total watch time and average watch time only of the virtual part of the session without any personal information of the delegates (Industry dashboard).

5.7.2 Extra Features: Sponsored Sessions

Extra features can be booked for your sessions. Options are available for both in-person and virtual participants. Extra features can also be booked or adjusted after the sessions are allocated but **no later than May 1**.

Branding features:

Please note that the below list might differ based on the session hall limitations.

- Stage branding
lectern & chair table branding (not possible in the tribune setup) € 2.000
- Projection background branding for onsite and livestream PiP where possible € 1.500
- e-signage branding
entrance of session hall € 1.500
- Session teaser
e-signage & Congress platform
Promote your session by displaying a teaser on the e-Signage screen in front of the session hall 15 minutes prior to your session. At the beginning of your session, your session agenda will be displayed again. The session teaser will also be displayed on your session page from the opening of the Congress platform. Participants browsing the session pages can watch your teaser while waiting for the official release of your session. € 5.000
- Intersession slides
looping for 15min prior session start in the session hall € 5.000
- Logo projection (Gobos) in the session hall
If/where possible. Prominently display your logo with a Gobo projection on the session hall inner wall during your session, ensuring maximum visibility and recognition. This may only be possible in the large halls. € 3.000

Audience engagement features:

- 2nd report of the main evaluation form (on-demand period) € 1.000
- Q&A pre filtered moderator link € 1.500
- Word cloud (additional format to existing polling) € 1.500

Data Retrieval (hybrid):

- Session lead retrieval (retrieve from session back end) + badge scanning (staff not included) € 5.000

Session recording edited by M-Events:

€ 2.000

Video editing by M-Events and download of raw .mp4 recording material for own use – can be done onsite – booking required.

Session recording edited by third party:

€ 1.500

Download of raw .mp4 recording material for own use and/or third-party editing.

If you opt for the third-party editing process, it is not possible to upload your presentation-based recording. Your upload will be session based only.

EHA Library

- Extend the availability of your session in the EHA Library until end of year 2026. € 7.500

6. Exhibition, Business Centers & Meeting Rooms

6.1 Exhibition

The Exhibition is one of the central point of the EHA Congress always positioned in a strategic location of the Congress venue, to attract Congress participants. The delegate lunches are always served in the Exhibition every day of the Congress. It remains a space for participants to come and browse the wide variety of stands from pharmaceutical as well as many non-profit healthcare and affiliated organizations, and the EHA Theater.

The EHA Congress offers all exhibiting companies the opportunity to extend their booth into the virtual space with a basic company profile. Depending on the booth sizes, partners will receive the company profile for free or the opportunity to link directly to their micro site. Further details are explained in section ['6.1.2 Booth setup & Fees'](#).

The EHA Congress promotes interaction between peers and relevant stakeholders. EHA is increasing opportunities to create or rent business centers and/or meeting rooms during the Congress.

Exhibition space can be booked by completing the Exhibition application form. The form will be automatically sent to EHA and the Congress Secretariat. Upon receipt of your application form, the Congress Secretariat will contact you.

Exhibition space **will be assigned according to the EHA Ranking, during the allocation meeting**. More information on the procedure of the allocation meeting can be found in section [5.2 Allocation procedure & allocation meeting](#).

After the deadline for priority-based allocation, assignment will be based on a first-come, first-served basis. Exhibitors wishing to avoid being assigned space adjacent to a specific competitor should indicate this on their application form. All those requests will be respected as much as possible.

The Exhibition floor plan can be found on the [Industry Service Center](#).

6.1.1 Exhibition regulations

The following principles apply:

- Exhibition space must be booked for a minimum of 9 sqm (3x3), and
- Exhibition space will be allocated according to the EHA Ranking.

6.1.2 Booth setup & fees

The following booth setup options are available, depending on the requested size of the booth.

Booth setup and fees		
	Physical Booth only	Hybrid Exhibition
Size	9 sqm (3x3)	Starting from 18 sqm
Space	Raw space	Raw space
Complimentary Features	Not applicable	Includes a virtual company profile in the platform OR add the hyperlink to your microsite (directly from the tile in the partners and sponsors page)
Fee	€ 770 per sqm	
Extra feature	Data retrieval	

6.1.3 Included features: virtual company profile

Extensive virtual company profile included in your package. More banners, and more content options are now directly enabled.

- Company account for self-administration
- Company profile and sub profile
Commercial and medical profiles including a switch button (please indicate this via email if you need an HCP restricted sub profile)
one (1) company logo, one (1) company description - recommendation of 1,500 characters including space, one (1) company physical address, one (1) contact person and email, one (1) company website
- Company social media link to LinkedIn, Facebook, Instagram, and/or X
- Rotating banners on top of the profile page
Specs: 1368x200.png or .jpg. Banners are clickable. Banners can only be linked within the Congress platform (multiple banners possible)
- Session link
Hyperlink to your Sponsored Session(s) under the session poster (same visual as per the session page)
- Content module
Each module includes 3 content tiles (choice of image/PDF or video) displayed in the company profile (tile view) (multiple module possible)
- Exhibition dashboard for on-demand viewing metrics

6.1.4 Exhibition data retrieval

You can use the data retrieval feature to collect data from your in-person booth visitors and virtual company profile visitors during the whole duration of the Congress (no staff included).

Fee:	
Hybrid data retrieval package	€ 5.000

6.2 Business Centers

Business Centers offer sponsors the opportunity to assist and connect with Congress participants and KOLs within their dedicated space. Please indicate your interest for a Business Centers on the application form and indicate your preferred room size. Following the EHA Ranking, the Congress Secretariat will discuss Business Center locations and will allocate them to the sponsor.

6.2.1 Business Center allocation policy and regulations

- The allocation of Business Center is subject to availability and based on EHA Ranking.
- The Business Center is rented for the entire duration of the Congress.
- It is not possible to book more than 1 (one) Business Center per company.
- It is allowed to build meeting room(s) inside a Business Center.

6.2.2 Business Center fees

Fee:	€ 95 -per sqm
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6.3 Meeting Rooms

Meeting rooms offer sponsors the opportunity to organize meet ups with Congress participants and KOLs within their dedicated space. Please indicate your interest for a meeting room on the application form and indicate your preferred room size. Following the EHA Ranking, the Congress Secretariat will discuss meeting room locations and will allocate them to the sponsor. Please note that some meeting rooms will be already existing and some will be built.

6.3.1 Meeting Room(s) allocation policy and regulations

- The allocation of Meeting Room(s) is subject to availability and based on EHA Ranking.
- The Meeting Room(s) are rented for the entire duration of the Congress.
- If you are renting a Business Center, additional Meeting Room(s) rental will only be subject to availability when all requests are allocated.
- If you are not renting a Business Center, you are entitled to rent Meeting Room(s) for the entire duration of the Congress (June 11-14), which is subject to availability. Should we still have availability after the first round of allocation, we will open the application back up for all sponsors.
- The fee for Meeting Rooms is upon request. Please indicate your request by submitting the application form and the Congress Secretariat will contact you with a detailed offer.

6.4 Sponsor Meeting Hub

EHA offers dedicated meeting rooms for exhibitors to meet with their KOLs in the Exhibition area. This is in priority for sponsors who cannot rent a meeting room (full Congress period), incorporate a meeting area in their booth or cannot book a Business Center. Access to the Sponsor Meeting Hub is included in all exhibition packages.

6.4.1 Sponsor Meeting Hub Allocation Policy and Regulations

- The allocation of slots in the Sponsor Meeting Hub is subject to availability.
- Timeslots can be booked per hour. This service is free of charge.
- It is not possible to book more than one slot per day per company.
- If you have booked a Business Center or Meeting Room(s), you are not entitled to book the Sponsor Meeting Hub.

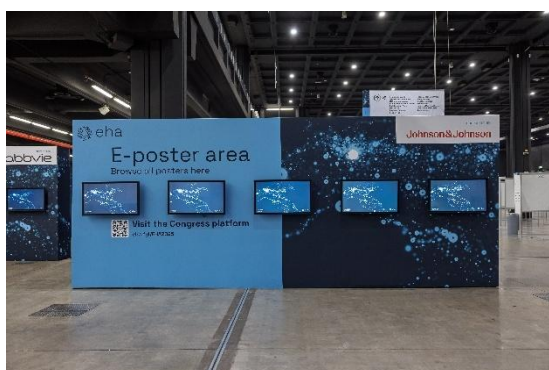
7. Additional Sponsorship Items

There are a variety of opportunities for industry to support the EHA Congress through the Additional Sponsorship Items listed below. Various items are hybrid, combining both physical and virtual elements into one – enabling you to reach both audiences at the same time. These items are brought to the attention of all Congress participants.

Assignment will be done according to the EHA Ranking.

After the priority application deadline on September 30, all requests are handled on a first-come, first-served basis.

7.1 HYBRID: e-Poster area & poster print service



Support the poster area and you will be acknowledged with

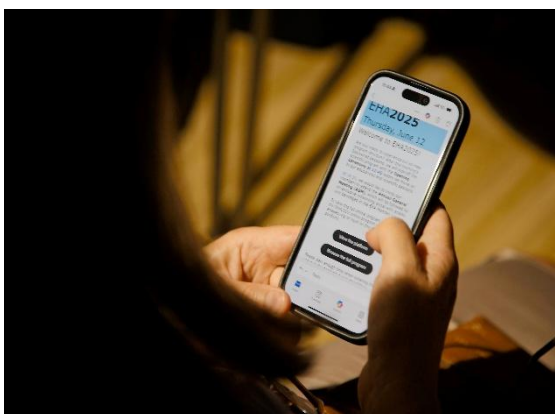
- a logo on one (1) e-Poster structure (4 available, design made by EHA),
- a banner on the e-Poster page in the Congress platform until August 15, 2026, and
- your company name on the “poster upload instruction” email to the authors.

The e-Poster area is highly visited during the entire duration of Congress, especially on Friday and Saturday during the two poster sessions.

Fee:

€ 28,000 per company (max. 4 companies)

7.2 HYBRID: Congress Mobile App



Keep the program at hand with the **EHA2026 Congress Mobile App**. The app accessible by all Congress participants is widely promoted through EHA communication and promotion of the Congress.

- As a main supporter, your advert will be the first one visible to all users when opening the Congress Mobile App.
- Secondary adverts are rotating and limited to one (1) advert per company.
- Push notifications via the Congress Mobile App (for session and/or booth promotion) - maximum 2 per company.

Fee: Main support (1st advert)

€ 30,000 – single sponsor item

Fee: Secondary adverts (maximum 9)

€ 5,000

Fee: Push notification (per item)

€ 5,000

7.3 HYBRID: Mailings

All partnering companies have the opportunity to send various mailing(s) to Congress participants.

7.3.1 EHA Mailings



EHA Mailings will be sent to all Congress participants announcing the scheduled Sponsored Sessions per day and per timeslot. EHA Mailings are sent 30 minutes prior to each Sponsored Session slot.

All EHA Mailings include the company logo in addition to the session title. Session organizers can upgrade their visibility by adding a branded session banner to promote their Sponsored Session.

Fee: € 6.000

7.3.2 Industry Mailings

Industry mailings are individual company mailings, promoting your Sponsored Session and/or your booth at the EHA2026 Congress. All supporting Congress partners are entitled to request Industry mailings. Industry mailings are sent to participants that agreed to receive third-party mailings. Allocation and scheduling for the industry mailings is according to the EHA Ranking.

Industry Mailings Rules & Regulations

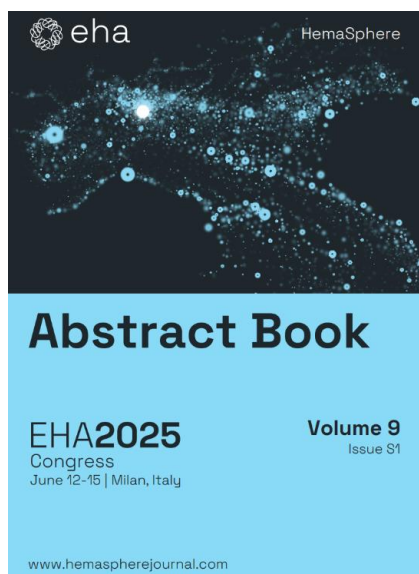
- Sending dates are prior Congress (May 25 to June 10) and post Congress (June 17 to August 15)
- No industry mailing will be sent from June 11 to June 14.
- In total, a maximum of four (4) industry mailings can be purchased per company.
- Two mailings are scheduled per day, with a maximum of two mailings per company.
- Sponsors cannot use EHA or third-party trademarks, logos, service marks, or trade names. All content must be free of GDPR and IP-rights.
- Industry mailings can include session title, session agenda, links to Sponsored Session on the EHA2026 platform, booth number, or virtual company profile. Product names are not allowed.
- Sponsors are responsible for ensuring content compliance with all relevant regulations and codes. EHA is not responsible to verify or approve content.
- Sponsors must use a fixed template for industry mailings provided by EHA and share it with EHA and the industry team for review.

Fee: € 6.000

*It is strictly forbidden to exchange a mailing with another company. In case a sponsor is not included in the priority points ranking and wishes to purchase an industry mailing, the allocation will be done on a first-come, first-served basis.

The final application deadline for mailings: **April 01, 2026**

7.4 DIGITAL: Abstract Book Advertisement



The Digital Abstract Book gathers all the abstracts accepted for the EHA2026 Congress and is published as a supplement of [HemaSphere](#), the official journal of EHA. The Abstract Book is the main source to look up the newest data, research, and results covering the field of hematology. Place an advert in the Digital Abstract Book and increase your visibility during EHA2026.

The Abstract Book will be presented in 3 sections to ease the search of data; therefore, you have the opportunity to have your advert present in each of the 3 sections. The inside front cover will be displayed first, and the inside page will be displayed after the table of content.

The Abstract Book is accessible by a clear link/button in the Congress platform under EHA Plaza. Your company logo will also be published in the EHA Plaza – Congress Materials, where participants can access the Abstract Book. Your logo will link to your virtual company profile on the Congress platform.

Fee: Digital Abstract Book, Inside **front cover** of each section

€ 15,000 Exclusive (only 1 company, 1 per company)

€ 8,000 per advert

Fee: Digital Abstract Book, **Inside page** (full page) on each section

Maximum of 8 adverts – Placement in the first pages & before the table of content. Item excluded for the company that sponsors the inside front cover.

7.5 DIGITAL: Congress platform advertising

Platform advertising opportunities are available for the EHA2026 Congress. The EHA2026 Congress will be livestreamed in a dedicated Congress platform, which allows partners and sponsors to promote their session(s) and their presence in person and online via banners displayed on most of the main platform pages, which are highly visible to each Congress participant. The advertising banners can link directly to session page(s), company profile(s) or company website.

Below are the various opportunities to place your banners on the Homepage, the Live page, the Partners & Sponsors page, and the e-Poster page. Read carefully the proposals below as some opportunities differ per sponsor level. The e-Poster page is an exclusive opportunity opened to only four (4) applicants.

7.5.1 Homepage complimentary acknowledgement

All corporate and Congress sponsors will be acknowledged by corporate level on the Congress platform homepage footer.

- 1 banner per level rotating during the entire Congress period
- Each banner acknowledges the sponsors with a company logo and the support level (Platinum, Gold, Silver, Bronze, Contributor, Congress supporter)
- The banner in the footer will rotate every three seconds.

7.5.2 Homepage sponsored advertising

Each partner supporting the EHA2026 Congress has the opportunity to purchase a rotating banner in the upper part of the homepage of the Congress platform. Different options and fees apply based on the display period:

- Platinum corporate sponsors are allowed to have three (3) banners,
- Non-platinum corporate sponsors are allowed to have maximum two (2) banner displayed,
- Advert content has to be on your company (corporate branding), on your session or on your company profile (with link to session page, company profile, or the company website),
- NEW from EHA2026: Your banner will be scheduled and displayed for the whole duration that the Congress platform is online (4 June-15 August),
 - Mind the information on your banner in order to remain relevant for the entire duration
- The banners will rotate every 3 seconds.

Fee: € 7.500 per banner	
Specs:	Long rectangular banner 1368 x 200 px min 72 dpi (desktop) 680 x 450 px, min 72 dpi (app)
Application deadline:	April 01, 2026
Deadline to submit material:	May 14, 2026

7.5.3 Partners and Sponsors page:

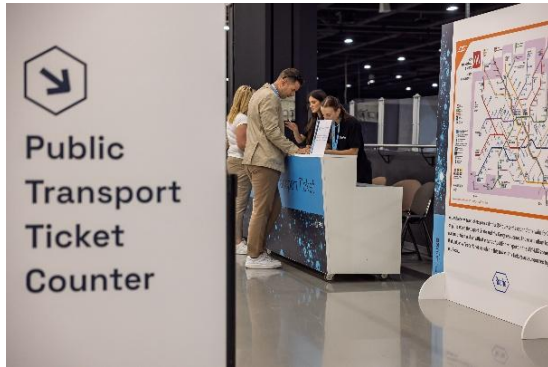
Each company supporting the EHA2026 Congress has the opportunity to purchase a banner (rotating and shared) in the Partners & Sponsors page of the Congress platform.

Please note:

- The Partners & Sponsors page is an important navigational page, because users can browse through the Company Profiles Directory and the Sponsored Session Gallery.
- Advert content should relate to your company (corporate branding), Sponsored Session or virtual company profile (with link to session page, virtual company profile, or an external link),
- The banners will rotate every three seconds.
- NEW for EHA2026: Partners & Sponsors page banners will be visible for the whole duration that the platform is online (04 June-15 August).

Fee: € 5.000 per banner	
Specs:	Banner: 1368 px x 200 px, min 72 dpi (desktop) 680 px x 450 px, min 72 dpi (app)
Application deadline:	April 01, 2026
Deadline to submit material:	May 10, 2026, for banners displayed between June 17 - August 15

7.6 IN-PERSON: Public Transportation Ticket



Support EHA in providing public transport tickets to all Congress participants and be part of the Greener EHA Congress action. By providing complimentary public transportation to our participants, the EHA Congress tries to reduce CO2 emissions on the daily commute to and from the Congress center. Each participant will receive a ticket with their registration to use public transportation during the Congress days. More details on branding will follow.

Fee:

€ 30.000

Multiple sponsor item

7.7 IN-PERSON: Pocket Program



The Pocket Program is the go-to for every participant. The program includes a **Program at a Glance**, a sponsor acknowledgement page, floor plans, and key information available to all participants. Support EHA in sharing the pocket program of the Congress with all participants and be visible to the hematology community!

Fee:

Pocket Program support including back cover advert.

€ 30.000 – single sponsor item

Fee:

Pocket Program support including inside front cover advert.

€ 30.000 – single sponsor item

7.8 IN-PERSON: Lockable Charging Stations



The charging station allows attendees to charge their mobile phones and store them while they attend a session or have lunch. Each charging station includes several electrical plugs, are lockable, and placed in highly visible locations at the Congress. The sponsor is acknowledged with a company logo or more extensive branding on the charging station.

Fee:

€ 8.000 – per charging station, multiple sponsor item

7.9 IN-PERSON: EHA Networking Village



EHA invites you to redefine the participants' Congress experience with your support of the EHA networking village, an innovative gathering of small hubs designed to enhance privacy, focus, and collaboration. The limited available hubs guarantee that your company stands out prominently.

The village (location to be confirmed) consists of multiple sets of 2-3 small hubs accessible to the attendees. Each set will display your branding exclusively:

- Your advertisement on the back inside (178 x 85 cm)
- Your advertisement on the table leg (64,5 x 36 cm)
- Your advertisement on the outside (left and right side – 155 x 90 cm)



Fee:

1 exclusive set with 2 branded hubs

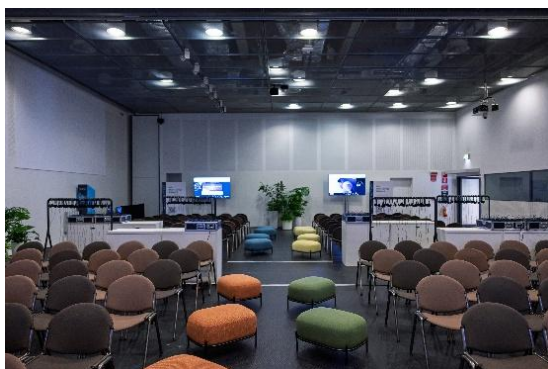
€ 15.000 – multiple sponsor item

Fee:

1 exclusive set with 3 branded hubs

€ 20.000 – multiple sponsor item

7.10 IN-PERSON: **EHA Silent Lounge**



Increase your visibility by sponsoring the **EHA Silent Lounge** and join EHA in offering Congress participants more options to follow Scientific and Sponsored Sessions in a comfortable and quiet designated area, especially when session halls are at full capacity. The Silent Lounge offers multiply units with a screen, seating, and headphones that will function as an overflow area. In addition, participants are encouraged to engage in sessions via the interactive features of the Congress platform. In the lounge participants will have the opportunity to charge their devices whilst being a part of the session.

IMPORTANT: Overflow units are assigned at the discretion of session hall managers and with a priority to overflowing session halls. Supporting the EHA Silent Lounge does not automatically grant or give priority to one of the units.

As a supporter of the Silent Lounge, you will be acknowledged with:

- a logo in all communication regarding the EHA Silent Lounge, and
- a logo at the entrance of the Silent Lounge.
- Can have one (1) roll-up banner in the Silent Lounge promoting your session(s) or booth.

Fee:

€ 20.000 – multiple sponsor item

7.11 IN-PERSON: **Support EHA Delegate Experience**

7.11.1 IN-PERSON: **Support EHA in providing healthy lunches for all delegates**



Your contribution will help EHA provide healthy and sustainable lunches to the Congress participants, on Thursday, Friday and Saturday and be part of the sustainable campaign of EHA in making the EHA Congress greener. Food and paper waste are reduced by allowing each participant to assemble his/her own lunch. The EHA Congress always chose catering partner with sustainable program. Your company will be acknowledged with high visibility.

Fee:

€ 50.000 per company
Sponsored by ad A4 and banners in catering area
and acknowledgement in pocket program

7.11.2 IN-PERSON: **Meet and Networking Chairs**



Assist EHA in creating cozy and multifunctional networking areas for participants to chat with your representatives or their peers by co-producing eco-friendly meet and networking chairs. The foldable chairs are strategically placed throughout the Congress venue, between session rooms, poster area, and exhibition, amongst other. Your support includes the design, production, transport and distribution of 1.000 high-quality cardboard chairs.

We encourage participants and your company representatives to utilize and move the chairs during the Congress. Don't stop at the Congress and bring a few chairs back to your office!

Fee:

€ 40.000 – single sponsor item, shared sponsorship with EHA

7.11.3 IN-PERSON: **Support EHA in providing Water Dispensers throughout the Congress**



Your contribution will help EHA locate multiple water dispensers in the Congress Center to help all delegates keep hydrated while attending sessions and exploring the Exhibition throughout busy Congress days.

Fee:

€ 40.000 – single sponsor item

7.12 IN-PERSON: **Interactive Screens**



Support EHA with displaying multiple interactive screens in the Congress center to improve participants experience. Participants will be able to explore the venue and the exhibition floorplan.

Fee:

€ 5.000 – per screen

We look forward to receiving your support to make the EHA2026 Congress a great success.

Kind reminder:

EHA2026 Industry Service Center (ISC): <https://eha2026-shop.interplan.de/>

EHA2026 Application forms will be published on August 15, 2025.

Important contacts:

EHA: Nazanin Ahmadi sponsorship@ehaweb.org

Interplan: eha-industry@interplan.de

ANNEX A: EHA Sponsor Regulations 2025-2026

EHA SPONSOR REGULATIONS 2026

The following conditions and regulations apply to the EHA Congress and all EHA Meetings. EHA reserves the right to unilaterally amend (and/or update) these Sponsor regulations, without given any prior notice.

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1. PRIORITY POINTS SYSTEM

1.1 How to calculate the number of points (as used for the 2026 ranking)

A. Corporate sponsoring

Corporate sponsor level in 2026 multiplied by the number of years the Sponsor Agreement has been signed for. Seniority: 10 points for every year of sponsoring EHA up to and including 2025 with a maximum of 10 years.

Note: this only applies in the case of consecutive years of sponsoring.

Platinum level	220 points
Gold level	145 points
Silver level	105 points
Bronze level	60 points
Contributor level	16 points

Support for the EHA Educational Exhibit (if applicable)

20 points for supporting EHA's Educational Exhibit (Exclusive for Platinum Sponsors)

B. Medical Education Program

EHA Campus 2025-2026:

Premium sponsors	30 points
Major supporters	20 points

*10 additional priority points per year for educational module(s) uploaded on EHA Campus

EHA Campus Seniority points

10 additional points for sponsoring EHA Campus up to and including 2025 with a maximum of 10 years.

Hematology Master Class

Classical Hematology Master Class:	10 points
Bite Size Masterclass:	5 points

Lighting the Flame Program

Support of Lighting the Flame program: 1 point per Euro 5.000

Lighting the Flame Seniority points

20 points for sponsoring Lighting the Flame Program up to and including 2025 with a maximum of 10 years. Note: this only applies in the case of consecutive years of sponsoring.

EHA Podcast

1 point per one sponsored podcast

EHA Preceptorships

Premium Preceptorship Partner	25 points
Major Preceptorship Partner	15 points
Preceptorship Supporter	7,5 points

C. Meetings

Support of an EHA-SWG Scientific Meetings, Hematology Tutorials, Research Conference and the Highlights of Past EHA (HOPE):

1 point per €2,000

Support of the Travel Grants Program for EHA Meetings: 1 point per €1,000

D. Research and Mentoring programs

Support for EHA's Research Grants

1 point per €5,000

Support of the 2026 Translational Research Training in Hematology (TRTH) program:

Premium Sponsor	15 points
Major Sponsor	10 points

TRTH Seniority points

10 points for sponsoring TRTH up to and including 2025 with a maximum of 10 years. Note: this only applies in the case of 3 consecutive years of sponsoring.

Support of the 2025/2026 Clinical Research Training in Hematology (CRTH) program:

Premium Sponsor	15 points
Major Sponsor	10 points

CRTH Seniority points

10 points for sponsoring CRTH up to and including 2024 with a maximum of 10 years. Note: this only applies in the case of 3 consecutive years of sponsoring.

Support of the 2025/2026 Computational Biology Training in Hematology (CBTH) program:

Premium Sponsor	15 points
Major Sponsor	10 points

EHA Guidelines App

Premium Sponsor	5 points
Major Sponsor	2 points

E. EHA Publications and Community opportunities**Advertisements in EHA Journal HemaSphere**

For advertisements placed between July 1, 2024, and July 1, 2025: 2 points per company per year.

New and renewed EHA members

Paid membership fees for new and/or renewed EHA members from July 1, 2024, to June 30, 2025:

1 point per 5 full members/10 junior members**.

***The Membership List for priority points for 2025 will have to be submitted to the EHA Executive Office before July 1, 2025. Please mention 'priority points' in the subject of the message.*

Support of EHA Scientific Congress Report: EHA Perspectives

Report on Non-Malignant Hematology	10 points
Report on Malignant Hematology	10 points

F. EHA Congress contribution

a. Exhibition	1 point per 10sqm
b. Number of invited participants:	1 point per 10 participants***
c. Organizing Satellite Symposia 90':	15 points per symposium
d. Organizing Updates-in-Hematology:	15 points per session
e. Per Industry Product Theater:	15 points
f. Additional Sponsorship Items (advertisements, other sponsorship items, EHA library etc.):	1 point per € 5000

F. Congress contribution to the last 3 EHA congresses

Seniority: A Booth and/or Sponsored session at the congress in the last three years: 5 points each (maximum 30 points).

The number of points will be calculated after the annual congress every year, in time for the next Congress. This number will determine the level of priority in choosing the preferred sponsor item and one block of hotel rooms (if applicable). When all corporate sponsors have selected their items and hotel blocks (if applicable), a second round is carried out starting with the company highest on the waiting list.

** Please note that platinum sponsors will receive 220 points/year, gold sponsors 145 points/year; silver 105 points/year, bronze 60 points/year, contributor 16 points/year.*

1.2 Application deadlines

Eligibility and application deadlines for the priority points system will be announced via the EHA website.

After the deadline for priority applications, applications will be processed in the allocation meetings according to availability and on a first-come, first-served basis.

1.3 Mergers and acquisitions

Points will be calculated for the company name stated on the Sponsor Agreement. If Sponsors, after the signature date of the Sponsor Agreement, have merged or been acquired, the resulting company may choose to use the highest points of any of the previous companies. Points will not be combined. Companies belonging to a parent company with other divisions participating at EHA cannot reserve exhibit space under the parent company's points unless they are participating under the parent company name.

For example, if XYZ Pharmaceuticals owns A Inc. and B Inc., A Inc. and B Inc. cannot use XYZ Pharmaceuticals' priority points to reserve space under the name A Inc. and B Inc. Each company must use its own points to reserve space. A company that has been merged with another company must notify the EHA Corporate Relations (sponsorship@ehaweb.org), so that the points can be reviewed and reassigned.

1.4 Example Priority Point System

1. Gold Sponsorship Level 145 x three years	435
2. Company X has sponsored the association since 2016; therefore, the seniority points are	90
3. Support of one EHA Congress Report EHA Perspectives	10
4. Support of the 2025 TRTH Program	10
5. Priority points for EHA Medical Education Program: Support of EHA Campus Premium Level	30
6a. Company X had a booth in EHA2025	5
6b. Company X invited 250 participants for EHA2024	25
6c. Company X organized two satellite symposia in EHA2025	30
6d. Company X organized 1 Updates-in-Hematology session EHA2025	15
6e. Company X did not have other congress contributions	0
6f. Seniority: contributions to previous consecutive congresses, - Company X had a Booth and a satellite in 2023, 2024 and 2025 six times 5 points	30
Total number of points company X	680

2. CORPORATE SPONSOR AGREEMENT

2.1 Rights and obligations linked to various Corporate Sponsor Levels

a. According to the Sponsor Agreement, the Sponsor financially supports the scientific and educational activities of EHA. The Sponsor will contribute to EHA the following amount (depending on the applicable Corporate Sponsor Level) annually for the contract period indicated on the Application Form submitted by the Sponsor and the Sponsor Agreement:

I. Platinum:	€227,480 (two hundred twenty-seven thousand four hundred eighty euros)
II. Gold:	€149,930 (one hundred forty-nine thousand nine hundred thirty euros)
III. Silver:	€108,570 (one hundred and eight thousand five hundred seventy euros)
IV. Bronze:	€62,040 (sixty-two thousand forty euros)
V. Contributor:	€16,544 (sixteen thousand five hundred forty-four euros)

b. The Sponsor will be granted priority assignment at the EHA Annual Congress (Congress of EHA) according to the Priority Points System, which is explained in more detail in paragraph 1. Depending on the applicable Corporate Sponsor Level, the Sponsor will be provided with the following number of Priority Points (x =contract period for which the Corporate Sponsor Agreement has initially been entered):

I. Platinum:	x * 220
II. Gold:	x * 145
III. Silver:	x * 105
IV. Bronze:	x * 60
V. Contributor:	x * 16

c. EHA will provide the Sponsor with the following number of complimentary full registrations (depending on the applicable Corporate Sponsor Level) for every Congress during the contract period of the Corporate Sponsor Agreement:

I. Platinum:	75 registrations for the EHA Annual Congress
II. Gold:	45 registrations for the EHA Annual Congress
III. Silver:	30 registrations for the EHA Annual Congress
IV. Bronze:	15 registrations for the EHA Annual Congress
V. Contributor:	7 registrations for the EHA Annual Congress

d. EHA will provide the Platinum & Gold Level Corporate Sponsor(s) with one (1) executive meeting per year between Key Opinion Leaders from the Sponsor and EHA (in person or online).

e. The Platinum & Gold Level Corporate Sponsor(s) are entitled to participate in strategic EHA Council Meetings upon invitation by EHA.

f. The Sponsor will be granted acknowledgment as Corporate Sponsor (with the applicable Corporate Sponsor Level), on official EHA' communication and on EHA's virtual congress platform.

g. Where applicable EHA will prepare a hyperlink to the Sponsor's website. These hyperlinks are provided for the Sponsor's convenience only; therefore, EHA and EBAH are not responsible or liable for any such content found therein, including complying with privacy regulations.

h. EHA's Platinum Corporate Partners have an opportunity to organize the EHA Educational Exhibit at the physical Congresses (if applicable).

i. The number of EHA's Platinum Corporate Sponsors slots is limited to six. Currently, all Platinum slots are occupied. Companies wishing to upgrade their sponsorship to Platinum level must submit an official letter of intent to EHA. The company will be placed on the waiting list until the slot becomes available.

j. EHA is encouraging its Platinum Corporate Partners to foster long-term collaboration by supporting at least 3 EHA activities in addition to the EHA Annual Congress items.

The sponsor will be granted complimentary registrations to the EHA Campus:

I. Platinum:	5 complimentary registrations
II. Gold:	4 complimentary registrations
III. Silver:	3 complimentary registrations
IV. Bronze:	2 complimentary registrations
V. Contributor:	1 complimentary registration

k. The Sponsor has the right to select the Sponsored Sessions (Satellite Symposia 90'), Exhibition (including Business Center and Meeting rooms), Additional Sponsorship Items and hotel blocks (if applicable) according to the

EHA Ranking for every Congress of EHA during the contract period of the Sponsor Agreement. The Updates-in-Hematology and Product Theaters are allocated on a first-come, first served, basis.

3. CONGRESS SPONSOR PROGRAM AGREEMENT

3.1 General regulations applicable to all EHA Congresses

The below stated rules and regulations apply to all EHA Congress formats whether physical, fully virtual and hybrid (physical and virtual) congresses.

3.1.1 General rules

a. The EHA Congress will be organized in conformity with EBAH standards and guidelines. For EBAH standards and guidelines please visit www.ebah.org.

b. The Sponsor will respect the scientific program of the Congress completely and the Sponsor will fully endorse all **EHA Terms and Conditions**, which form an integral part of the Sponsor Agreement between EHA and the Sponsor.

c. Each sponsor needs to complete an application form to request one or more Congress sponsorship item(s). By signing the application form, the Sponsor confirms that the general EHA Terms and Conditions apply to all offers and agreements between EHA and Sponsor.

After the session slots or the sponsorship items are assigned, Sponsors will receive a Confirmation Letter summarizing the items booked. A draft EHA Congress Agreement will be shared by the Congress Secretariat with the Sponsor (for sponsor review), and an invoice will be issued for the outstanding amount. Each party will need to sign the agreement to proceed.

d. The Congress Secretariat will send technical/logistic details after EHA receives and processes the Application Form.

e. Registration to the EHA Congress is a mandatory requirement for admission to the Congress Center/venue and/or the EHA Platform(s).

f. The Terms and Conditions of the Congress Center and/or the EHA Platform(s) are supplementary to the EHA Terms and Conditions, these EHA Sponsor Regulations and the EBAH Code of Conduct. In case of conflict, the EHA Terms and Conditions and after other EHA documents prevail.

3.1.2 Filming, recording and photographing rules for session organizers and exhibitors

g. Filming, recording and photographing of any part of the (live/physical, hybrid and/or fully virtual) EHA Congress is prohibited. Photography of copyrighted material without the prior written consent of the study author/presenter as well as EHA is strictly prohibited.

h. Persons responsible for illegal content capture may be penalized by EHA for their actions, by way of immediate expulsion from the Congress grounds or withdrawal of platform access rights, prohibition of participation in future Congresses or Meetings, or there may be legal consequences depending on the nature and severity of the breach.

i. Rules for Exhibitors and Session organizers:

- Exhibitors are allowed to take photos/film in their own booth as long as they wear exhibitor badges, and they do not film other booths or any participants without their express written permission. If an Exhibitor is employing filming personnel (crew), then this crew needs to wear a special label attached to their equipment, that must be obtained from the Exhibitors Desk, onsite. Any crew filming without accreditation will be asked to leave the premises.
 - During the set-up and/or dismantling of the Exhibition, the photography of booths/exhibition is not permitted; unless the filming crew is engaged by the Exhibitor to take photographs of the Exhibitor booth and under the condition that the filming crew avoids inclusion of neighboring stands.
 - During the opening hours of the Exhibition, photography in the Exhibition Area is allowed; except in cases where the crew and/or photography equipment would be an obstruction or a danger to participants/staff visiting or working in the Exhibition Area. This implies that equipment and crew must not be standing in any corridors or main aisles that could hinder crowd traffic; hence any equipment or crew must stand inside the booth surface.
- Exhibitors are strongly recommended to advise crew to respect restricted areas of the Congress Center, and activities should be limited to the Exhibition area.
- Session organizers are strongly recommended to advise crew to respect restricted areas of the Congress Center, and activities should be limited to the Session Hall/room in which the Session organizer's activities are taking place.
- Session organizers and Exhibitors should not engage crew to take pictures or videos of EHA sessions.

3.1.3 Compliance, Promotion, publicity and advertising regulations

a. The Sponsor, showcasing pharmaceutical (or pharma-dependent) products, needs to at least consult – if applicable – the advice of the Codes of Practice for the Promotion of Medicines presented by the European Federation of Pharmaceutical Industries and Associations (EFPIA), MedTech and The Pharmaceutical Research and Manufacturers of America (PhRMA) bodies before applying. In all cases, the Sponsor is responsible for ensuring that their promotion during the Congress is legally and ethically acceptable in the country or location where the congress is hosted. Regular cancellation fees apply when a Sponsor needs to cancel its participation due to the restrictions of one of the above (or similar) bodies. EHA is not responsible and liable in any way for Sponsor not being compliant to legal, ethical and industry standards.

b. It is recommended that all exhibitors, contractors, and sub-contractors within the Exhibition Area conduct their industrial relations in accordance with good practice. Any person carrying out work contrary to the requirements of the venue and the local authority will be required to stop working immediately and may be forced to leave the Exhibition Area and the venue.

c. All advertisements (i.e. all advertisement opportunities in the official Congress Sponsor Program) require prior written approval from EHA, this is not a content nor legal/compliance approval. No commercial advertising is permitted during any of the education or scientific (virtual) sessions accessible for non-HCP's. It must be related to the field of hematology, scientifically objective and presenting accurate information. Advertisements may only be used to promote a company in general, product(s) or services, according to the EU and national regulations and codes, mentioned in the EHA Terms and Conditions. Sponsored session titles, agenda and timeslot(s) may be mentioned in promotional material.

d. EHA shall have at least five business days to review the requests. The deadline to submit promotional materials for EHA's approval is **April 14, 2026**. The approval of EHA cannot be considered as an approval that the advertisement is compliant with legal, ethical and industry standards.

d. No marketing pieces, invitations, communications of any kind may use EHA or EHA Congress logo. The name of the EHA Congress may be mentioned one time in each communication for identification purposes, in a reasonably sized, neutral font. Neither EHA nor the EHA Congress may be part of the title or heading, be prominently featured or listed first in printed materials.

f. The Sponsor shall allow EHA or persons, or legal entities duly authorized by EHA, to publish a catalogue, compiled on the basis of information to be furnished by the Sponsor. Sponsor shall duly submit the required information to EHA as specified by EHA. EHA accepts no responsibility or liability for any errors and/or omissions in the catalogue.

3.1.4 Sponsor item regulations

a. These Sponsor Regulations apply to all sponsored sessions (whether fully virtual, hybrid and/or physical) mentioned in the sponsor prospectus namely Satellite Symposia 90', Updates-in-Hematology sessions and Product Theaters, unless mentioned otherwise.

b. The sponsored sessions as referred in **3.1.3.a.** are only accessible to registered participants and/or sponsor participants of the EHA Congress.

c. All sponsored sessions organizers must send the preliminary program of their session(s) (titles, chairs and speakers, affiliations) to the EHA congress department (sponsorship@ehaweb.org) by **February 05, 2026**. **All programs (except Product Theater programs) will be presented to the EHA Scientific Program Committee for approval.** The EHA Scientific Program Committee reserves the right to adjust and/or decline the program and/or speakers if necessary. The program will be re-sent to the session organizers for review. The program will be revised in the next set of reviews. **The Product Theater programs will be reviewed by the EHA Executive Office for completion and adherence to the compliance regulations.**

d. It is strictly forbidden to switch sponsor items with another Sponsor or third party, even if the third party organizes or in any other way is involved in the Sponsor item for the Sponsor.

e. The Sponsor items are not part of the EHA2026 official educational program, and these items and their content are not endorsed by the Scientific Program Committee. Sponsored items are limited to the times listed on the EHA2025 Congress Sponsor Prospectus and in the application form.

3.1.5 Session content and speaker regulations

a. The same speaker is allowed to speak maximum in three (3) sponsored sessions. Company employees and/or sponsor representatives are not allowed to participate as a speaker or chair in sponsored sessions.

b. Speakers must use generic drug names only.

c. The Sponsors are responsible for getting the informed consent of all relevant speakers to be recorded and the recordings to be made available online on the EHA platform(s).

d. All speakers and chairs must disclose their affiliations with the Sponsor online.

e. In addition, one is obliged to show any disclosure to participants on the first slide of each presentation for the duration of at least 10 seconds.

f. Kindly be aware of the following regulations regarding the no go speaker list:

- (i) EHA Board, Scientific Program Committee (and Advisory Board) members **are NOT allowed** to speak, chair or participate in any sponsored session (See no go speakers list).
- (ii) Invited speakers to the core scientific and educational program of the Congress **are NOT allowed** to speak, chair or participate in any sponsored sessions (See no go speakers list).
- (iii) Invited chairs to core scientific and educational programs of the Congress **are allowed** to speak or chair in any sponsored sessions, however they are NOT allowed to speak in Industry Product theaters (See no go chairs list).

The core scientific and educational program of the congress includes but is not limited to:

- Opening Ceremony & Awards
- Presidential Sessions
- Education Sessions
- Science-in-Focus
- Hematology-in-Focus
- Joint Symposia
- Molecular Hematopoiesis Workshop
- Lymphoid Biology and Malignancy Workshop

- Diagnostic Workshops
- Spotlight Talks
- Clinical / Thematic Debates
- Scientific Working Group Sessions
- EU Projects in Hematology
- Guidelines Sessions
- EHA Patient Joint Symposia
- Advocacy Sessions
- YoungEHA Sessions
- YoungEHA Research Meeting
- EHA Sessions

- g. EHA does not permit commercial advertisers or other third-party sponsors to make changes to content, or to introduce biased content in any of its educational or scientific sessions.
- h. Providers of unrestricted educational grants and commercial Sponsors have no influence on the content or presentation of scientific and education programs of the EHA Congress.

3.1.6 Abstract embargo policy

Organizations, such as news outlets, companies and media issuing press releases, are required to abide by the embargo and confidentiality policies governing the EHA2026 Congress.

The information contained in the abstracts is embargoed until the abstracts are made available online by EHA.

More information will be available at a later stage.

This embargo policy covers all abstracts accepted as part of the EHA2026 Congress, regardless of the source from which the information is obtained. Third parties are obliged to abide by the Congress Embargo Policy. Should an embargo be broken, both the third party and the person involved will be held responsible and liable.

3.1.7 Ancillary events regulations

a. During the official Congress days, Thursday, June 11, 2026; 08:00 CEST to Sunday, June 14, 2026; 14:00 CEST; EHA restricts the organization of any corporate organized session or similar events in the official Congress venue and the organization of education or scientific events outside the Sponsored Sessions of the Congress is strictly not allowed.

Companies may organize evening events, provided that these start after the conclusion of the official Congress program of the day and are subject to EHA approval. Please send your request(s) to:

eha-congress@interplan.de.

The **EHA President's Evening** is foreseen on **Friday, June 12, 2026** (approx. 19:00-22:00). The EHA Board, Committees, and the Congress Faculty will be invited to the President's Evening. EHA does not allow any corporate-organized events to take place on this evening.

Requests may be made to EHA for the purpose of organizing other events for Congress participants during the Congress other than those described in the sponsor prospectus, including but not limited to social events or side meetings.

The Congress Secretariat must receive a full outline of the Event before **May 1, 2026**. Please allow at least five working days for EHA to review the request.

The information required is the name of the meeting, purpose of the meeting, date and times of the meeting, number of participants (if Congress registrants or company representatives), location of the meeting and onsite contact details. Without the provision of this information, the request will not be taken into consideration.

New: Ancillary meetings of up to 25 persons may be exempt from the blackout policy, provided they do not draw registered HCPs away from the main sessions during the Congress's general days.

These meetings should have the least registered Congress participants invited (excluding company representatives). Meetings with over 25 individually invited participants can only be organized outside the blackout times.

Blackout hours:

Thursday, June 11 08:00 - 19:00

Friday, June 12 08:00 - 23:00

Saturday, June 13 08:00 - 19:30

Sunday, June 14 08:00 - 14:00

Unapproved events are not allowed to take place. If they do take place, the sponsoring company/companies will be penalized as set out in article 13 of the EHA Terms and Conditions, notwithstanding all other rights of EHA.

Satellite Press events cannot take place during the program of EHA (scientific and/or social program) and not prior to the EHA Press Briefing(s). The communication department (communication@ehaweb.org) must receive a full outline of the press event before **May 1, 2026**, for review.

3.1.7 Sponsors' identification

- a. All sponsors are clearly identified with their company/product name and/or logo.
- b. Sponsor representatives are clearly identified on their registration material, with their company name. Industry badges have restricted access (sponsored sessions and exhibition).
- c. EHA reserves the right to photograph and/or record a (virtual or live) Congress and participants to the Congress, including companies, booths and delegates and to use such photographs and videos (in whole or in part) on the EHA website, or on any other (social) media referring to the Congress or EHA for the purpose of any internal or external communication. By actively taking part in the EHA Congress, consent to the above is given.

3.1.8 Promotional activities / Scientific meetings at the Booth

It is strictly forbidden to host industry-sponsored presentations, meet the speaker-type of events, scientific presentations and educational events or any activity that would detract from the scientific program or compete with other approved sponsored activities. This includes:

- The distribution of promotional material as well as other activities to get in contact with the participants outside of the exhibition booth is not allowed, and
- Promotional activities (e.g., quiz show etc.) at the booth must be reported to eha-exhibition@interplan.de in writing.

Please note, the promotion, publicity and advertising regulations as published in the EHA Sponsors Regulations and the Ancillary meeting Blackout policy & Blackout hours prevail.

Booth activity approval is only possible if:

- The activity is staged within the booth confines, not at the edge thereof.
- It can be demonstrated that sufficient space is available within the booth to accommodate the expected number of participants.
- Acoustic presentations are only allowed if not in disturbance of other exhibitors and do not hinder visitors or the general exhibition aisles in any way. EHA has the right to cut off sound if the level is unreasonable.

3.1.9 Smoking policy

It is strictly prohibited to smoke on the EHA2026 premises, this includes during build-up, show hours and dismantling.

EHA Sponsor Terms and Conditions

Article 1 `Scope`

- 1.1 These terms and conditions (EHA Sponsor Terms and Conditions) are applicable to any Application Form, Sponsor Prospectus, Sponsor Agreement, or any other agreement relating to sponsoring of the EHA, including any additional agreement, addendum, or amendment.
- 1.2 Any reference or application of other (general) terms and conditions of Sponsor is hereby expressly excluded and explicitly rejected by EHA.

Article 2 `Definitions and interpretation`

Application Form(s)	Any Application Form available on the website of EHA: including but not limited to: <ul style="list-style-type: none"> • the EHA Corporate Sponsor Program Application Form, • the Congress Sponsor Application Form, • the Sponsored session Application Form, • the Exhibition, Business Lounges & Meeting Rooms Application Form, • the Advertising and Other sponsorship opportunities Application Forms, • the Meeting Sponsors Application Form, • the (online) EHA Educational Program Application Form (i.e., EHA Campus, EHA Library, EHA Masterclass etc.), and • the Research Application Form (i.e., CRTH, TRTH, Guidelines etc.). • Scientific Publications: EHA Perspectives Scientific Congress Report
Confirmation Letter	The letter sent by EHA (or the EHA Congress Secretariat) to a Sponsor to confirm the Congress Sponsor Agreement and one or more Sponsor Item(s).
Congress	The annual hybrid Congress of the European Hematology Association (EHA).
Congress Center	The venue selected by EHA for the live annual Congress.
Congress Secretariat	The party responsible for organizing and coordinating the congress on behalf of EHA, including administrative support, communication

EHA	with participants, and the practical execution of the event The association with full legal capacity under Dutch law European Hematology Association, registered with the Dutch Chamber of Commerce under number 24332797.
EBAH Code of Conduct	The Code of Conduct for Corporate Sponsors of the European Board for Accreditation in Hematology (EBAH), in its most recent version as amended from time to time.
EHA Campus	The EHA virtual learning platform with the online EHA Medical Education Program.
EHA Educational Program	The (online) EHA Educational Program consists of educational courses, content, and materials in, for example, the EHA Campus, EHA Library and an EHA Masterclass.
EHA Platform Meeting	The virtual EHA platform for the annual Congress or Meeting. A physical, hybrid and/or virtual meeting (including events and/or masterclasses) organized by EHA with the support of the Sponsor.
Party/ Parties Sponsor	EHA and/or Sponsor. The natural or legal person on behalf of which an Application Form has been submitted to EHA, on behalf of which a contribution has been made to EHA.
Sponsor Agreement	Any agreement between EHA and Sponsor(s) regarding sponsoring EHA, including but not limited to: <ul style="list-style-type: none"> • Congress Sponsor Agreement, • Meeting Sponsor Agreement, • Corporate Sponsor Agreement, • EHA Educational Program Sponsor Agreement, and • EHA Research Sponsor Agreement.
Sponsorship Fee	The sponsorship fee as agreed in the Sponsor Agreement.
Sponsor Item(s)	The hybrid or virtual sponsored sessions (example: exhibition stand space, the satellite symposium slot, the additional sponsor opportunity, or participation in the EHA Corporate Sponsor Program), as set out in the applicable Application Form(s), and/or any other sponsor prospectus or (online) document by EHA.

Sponsor Prospectus	The document provided by EHA which contains sponsor information about any type of sponsorship package (for example, but not limited to, the Congress, Meetings, Mentoring Programs, EHA Campus) and which includes these EHA Sponsor Terms and Conditions and the Application Form(s).
Sponsor Regulations	The document provided by EHA, which stipulates minimum set of standards for all Sponsor Item(s) and other sponsor activities.

Article 3 'Application procedure and formation of the Sponsor Agreement'

- 3.1 The Application Form, submitted by the Sponsor, constitutes an irrevocable offer from the Sponsor to enter into a binding agreement with EHA for the Sponsor Item(s) indicated on the Application Form.
The Sponsor agrees, as from the date of submitting the Application Form, that Sponsor is bound by the cancellation conditions as set out in article 13, in the event of cancellation of one or more Sponsor Item(s).
- 3.2 EHA has the right to reject an Application Form from a Sponsor without explanation.
- 3.3 If a Sponsor Item for which the Sponsor submitted an Application Form is not available for the Sponsor, EHA may propose one or more reasonable alternative(s) to the Sponsor, which can be accepted by the Sponsor in writing within 10 days from the date of the proposal.
- 3.4 EHA is not obliged to offer a reasonable alternative Sponsor Item.
- 3.5 In the absence of a timely acceptance within 10 days, the proposal of EHA will lapse, and EHA has the right to offer and/or allocate the same reasonable alternative(s) to another party.
- 3.6 EHA and the Sponsor shall have entered into a binding agreement, as soon as both Sponsor and EHA have duly signed the Sponsor Agreement, or the Application Form or EHA has sent a Confirmation Letter to the Sponsor.
- 3.7 If one or more Sponsor Item(s) are unavailable, the confirmation of the other available Sponsor Item(s) is not affected.

Article 4 'Obligations of the Sponsor'

- 4.1 The Sponsor abides by all relevant European and national industry standards and regulations including any applicable EU, national or local laws, regulations, pharma code of practice, and other applicable guidelines. Cancellation by Sponsor of its participation due to the restrictions of one of the above (or similar) standards and regulations is subject to the cancellation conditions as set out in article 13.

- 4.2 The Sponsor will act in accordance with the [EBAH Code of Conduct](#), the (EHA) Sponsor Regulations and the EHA Sponsor Prospectus.
- 4.3 The Sponsor will not require EHA to accept advice concerning authors or other education matters, including content, as conditions of receiving a financial contribution.
- 4.4 The Sponsor agrees not to provide any funds directly to the presenters or authors selected for EHA's Events, projects, and activities.
- 4.5 The Sponsor will not in any way control the planning, content, speaker selection, selection of educational materials or execution of any activity that is funded pursuant to the Sponsor Agreement, unless the Sponsor Agreement states otherwise.
- 4.6 The Sponsor and EHA recognize that every appearance by or on behalf of them in public should exact the high standard of representativeness. Both Parties abstain from behavior resulting in damage of the good reputation or interests of the other Party.
- 4.7 The Sponsor is responsible for ensuring that their promotion during the Congress, Meeting or any other EHA project or activity is legally and ethically acceptable in the jurisdiction where the Congress or Meeting takes place and any other jurisdiction directed by the promotion of the Sponsor.
- 4.8 The juxtaposition of editorial and advertising material on the same products or subjects is not allowed.
- 4.9 The Sponsor will indemnify and keep indemnified EHA for any liability, damages and costs arising out or in connection with any claim relating to their promotions by third parties. In that respect Sponsor will intervene in litigation against EHA at first request from EHA, to support EHA and hold EHA harmless from any third-party action.

Article 5 'Financial conditions'

- 5.1 The Sponsor agrees to support EHA by making a financial contribution for the Sponsor Item(s) and/or an unrestricted educational grant (funding) for the EHA Educational Programs set out in the Application Form, Confirmation Letter or Sponsor Agreement.
- 5.2 An invoice for the full amount concerned will be sent to the Sponsor by EHA or the Congress Secretariat.
- 5.3 The Sponsor will pay the invoices received from EHA by bank transfer in Euros (€).
- 5.4 The relevant bank account details for invoices related to the (EHA) [Corporate Sponsor Agreement](#), [Meeting Sponsor Agreement](#), [EHA Educational Program Sponsor Agreement](#) and [EHA Research Sponsor Agreement](#) are as follows:

Bank: ABN AMRO Bank NV, The Hague, The Netherlands

Account number: 59.92.54.351

SWIFT CODE: ABNANL2A

IBAN number: NL37 ABNA 0599 2543 51

Account name: European Hematology Association

- 5.5 The relevant bank account details for invoices related to the (EHA) Congress Sponsor Agreement are as follows:

Bank: ABN AMRO Bank NV, Amsterdam, The Netherlands

IBAN number: NL29 ABNA 0511 3567 81

SWIFT Code: ABNANL2A

Account name: European Hematology Association

- 5.6 Unless it is explicitly provided otherwise, all prices provided by EHA are exclusive of Value Added Tax (VAT).
- 5.7 Invoices will be paid within 30 days after the invoice date without set-off or counterclaim.
- 5.8 In case the payment term of 30 days is exceeded, EHA will send a written reminder to the Sponsor and provide a reasonable term to solve the late payment. If the Sponsor does not meet the terms set in the reminder, EHA shall, in addition to any other damages caused by such action, be entitled to claim payment of 1,5% interest per month in respect of the total of the invoice value, it being understood that a part of a month will be charged as a full month, until full payment of the outstanding amount has been received by EHA and Sponsor shall be obliged to pay all extra legal (extrajudicial and judicial) costs of collection.
- 5.9 All claims relating to invoices must be notified in writing with documentary evidence to EHA within seven days from the date of invoice. Thereafter, Sponsor shall be deemed to have approved the invoice. Sponsor is not entitled to suspend its payment obligations.
- 5.10 Sponsor will ensure to make all relevant publications pursuant to the Dutch Rules of Conduct for the Disclosure of Financial Relationships (*Gedragsregels openbaarmaking financiële relaties*).

Article 6 'Anti-bribery and anti-corruption'

- 6.1 Sponsor represents that it, its owners, its members of the board of directors and the supervisory board, directors, employees, subcontractors and agents will act in compliance with any applicable anti-bribery/anti-corruption laws and regulations in connection with EHA's operations and/or the Sponsor Agreement and will not, directly or indirectly offer, promise or give a bribe, any benefit or other advantage to any governmental official or any other third party including legal entities in exchange for an improper advantage, in particular to:
- (i) win or retain business for Sponsor, or

- (ii) improperly influence an act or decision that will benefit Sponsor.

- 6.2 Sponsor ensures to keep accurate and transparent records to reflect transactions and payments. Should Sponsor breach or have any reason to believe that it might have breached this section, it shall inform EHA immediately, in writing, and cooperate with EHA to investigate and document the facts.
- 6.3 In case of any violation of this provision, EHA may terminate the Sponsor Agreement in accordance with article 16.1 for cause. Sponsor shall indemnify and hold EHA harmless for any loss or damage resulting from a) any violation of this article 6 and/or the applicable anti-bribery/anti-corruption laws and regulations by the Sponsor's owners, members of the board of directors and the supervisory board or directors or b) the Sponsor's own negligent conduct that made it possible for its employees, subcontractors or agents to violate this article 6 and/or such laws and regulations in connection with EHA's operations or the Sponsor Agreement.

Article 7 'Transparency and Conflict of Interest'

- 7.1 The Sponsorship Fee shall not in any way constitute any inducement to or reward for, recommending or taking any decisions favorable to any products or services of Sponsor.
- 7.2 Parties acknowledge and agree that the Sponsor Agreement is conducted independently from any business transactions and decisions in relation to the supply or purchase of goods or services from the Sponsor
- 7.3 EHA and Sponsor especially point out that Sponsor has no interest whatsoever to exercise illegal influence on EHA, members of EHA or on healthcare professionals who may participate in EHA's activities, like the Congress or a Meeting.
- 7.4 The sum paid under the Sponsor Agreement will only be used for scientific-professional and educational purposes, and not for social events.

Possible profits generated from EHA's activities are invested in other activities that serve the hematology community.

- 7.5 The Board and Committee members of EHA contribute on a voluntary basis to the association's work. Expenses can be reimbursed.
- 7.6 At the request of EHA, the Sponsor shall provide EHA with information regarding the description of the Sponsor Item(s) to be included in EHA's annual accounts, annual report or any other document that shall be disclosed to third parties before the aforementioned information shall be disclosed by the Sponsor.
- 7.7 It is Sponsor's policy to consider the applicable laws, as well as, the guidelines and/or regulations that the different healthcare sector

associations issue from time to time, to ensure a greater transparency in the interactions held among the different market stakeholders. To these effects, EHA acknowledges and accepts that Sponsor will publish on its website or through any other media the transfers of value made by Sponsor to EHA pursuant to the Sponsor Agreement.

Article 8 'Confidentiality'

- 8.1 The Sponsor is exclusively responsible for managing confidential information of the Sponsor or confidential information that the Sponsor possesses.
- 8.2 Neither EHA nor any third party used by it, is responsible and liable for the disclosure of confidential information of the Sponsor or confidential information that the Sponsor possesses.
- 8.3 EHA has made and may make available to the Sponsor proprietary and confidential information belonging to EHA including and without limitation business, technical, strategic- and economic information, and samples and information derived from any of the foregoing ('**Confidential Information**') as EHA, in its sole discretion, determines appropriate in connection with the transactions contemplated by these EHA Sponsor Terms and Conditions.
- 8.4 During the term of the Sponsor Agreement and thereafter, the Sponsor agrees:
 - a. to maintain the Confidential Information in confidence,
 - b. to limit access to the Confidential Information to only those of its personnel who reasonably require access to the Confidential Information,
 - c. not to disclose the Confidential Information to any third party without the express, prior written consent of EHA,
 - d. not to use the Confidential Information in any way other than for the fulfillment of the Sponsor Agreement; and
 - e. upon EHA's written request, to promptly return or destroy the Confidential Information, including all copies of and materials incorporating the Confidential Information.

Article 9 'Data Protection'

- 9.1 The Parties will comply with the applicable legislation on privacy and data protection, including but not limited to the General Data Protection Regulation 2016/679 (GDPR) as well as any and all other European and national regulations governing the protection of personal data applicable at any point in time with regard to every processing of personal data (any information relating to an identified or identifiable living natural person) in the performance of the Sponsor Agreement.

- 9.2 Parties will each qualify as an independent data controller in the meaning of the applicable legislation on privacy and data protection regarding the processing of personal data in the performance of the Sponsor Agreement. Each Party shall be responsible for its own processing of personal data in accordance with the GDPR.
- 9.3 Parties will treat all personal data processed under the Sponsor Agreement between Parties as confidential.
- 9.4 Any transfer of personal data to countries that are not recognized as providing adequate protection measures for personal data processing outside the EU or the EEA will only be allowed if Parties have agreed on adequate safeguards.
- 9.5 Both Parties shall implement appropriate technical and organizational measures to meet the requirements of the GDPR.
- 9.6 In case of a personal data breach under the Sponsor Agreement which involves personal data received from the other Party, the Party where the personal data breach occurs or the Party that becomes aware of the personal data breach will notify the other Party as soon as possible and Parties will provide each other with assistance insofar as this is reasonably possible. A personal data breach refers to: a personal data breach as defined in article 4 paragraph 12 GDPR and further determined by articles 33 and 34 of the GDPR.
- 9.7 Within 30 days after termination of the Sponsor Agreement, Parties shall destroy any received personal data in their possession or control.
- 9.8 If at any time the Sponsor Agreement needs to be modified or supplemented in order to comply with the applicable legislation on privacy and data protection, any guidelines of the European Data Protection Board or guidelines, binding instructions or orders of any relevant data protection supervisory authority, especially in respect of the roles of Parties under the applicable legislation on privacy and data protection, the Parties will cooperate and negotiate in good faith with a view to agreeing such modifications and/or additional arrangements or as soon as possible.

Article 10 'Intellectual Property Rights'

- 10.1 The Sponsor agrees it shall not use any trademarks, logos, service marks or trade names under any circumstances belonging to EHA or third parties (including, but not limited to, publicity releases, websites, marketing materials and customer lists), without the prior written approval of EHA or such third parties.
- 10.2 EHA shall be the sole and exclusive owner of the EHA Platform and all content and associated intellectual property rights.
- 10.3 The Sponsor agrees to and hereby does grant to EHA a royalty free right of use of the

materials used by the Sponsor in relation to the EHA Congress or Meeting(s) for the purpose of such EHA Congress or Meeting(s).

- 10.4 The Sponsor guarantees that all services (and all associated intellectual property rights) are free of any employees', subcontractors' or other third-party rights to the fullest extent permitted by law, including but not limited to, inventor's rights of remuneration and any other ancillary rights.

Article 11 'Liability, Indemnity and Insurance'

- 11.1 To the extent permitted by applicable law, EHA is not responsible or liable for expenses, losses and damages of any kind incurred or sustained by the Sponsor, whether in contract or tort or otherwise, or any harm or injury to any person(s) connected thereto, irrespective of where, when, and how these expenses, losses, damages, harm, or injury may have occurred, and irrespective of who caused such damage.
- 11.2 Notwithstanding the above, the liability of EHA is in any event limited to the amount paid by the Sponsor to EHA (ex VAT) under the Sponsor Agreement for the Sponsor Item directly relating to the damage causing event, in the contract year that the damage causing event occurred, or – in case of a chain of relating damage causing events- the first damage causing event occurred.
- 11.3 Under no circumstances shall EHA be liable for indirect, incidental- or consequential damage, including, but not limited to loss of income, profit, or other economic advantages, loss of goodwill, loss of data, fines imposed by regulatory bodies or third-party claims.
- 11.4 EHA is in any event not responsible or liable for (virtual) work performed for it by third parties.
- 11.5 EHA is not responsible or liable for the correct operation of any or part of the technical installations at the Congress or Meeting and cannot be held liable for damages of any kind incurred by the Sponsor, caused by insufficient or incorrect operation of these technical installations or parts thereof.
- 11.6 Under no circumstances shall EHA be liable for the unavailability of the (online) Sponsor Item(s) and/or the EHA Platform.
- 11.7 Nothing in this article will limit EHA's liability that arises from the willful misconduct or deliberate negligence of EHA's senior management.
- 11.8 The Sponsor accepts full responsibility and liability for the repair of any damage directly or indirectly caused by the Sponsor to the property of the EHA Platform, Congress Center, Meeting venue or third parties.
- 11.9 The Sponsor will hold harmless and undertakes to indemnify EHA in respect of, but not limited to, all claims, actions, proceedings, costs, expenses, damages, or liabilities, including bodily

injury, harm, or death, arising from or in connection with the construction, decoration, operation, activity or dismantling by the Sponsor or its subcontractors, of the Sponsor Item(s) (in particular of the stand space and/or booth) during the exhibition.

- 11.10 The Sponsor accepts full responsibility and liability for all costs for legal procedures, legal and other expert aid, incurred by EHA as a result of the Sponsor not complying with the Sponsor Agreement.
- 11.11 The Sponsor shall adequately insure all their property, personnel and instructed third parties for all damages to their property or personnel, and all damages to the Congress Center's property or other third parties caused by their properties, themselves, or their personnel.

Article 12 'Assignment'

- 12.1 EHA is entitled to engage third parties for the performance of its obligations under the Sponsor Agreement.
- 12.2 The Sponsor Agreement and the rights and obligations of the Sponsor thereunder may not be assigned, transferred, or delegated by the Sponsor to third parties, without EHA's prior written consent.
- 12.3 The Sponsor may only assign the Sponsor Agreement, with prior written consent of EHA, to:
- (i) any of its affiliates,
 - (ii) its successor (including the survivor company of any consolidation or merger), or
 - (iii) its assignee of all or substantially all its business ("the New Sponsor").

If EHA has agreed to such an assignment and the New Sponsor does not fulfill its obligations under the Sponsor Agreement, the Sponsor and the New Sponsor shall be jointly and severally liable for the damage resulting therefrom.

Article 13 'Cancellation & conversion policy'

- 13.1 Sponsor may not cancel or convert a Sponsor Item, Meeting or Congress, unless as provided for in this article 13. Notification of the Sponsor to cancel or convert one or more Sponsor Item(s), Meetings or Congress must be submitted to EHA in writing.
- 13.2 The effective date of cancellation or conversion of a Sponsor Item, Meeting or Congress will be the date on which EHA receives the written notification from the Sponsor.
- 13.3 **Congress Sponsor Agreement:** In case of cancellation of one or more Sponsor Item(s) under the Congress Sponsor Agreement by the Sponsor:

- (i) on or before January 19 of the year the Congress takes place, 40% of the price for the cancelled Sponsor Item(s) is payable by the Sponsor;
 - (ii) after January 19, of the year the Congress takes place 75% of the price for the cancelled Sponsor Item(s) is payable by the Sponsor;
 - (iii) after March 15, of the year the Congress takes place 100% of the price for the cancelled Sponsor Item(s) is payable by the Sponsor.
- 13.4 **Meeting Sponsor Agreement:** In case of cancellation of one or more Sponsor Item(s) under the Meeting Sponsor Agreement:
- (i) As of signing the agreement until three months before the event, 40% of the total sponsor amount will be retained by EHA.
 - (ii) As of three months before the event, 75% of the total sponsor amount will be retained by EHA.
 - (iii) As of six weeks before the event no refunds will be made.
- 13.5 **EHA Educational Program Sponsor Agreement or EHA Research Sponsor Agreement:** In case of cancellation of one or more Meeting under the EHA Educational Program Sponsor Agreement or EHA Research Sponsor Agreement:
- (i) As of signing the agreement until three months before the event, 40% of the total sponsor amount will be retained by EHA.
 - (ii) As of three months before the event, 75% of the total sponsor amount will be retained by EHA.
 - (iii) As of six weeks before the event no refunds will be made.
- 13.6 EHA may at its own discretion decide to release the Sponsor from its obligation to pay the cancellation fee as referred to above
- 13.7 EHA reserves the right to, at its own discretion,
- (i) advance, postpone, and/or change the location, size, and/or the layout of the Sponsor Item, Meeting or Congress;
 - (ii) change the format of the Congress or Meeting in order to have a full virtual Congress or Meeting; and
 - (iii) convert the Sponsor Item(s) from hybrid to virtual Sponsor Item(s).
- EHA is not liable for any of the consequences of such and the Sponsor has no right to a refund or to be credited the relating Sponsorship Fee or any other relating amount.
- 13.8 Should a Sponsor Item be cancelled by EHA due to reasons attributable to EHA and not converted into a virtual Sponsor Item, EHA will refund the Sponsorship Fee as agreed upon by Parties in the Sponsor Agreement.
- 13.9 Should the Congress or Meeting be cancelled by EHA due to reasons attributable to EHA, EHA may at its own discretion (as Sponsor's sole remedy):

- (i) offer participation in a new event within two years from the date cancelled at no extra costs; or
- (ii) offer a refund of the amount paid under the Sponsor Agreement for such Congress or Meeting, such a refund shall never exceed the maximum amount as agreed upon by Parties in the Sponsor Agreement.

Article 14 'Violation EHA Policy'

14.1 In case of violation to adhere to these terms & conditions, the EHA Sponsor Regulations, the Sponsor Agreement or the EBAH Code of Conduct, EHA reserves the right to the following penalties which include, but are not limited to:

- Reduce the violating Sponsor's priority points,
- Prevent participation in future satellite symposia and/or exhibitions,
- Prevent access to ancillary meeting space in future years,
- Prevent the Sponsor from participating as a Sponsor in future years, and/or
- Keep possession of the goods of the Sponsor, present in the Congress Center, or have them stored at the expense and risk of the Sponsor in order to promote those obligations under the Sponsor Agreement will be met without any previous intervention of a court.

14.2. The penalties set out in article 14.1 above shall be without prejudice to EHA's other contractual or statutory remedies, e.g. the right of EHA to also claim damages, performance or termination of the Sponsor Agreement.

Article 15 'Force Majeure'

15.1 Each Party shall promptly notify the other Party upon becoming aware that a Force Majeure Event has occurred or is likely to occur and shall use its reasonable best efforts to minimize any resulting delay in or interference with the performance of its obligations hereunder.

15.2 Neither Party shall be liable for any delay resulting from a Force Majeure Event and relevant performance dates shall be extended to the extent of any such delay.

15.3 "Force Majeure Event" means, with respect to either Party, any strike or other labor dispute, riot, war, act of terrorism, any natural disaster, fire, explosion, epidemic, act of government or governmental agency or instrumentality or other contingency beyond the reasonable control of either Party, which in any such case interferes with, or prevents, the fulfillment by such Party of its obligations hereunder.

Article 16 'Termination'

16.1 Parties have the right to terminate the Sponsor Agreement immediately, without being liable in any way, if the other Party:

- (i) is or becomes insolvent or bankrupt or requests or is granted suspension of payment or is subject to a similar insolvency event or goes into liquidation; or
- (ii) commits a material breach of the Sponsor Agreement, which breach is not remedied within 14 (fourteen) days after written notice of the breach by the terminating Party or if the other Party commits a material breach of the Sponsor Agreement, which is not capable of being remedied.

16.1.Sponsor may not intermediately terminate the Sponsor Agreement, except on the grounds set out in the Sponsor Agreement or these EHA Sponsor Terms and Conditions.

16.2 **Corporate Sponsor Agreement and Research Sponsor Agreement:**

In the event of an intermediate termination of the Corporate Sponsor Agreement or the Research Sponsor Agreement (in whole or in part) for breach as set forth in article 16.1, any obligation for EHA to repay the sum paid under the Corporate Sponsor Agreement or the Research Sponsor Agreement respectively pursuant to a statutory obligation to 'undo' is excluded. Except in case of termination by Sponsor due to EHA's willful misconduct or deliberate negligence, in which case the Sponsor is entitled to a repayment of the sum paid for the Sponsor Item's not yet performed, in accordance with the calculations of EHA.

Congress Sponsor Agreement: Whenever the Sponsor fails to meet his/its obligations under the Congress Sponsor Agreement, EHA has the right, without prior notice or prior proof of default, to immediately terminate the Congress Sponsor Agreement without liability for any damages, direct or indirect, incurred by the Sponsor as a result of such termination. In the event of termination, all sums paid by the Sponsor under the Congress Sponsor Agreement shall be forfeited.

16.3 **EHA Educational Program Sponsor Agreement and EHA Research Sponsor Agreement:**

Whenever the Sponsor fails to meet his/its obligations under EHA Educational Program Sponsor Agreement or EHA Research Sponsor Agreement, EHA has the right, without prior notice or prior proof of default, to immediately terminate the EHA Educational Program Sponsor Agreement EHA Research Sponsor Agreement without liability for any damages, direct or indirect, incurred by the Sponsor as a result of such termination. In the event of termination, all sums paid by the Sponsor under the EHA

Educational Program Sponsor Agreement or EHA Research Sponsor Agreement shall be forfeited.

Article 17 'Miscellaneous'

17.1 **Amendment.** An amendment, modification, or supplement of any provision of the Application Form, Sponsor Prospectus, Sponsor Agreement, or any other agreement with EHA shall only be possible and valid insofar as all Parties have given their consent in writing or electronically.

17.2 **Notice.** Any notice required under the Sponsor Agreement shall be given in writing by means of a letter or e-mail directed to the EHA Sponsorship Department, Koninginnegracht 12b, 2514 AA, The Hague, the Netherlands, or sponsorship@ehaweb.org.

17.3 **Conflict.** In the event of any conflict between the Application Form, Sponsor Prospectus, Sponsor Regulations and the EHA Sponsor Terms and Conditions, the following order of precedence shall apply (a lower number will take precedence over a higher number):

- a. The Application Form;
- b. The EHA Sponsor Terms and Conditions;
- c. Sponsor Prospectus and the Sponsor Regulations.

17.4 **Waiver.** Failure to exercise any right granted pursuant to the Sponsor Agreement shall in no event be deemed to constitute a waiver of any right by EHA.

17.5 **Relationship between Parties.** Nothing herein contained shall be construed to constitute the Parties hereto as joint venturers or to construe either Party as the representative of and/or agent for the other.

17.6 Neither Party shall represent itself as the agent or legal representative of the other for any purpose or whatsoever and shall have no right to create or assume any obligation of any kind, express or implied, for or on behalf of such other in any way or whatsoever.

17.7 **Entire agreement.** These EHA Sponsor Terms and Conditions, the Application Form, the Sponsor Prospectus, the Sponsor Agreement, EHA Sponsor Regulations and/or any other agreement form the entire agreement between EHA and the other Party.

17.8 **Severability.** If any court of competent jurisdiction or governmental entity holds that any provision of the Sponsor Agreement is invalid or unenforceable for any reason, (a) the validity and enforceability of the remaining provisions shall not be affected or impaired, and all remaining terms of the Sponsor Agreement remain in full force and effect, and (b) to the extent possible, the Parties shall replace the invalid provision with a new legally valid provision to achieve the purpose of the invalid provision.

Article 18 `Applicable law & court`

- 18.1 These EHA Sponsor Terms and Conditions, the Application Form, the Sponsor Agreement and any other any other agreement with the EHA are governed by, and construed in accordance with, the laws of the Netherlands.
- 18.2 Any dispute or claim arising from or in connection with these EHA Sponsor Terms and Conditions, the Application Form, the Sponsor Agreement and any other any other agreement with the EHA shall be exclusively submitted to the District Court of The Hague, The Netherlands.
- 18.3 The United Nations Convention on Contracts For The International Sale of Goods (CISG) shall not apply to the Sponsor Agreement.
