



Maastricht - The Netherlands  
23 - 26 June 2025

## SPONSORSHIP OPPORTUNITIES





**SPONSORSHIP OPPORTUNITIES**

**We think that 2025 will be a Poultry Year!**

Dear Industry Partners,

From June 23 – 26, the **24<sup>th</sup> European Symposium on Poultry Nutrition** will be held in Maastricht, a vibrant city in the South of the Netherlands, very close to the Belgian border. The organisation of this Symposium is a combined effort of the **Netherlands and Belgian branches of WPSA**.

All worldwide poultry nutritionists from academia and industry are very much welcome to join this forum where future sustainable poultry nutrition and feeding will be discussed.

Poultry people do know each other and therefore it is you who cannot be missed at this Symposium. Next to novel scientific findings, also the industry can show their current technical achievements.

We, as Organising Committee, are sure that key speakers from all over the world will inform our audience, thereby in particular having an eye for a prominent role for our young poultry scientists, the future of our industry.

**We are looking forward to welcoming you in Maastricht in 2025!**

Spread the word!

On behalf of the Organising Committee,  
Dr Evelyne Delezie and Dr René Kwakkel, co-chairs



**SPONSORSHIP OPPORTUNITIES**

**Organising Committee**

**ORGANISING COMMITTEE**

The organisation of this Symposium is a combined effort of the Netherlands and Belgian branches of WPSA.

Co-chair: René Kwakkel

Treasurer: Johan Zoons

Co-chair: Evelyne Delezie

Secretary: Francine Wartena

Board member: Erik Uyttebroek

Board member: Sjaak de Wit

Board member: Ria van der Hulst-van Arkel

**THE WORLD'S POULTRY SCIENCE ASSOCIATION**

The World's Poultry Science Association is a long established and unique organization that strives to advance knowledge and understanding of all aspects of poultry science and the poultry industry. Its major role is to encourage, help and facilitate, liaison among research scientists and those working in different field of the industry. Organization of symposia is one of the most important ways to achieve these objectives.







**SPONSORSHIP OPPORTUNITIES**  
**Important Dates and Deadlines**

**SAVE THE DATE**

5 February 2024 Save the date

**ABSTRACTS**

2 September 2024 Call for abstracts  
 15 November 2024 Abstracts submission deadline  
 February 2025 Abstracts notifications

**LATE BREAKING ABSTRACTS**

3 March 2025 Last call 'late breaking' abstracts  
 1 April 2025 Late breaking abstract submission deadline  
 1 May 2025 Late breaking abstract notifications

**REGISTRATION**

3 February 2025 Online registration opens  
 31 March 2025 Early bird deadline

**PROGRAM**

26 May 2025 Final program online  
 23 – 26 June 2025 Congress dates

\* Dates and Deadlines are subject to change



**SPONSORSHIP OPPORTUNITIES**  
**Tentative Program**

<b>MONDAY JUNE 23, 2025</b>
08h00: Set up Sponsors & Posters
15h30-17h00: Registration
17h00-18h00: Opening Plenary
18h00-20h00: Welcome Reception

<b>TUESDAY JUNE 24, 2025</b>
08h30-10h00: Plenary Session
10h00-10h45: Discussion Groups
10h45-11h15: Coffee Break
11h15-12h15: Oral Presentations
12h15-13h15: Plenary Discussion
13h15-14h30: Lunch and Posters
14h30-16h00: Plenary Session
16h00-16h45: Discussion Groups
16h45-17h15: Coffee Break
17h15-18h15: Oral Presentations
18h15-19h15: Poster Drinks
21h00-23h00: Pint of Science

<b>WEDNESDAY JUNE 25, 2025</b>
08h30-10h00: Plenary Session
10h00-10h45: Discussion Groups
10h45-11h15: Coffee Break
11h15-12h15: Oral Presentations
12h15-13h15: Plenary Discussion
13h15-14h30: Lunch and Posters
14h30-16h00: Plenary Session
16h00-16h45: Discussion Groups
16h45-17h15: Coffee Break
17h15-18h15: Oral Presentations
18h15-19h00: Time to Freshen Up
19h30: Social Dinner at external location

<b>THURSDAY JUNE 26, 2025</b>
09h00-10h30: Plenary Session
10h30-11h15: Discussion Groups
11h15-11h45: Coffee Break
11h45-12h45: Plenary Discussion
12h45-13h30: Lunch and Posters
13h30-15h00: Round Table
15h00-16h00: Closing Ceremony
16h00-17h00: Farewell Drinks

\* Tentative Program is subject to change



SPONSORSHIP OPPORTUNITIES  
**Destination Maastricht**



SPONSORSHIP OPPORTUNITIES  
**Destination Maastricht**

**MAASTRICHT**

Maastricht is located in the southeast of the Netherlands, close to the borders of both Belgium and Germany. As a city, it is one of the oldest in the Netherlands with historical architecture and a thriving community.

- The ambiance you feel in the streets of Maastricht is similar to the ambiance in French romantic cities
- Numerous European and international institutes are based in Maastricht
- The European Union as we know it nowadays was born in Maastricht (Maastricht Treaty 1991/1992)
- Maastricht is the proud host of many important European meetings and is host of the TEFAF (The European Fine Art Fair)
- Maastricht as a student city counts 60,000 foreign students

**MAASTRICHT IS THE MOST EUROPEAN CITY OF THE NETHERLANDS**



Watch Maastricht promo video:

**SHUTTLE SERVICE**

To complete the accessibility from the airport terminal to the doorstep of your hotel, we will provide shuttle services from and to Brussels Zaventem Airport and Düsseldorf International Airport. Depending on the average arrivals of the delegates, taxi's, mini-vans and coaches are available to use as a shuttle. Please keep an eye on [www.espn2025.eu](http://www.espn2025.eu) for the latest updates.



**POPULATION**  
City 122,000  
Region 3,900,000



**5,500+**  
HOTEL ROOMS



**TOURISTS**  
2nd tourist destination  
of the Netherlands



**150**  
DIFFERENT  
NATIONALITIES



**50**  
MEDICAL TECHNOLOGY  
COMPANIES



**CULINARY TREATS**  
170 restaurants  
244 bars and cafés



**SUSTAINABILITY**  
The first slaughter-free  
hamburger created  
in a laboratory



**TEFAF**  
Largest art fair  
in the world



**DYNEEMA**  
World's strongest fibre  
(fifteen times stronger  
than steel)



**BIOTECHNOLOGY**  
First 3D-printed  
titanium skull  
implant



**VDL NEDCAR**  
The only automotive  
production plant  
in Netherlands



**MRI SCANNER**  
Strongest brain scanner  
in the world



SPONSORSHIP OPPORTUNITIES  
**MECC Maastricht**



SPONSORSHIP OPPORTUNITIES  
**Venue**



**MECC MAASTRICHT**

MECC Maastricht's renovated conference centre was completed last June (2022) after undergoing a major upgrade and expansion. MECC Maastricht's brand-new conference centre has won the top national award for Best Conference Location for 2021. Trade magazine Meetings presents the annual Meeting Awards to the best meeting and event venues in the Netherlands. For more than three decades, MECC Maastricht has been the trusted venue for many international conferences, exhibitions and events.

**ADDRESS**

MECC Maastricht  
Forum 100  
6229 GV Maastricht  
The Netherlands

[www.mecc.nl](http://www.mecc.nl)





## SPONSORSHIP OPPORTUNITIES Sponsorship Options



## SPONSORSHIP OPPORTUNITIES The importance of being a partner

The Netherlands and Belgian branches of the World's Poultry Science Association extends a cordial invitation to all interested companies to showcase their support for poultry sciences and research by participating as Sponsors and/or Exhibitors.

For participating companies, a booth has always proven to be one of the most effective means of promotional communication. Beyond highlighting the company's presence at the Symposium, the booth serves three essential purposes:

- Consolidating corporate image
- Promoting products by providing first-hand knowledge of them
- Facilitating contact with clients by creating a point of reference

Being a sponsor of ESPN 2025 is a good chance to acknowledge the state of the art of this multidisciplinary scientific branch. It will represent an opportunity to show and share research achievements in the most significant European event organized in the field of poultry nutrition and poultry science.

It will provide a unique opportunity to meet the best experts and scientists from the entire world, to promote your organization, support your branch, and to maintain a high profile within your field of business; to learn the innovations and novelties in the field and to interact with distinguished world leaders and promising researchers. At ESPN 2025 we expect around 1300 participants.

We invite you to seize this opportunity to meet existing and potentially new customers or business partners. You can expose the delegates to the services and know-how that set your organization apart from the competition.

The Symposium will also offer an ideal opportunity to launch new products or services; 2025 is just around the corner, and the partner opportunities are offered on a "First come first served" basis, so don't delay. Early confirmation of your interest to exhibit will ensure the highest level of exposure to the attendees of the congress.

Given your evident interest in the subject, we invite you to consider participating in the Congress. Your presence would be valuable, benefiting both your scientific and economic interests. Various Partner and Exhibitor opportunities are available, detailed in the following pages. If the options outlined don't align with your needs, please feel free to discuss a tailor-made package by contacting the Local Organizing Secretariat.

**SPONSORSHIP OPPORTUNITIES**  
**Opportunities and Pricing**

<b>BENEFITS</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>EXHIBIT ONLY</b>	<b>ADVERTISE ONLY</b>
<b>PRICE EXCLUDING VAT:</b>	<b>€ 32.000</b>	<b>€ 24.000</b>	<b>€ 16.000</b>	<b>€ 11.000</b>	<b>€ 7.500</b>	<b>€ 7.500</b>
<b>Exhibit Elements</b>						
Booth space	18m <sup>2</sup>	12m <sup>2</sup>	9m <sup>2</sup>	6m <sup>2</sup>	6m <sup>2</sup>	n/a
Inclusion on the Expo hall floorplan	✓	✓	✓	✓	✓	n/a
<i>* Please note that Platinum Sponsors will have the exclusive first choice for booth space and 'a-la-carte' items.</i>						
<b>Access</b>						
Full congress access passes * including congress dinner	6	4	3	2	0	1
Expo-only access passes * excluding congress dinner	6	4	3	2	2	0
Additional Expo-only passes	€ 300	€ 300	€ 300	€ 300	€ 300	n/a
<b>Branding and Communications</b>						
Exclusive private meeting room (per day)	€ 2.500	€ 2.500				
Sponsor's logo at welcome arch of the congress	✓					
Recognition at the opening ceremony (company mentioned during welcome announcement)	✓	✓				
Company logo on the congress website (home page)	✓					
Company logo & URL on the congress website (sponsor page)	✓	✓	✓	✓	✓	✓
Company description on website sponsor page (max. 250 words)	✓	✓				
Company logo, description & URL in the mobile app	✓	✓	✓	✓		✓
Company logo on screen in plenary room before all sessions start	✓	✓	✓	✓		
Exclusive company section on the mobile app	✓	✓				

	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>EXHIBIT ONLY</b>	<b>ADVERTISE ONLY</b>
Presence on the social networks of the congress	✓	✓				✓
Symposium bag insert	✓	✓	✓			
<b>Social Elements</b>						
Possibility to organise 1x satellite symposium (Platinum should contact the Organising Committee for a slot)	✓					
Sponsoring the congress lunch at day 1 of the event	✓					
Exclusive sponsor of 1 break		✓				
<b>Digital Congress Program Book</b>						
Company logo in the program book	✓	✓	✓	✓	✓	✓
Full page advertisement	✓	✓	€ 250	€ 500		€ 750
Half page advertisement			✓	€ 250		€ 500
<b>A-La-Carte Items</b>						
Discount on 1 of the A-La-Carte Items (first come- first served)	50%	25%	10%	5%		

**NO SPONSOR PACKAGE?**

Are you not interested in a complete sponsorship package? You can also choose to only participate in the exhibition or solely advertise as an advertiser!

**If your preferred package configuration is not listed, please contact us to discuss a customized package.**





## SPONSORSHIP OPPORTUNITIES 'A-La-Carte' Items

In addition to the regular sponsorship packages, exhibitor, or advertiser packages, we also offer various a-la-carte items for you to choose from.

If you have already selected a sponsorship package, you will benefit from discounts on the items and amounts listed below!

### REGISTRATION AREA

The Registration Area Sponsorship includes prominent display of the sponsor's logo on the registration page and the opportunity to place banners near the on-site registration desk. Maximize visibility and enhance brand recognition in the registration area.

**€ 17.500 + VAT** (exclusive item)

### WI-FI SPONSOR

The Wi-Fi Sponsorship offers the exclusive opportunity for the sponsor's logo to be featured prominently on the Wi-Fi login page, ensuring widespread visibility among attendees. Additionally, the sponsor may display banners in key Wi-Fi hotspot areas, maximizing brand exposure and engagement.

**€ 7.500 + VAT** (exclusive item)

### SPEAKER READY ROOM

As Speaker Ready Room sponsor you will provide the unique privilege of showcasing your logo in the Speaker Ready Room, where presenters prepare for their sessions. This prominent visibility extends to being acknowledged in the program book, ensuring recognition among speakers and attendees alike. Elevate your brand presence by supporting the hub of speaker preparations.

**€ 5.000 + VAT** (exclusive item)

### SUSTAINABILITY SPONSOR

The Sustainability Sponsorship aligns your brand with environmental responsibility. As a sponsor, your logo will be featured prominently on our co-branded water bottles which attendees can refill during the symposium. Showcase your dedication to eco-conscious initiatives and make a positive impact by supporting sustainability efforts at the symposium.

**€ 7.500 + VAT** (exclusive item)

### OFFICIAL APP SPONSOR

The Official App Sponsorship positions your brand at the forefront of symposium engagement. As a sponsor, your logo will take a prominent place within the official symposium app, reaching all attendees who utilize this crucial tool. Gain maximum exposure and recognition by supporting the go-to platform for symposium information, schedules, and updates. Your brand will be seamlessly integrated into the digital experience, ensuring widespread visibility among participants.

**€ 15.000 + VAT** (exclusive item)

### (APP) ADVERTISEMENT

**€ 2.500 + VAT** (maximum 10)



### **SOCIAL DINNER SPONSOR**

The Social Dinner Sponsorship offers your brand an exclusive presence at the heart of the symposium's social gatherings. As a sponsor, your logo will take center stage during the social dinner event, and you'll be acknowledged in related promotional materials. Elevate your brand's visibility while supporting a key networking opportunity, making a lasting impression on symposium participants in a relaxed and engaging setting (includes a 3 minute toast).

**€ 25.000 + VAT** (exclusive item)

### **WELCOME RECEPTION SPONSOR**

The Welcome Reception Sponsorship invites your brand to be prominently featured at the forefront of the symposium's opening celebration. As a sponsor, your logo will take center stage during the welcome reception, and you'll receive acknowledgment in associated promotional materials. Enhance your brand's visibility while contributing to a warm and engaging start to the symposium, making a positive impact on participants as they begin their event experience (includes a 3 minute toast).

**€ 17.500 + VAT** (exclusive item)

### **HOST OF PINT OF SCIENCE**

Host of 'Pint of science' in the city centre of Maastricht. Pint of science, where participants combine science with networking in several local pubs. The perfect opportunity to promote your company during a social activity, where you as a sponsor will be assigned to your own pub. More details to be determined in collaboration with you as host and sponsor.

**€ 6.000 + VAT** (maximum 4)

### **FREE PUBLIC TRANSPORTATION SPONSOR FOR ALL PARTICIPANTS:**

The Free Public Transportation Sponsorship positions your brand as a key contributor to the convenience of symposium participants. As a sponsor you'll receive recognition in event communications. Showcase your commitment to attendee convenience and sustainable practices by supporting complimentary transportation, ensuring widespread visibility among participants as they travel seamlessly to and from the symposium.

**€ 5 per delegate + VAT** (exclusive item)

### **SYMPOSIUM BAG SPONSOR**

The Symposium Bag Sponsorship provides your brand with exclusive visibility as a crucial part of the event experience. As a sponsor, your logo will be prominently featured on the symposium bags, which serve as a practical and lasting takeaway for all participants. Enjoy widespread exposure and acknowledgment in event materials, demonstrating your commitment to enhancing the symposium experience for attendees. Stand out by supporting this essential element that accompanies participants throughout the event, leaving a lasting impression.

**€ 10 per delegate + VAT** (exclusive item)

### **SYMPOSIUM BAG INSERT:**

**€ 1.500 + VAT** (maximum 10)

### **SATELLITE SYMPOSIUM**

The Satellite Symposium Organizer Sponsorship provides your organization with the exclusive opportunity to host a satellite symposium or workshop during key time slots at the symposium. As a sponsor, you take the lead in organizing the program and securing speakers for this special event. This first-come, first-served opportunity allows you to choose a slot in agreement with the organizing committee. The package includes 2 free registrations for your speakers, a dedicated room, and basic AV support. Seize this chance to showcase your expertise and engage with symposium participants in an intimate setting.

**€ 10.000 + VAT** (first-come, first-served)





## SPONSORSHIP OPPORTUNITIES **General Conditions**

### **GENERAL CONDITIONS**

- All prices included in this document are in EUR and do not include VAT.
- According to the current Dutch tax law, 21% VAT is charged where applicable.
- Payment, cancellation and refund conditions for Sponsors and Exhibitors are specified in the Contracts.
- Official Sponsors, partners and exhibitors are required to pay the deposit before the acknowledgement of their status/logo is displayed to the ESPN2025 website.
- The full Sponsor contracts are required to be paid by January 2025.



**STAY TUNED**  
[www.espn2025.eu](http://www.espn2025.eu)

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