



CARTILAGE FORWARD:
Technology, Precision, Performance
Building the Playbook in Joint Preservation

MAKE IT
HAPPEN



Dear Industry Partners,

At the ICRS, we are committed to advancing the science and education of cartilage repair, regeneration and joint preservation on a global scale. Collaboration between clinicians, scientists and industry is integral to achieving this shared objective.

As a key industry stakeholder, we invite you to consider partnering with us at our upcoming 19th ICRS World Congress in Rotterdam, the Netherlands.

Who is attending: Up to 1000 delegates from all over the world from the clinics, academia and industry.

What's on the menu: The ICRS World Congress 2027 pushes the boundaries of medical knowledge and practice, covering both cutting-edge basic, translational and clinical science, as well as clinical developments, surgical breakthroughs and best practices in the field of cartilage regeneration & joint preservation. Program highlights include:

- Newest developments in Precision Medicine: linking diagnostics and treatment
- AI and Technology updates in patient care and research
- Focus on improving performance with knowledge of biomechanics and life style management
- Industry Symposia, Cadaver Surgery Live Product Demos and Product Pitches in our Mini-Arena that Spotlight your Company

Why Partner with Us?

- **Brand Visibility:** Gain exposure to a diverse and expert audience of up to 1000 clinicians, sports medicine experts, basic and translational scientists, physiotherapists, industry representatives and others.
- **Networking Opportunities:** Connect with KOLs, professionals & decision-makers in the cartilage regeneration & joint preservation sector.
- **Positive Public Relations:** Enhance your corporate image by associating with a reputable and impactful nonprofit organisation and meet your and CSR / ESG targets.
- **Customised Recognition:** Benefit from tailored sponsorship packages designed to meet your specific marketing goals.

The following pages showcase a range of attractive and affordable sponsorship opportunities tailored to various interests and contribution levels.

We anticipate a rewarding, mutually beneficial collaboration and look forward to connecting with you at our 19th ICRS World Congress in Rotterdam, Netherlands.

Premium Sponsorship Packages

Platinum Sponsor Package € 51'500

- 20 m² booth space with preferred booth location
- 60-minute lunchtime Satellite Symposium, incl. 125 lunch boxes, audio recording, editing & streaming on EDUC@RT
- 10 Industry Associate Badges (for full congress access)
- 3 tickets President's Dinner
- 1 advert in the ICRS E-News (>10'000 recipients)
- 1 email blast to all participants (April 2027)
- 1 banner general E-News (>10'000 recipients)
- 1 digital ad or printed flyer
- Logo with link on the ICRS congress website
- Logo tile with link in the event app
- Platinum Sponsor acknowledgement

Gold Sponsor Package € 43'500

- 15 m² booth space with preferred booth location
- 60-minute lunchtime Satellite Symposium, incl. 125 lunch boxes, audio recording, editing & streaming on EDUC@RT
- 6 Industry Associate Badges (for full congress access)
- Option to purchase 2 tickets for the President's Dinner, with a preferential opportunity to purchase a third ticket subject to availability.
- 1 advert in the ICRS E-News (>10'000 recipients)
- 1 email blast to all participants (April 2027)
- 1 digital ad or printed flyer
- Logo with link on the ICRS congress website
- Logo with link in the event app
- Gold Sponsor acknowledgement

Silver Sponsor Package € 27'500

- 12 m² booth space with preferred booth location
- 45-minute breakfast Satellite Symposium, incl. 100 breakfast boxes, + audio recording, editing & streaming on EDUC@RT
- 4 Industry Associate Badges (for full congress access)
- 1 advert in the ICRS E-News (>10'000 recipients)
- 1 email blast to all participants (April 2027)
- 1 digital ad or printed flyer
- Logo with link on ICRS congress website
- Logo tile with link in the event app
- Silver Sponsor acknowledgement

Stand-alone Sponsoring Opportunities

Industry Satellite Symposia

Showcase your innovative solution to top healthcare professionals from across the globe and position your brand as a leader in the field. Book now to secure your Industry Satellite Symposium slot, available on Sunday and Monday. Slots will be allocated on a "first come, first served" basis taking sponsorship level and Corporate Membership into account.

- 45-minute Breakfast Slot € 12'000* (incl. 100 breakfast boxes)
- 30-minute Lunch Slot € 15'000* (incl. 100 lunch boxes)
- 60-minute Lunch Slot € 25'000* (incl. 125 lunch boxes)

**Audio recording, editing & streaming on EDUC@RT is included in these symposium rates.*

Exhibition Booths

Exhibition booth rental € 750/m² */**/*** (minimum 6m²)

** Premium sponsorship packages include predefined exhibition booth sizes. These can be increased upon request.*

*** A 15% booth rental discount is offered to first time exhibitors for bookings made until October 31, 2026.*

**** The Exhibition booth rental price includes the provision of the net stand rental space, daily cleaning and normal consumption of electricity. The rental of equipment or stand construction, carpeting, furniture, technical or electrical installations etc. must be ordered and will be invoiced separately by the respective suppliers.*

Cadaver Surgery Live Product Demo € 15'000*

A highlight of the ICRS 2027 scientific program, the cadaver surgery slots are 20-minute live product / technology demos performed on a cadaver knee at an external facility in Rotterdam. The demo is being broadcast live in the main plenary session room, Rotterdam Hall, and can be performed by our distinguished ICRS Faculty of your choice.

(*including AV, excluding specimen, consumables, consultant honoraria).

Mini Arena € 3'000*

The stage is yours: Book a 10-minute product pitch in our mini-arena within the exhibition area for € 3'000.

(* including basic AV setup)

Special Events Sponsorship

- **ICRS Congress Night** (approx. 300 Pax) € 10'000
- **President's Dinner - 30 Years ICRS** (120 Pax) € 15'000
- **Next-Gen Welcome Reception** € 5'000
- **ICRS Fun Run** € 2'000 + optional merchandise

Stand-alone Sponsoring Opportunities

Onsite Brand Visibility Opportunities

- **Signage:** Your logo exclusive on all onsite congress signs € 7'000
- **Pillar Branding** Exhibit Hall (1): € 4'500 (plus production costs)
- **Balcony Branding** Exhibit Hall (1): € 5'000 (plus production costs)
- **Coffee Breaks:** Your logo on all coffee break signage € 2'500 per day / € 4'500 exclusive
- Your logo on **Wi-Fi** signage onsite & in the app € 2'500
- Printed **Flyer** € 1'500

Digital Brand Visibility

We aim to contribute to a sustainable future and strive to reduce our event footprint. Thank you for choosing a digital brand visibility sponsorship:

- **Congress App** (iPhone & Android) € 5'000
- **Push Notification Sponsorship** (1) inside congress app € 1'000
- **Electronic Poster Exhibition** € 5'000
- **Congress Email Blast** (April 2027) € 4'000
- **ICRS E-News** (>10'000 addressees, banner placement) € 2'500*
- Exclusive Sponsorship of **Final Information - Know before you go Email** (banner placement) € 3'500
- Exclusive **Daily Congress News** Sponsorship (banner placement across daily congress news editions during the congress) € 5'000
- Digital **App** Insert € 1'500

*Published in January to April 2027. Platinum, Gold and Silver Sponsors have the E-News advert included in their package.

Expo Suite

Exclusive meeting room rental* € 1'500 per day

* Meeting rooms will provide exhibitors a designated area for product demonstrations and private discussions in an exclusive room located near the exhibition space. Catering and audiovisual equipment are not included and will be charged separately.

Diversity, Equity and Inclusion (DEI) Educational Grant Support

Provide an Educational Grant to support historically under-represented groups* to attend the 19th ICRS World Congress.

- Hosted Scholarship (registration-only) sponsoring € 4'500 per 3 Scholars*/**
- Hosted Scholarship (fully hosted) sponsoring € 10'000 per 3 Scholars*/**

* e.g., based on profession, gender, geographic location or ethnicity.

** Scholarship winners are selected by the ICRS.

Tailored Sponsorship Solutions

Tailored packages can be arranged to meet your goals. Please get in touch with the ICRS Executive Office to discuss your objectives: ceo@cartilage.org.

Sponsor Acknowledgement

All Sponsor Support will be acknowledged in the April 2027 ICRS E-News (>10'000 recipients), the Industry Support and Exhibition section on the event website, in the event app, and with signage during the event.

Payment Deadline

To guarantee your participation, exhibition and sponsoring invoices must be fully paid until January 31, 2027.

Disclaimer

ICRS reserves the right to change the current information without prior notice if necessary. Sponsorship and stand registrations will not be officially confirmed until payment has been received by ICRS.

