EAHAD
European Association for Haemophilia and Allied Disorders
2027

20th ANNUAL CONGRESS OF THE EUROPEAN ASSOCIATION FOR HAEMOPHILIA AND ALLIED DISORDERS

20 YEARS OF UNITING EXPERTISE, ADVANCING CARE

TECHNICAL MANUAL

BRUSSELS, BELGIUM
2 - 5 FEBRUARY 2027

www.eahadcongress.com



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European Association for Haemophilia and Allied Disorders
2027

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- Push notifications
- Sponsored e-drivers
- Company logo

Partnership Queries:
eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Key contacts

Congress organisation
MCI Suisse SA
Gaëlle Notzli & Candice Gabay
eahad@mci-agency.com

Registration & hotel reservation
MCI Suisse SA
+41 22 33 99 579
eahadreghot@mci-group.com

Equipment / shipment delivery
FAIREXX
Manuela Natzke
+49 30 44 03 47 18
manuela.natzke@fairexx.com

Lead retrieval devices
MCI Suisse SA
Orders must be placed here
badgereader@wearemci.com

Sponsored e-drivers
Kabloom
Clarissa Jacobs
sponex@kabloom-agency.com

Branding & furniture hire
GL Events Belgium
Mark Kayenbergh
+32 475 42 62 25
mkayenbergh@glbelgium.com

Catering orders
Cœur Catering
Sebastiaan Tips
+32 9 277 92 72
sebastiaan@coeurcatering.be

AV orders for The Sheds
GSP2 Event Technology
Simon Meèus
+32 2 240 10 20
simon@gsp2.be

AV orders for Maison de la Poste
GSP2 Event Technology
Marc Krevnak
+32 2 240 10 20
marc@gsp2.be

Hostesses
Ta Bas Co … People
Sophie Joncheere
+32 475 764 911
sophie@tabasco-people.com

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eahadreghot@mci-group.com

Deadlines and actions

Deadline	Action	Applies to	Full Guidelines
13 November 2026	Submit satellite symposium programme form	Symposium sponsors	Page 11
8 January 2027	Send push notification text with sending date & time	Push notification bookings	Page 22
	Send e-driver text and confirm sending date	E-driver bookings	Page 23
	Send company logo (in both web and print formats)	All sponsors	Page 26
	Register company staff and speakers	Symposium sponsors	Page 15
18 January 2027	Submit your symposium rehearsal form	Symposium sponsors	Page 11
	Confirm your order for extra furniture & branding	Sponsors ordering extras	Page 18
	Confirm your catering order	Sponsors ordering extras	Page 20
	Confirm your order for extra AV equipment	Sponsors ordering extras	Page 19
	Confirm your order for extra staff	Sponsors ordering extras	Page 14
21 January 2027	Materials to arrive at advance warehouse*	Sponsors shipping materials	Page 21

***No direct deliveries to the venue. Check shipment-specific deadlines in the shipping guidelines.**

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eahadreghot@mci-group.com

Congress schedule

View full programme: https://eahadcongress.com/scientific-programme/

	02 TUESDAY	03 WEDNESDAY	04 THURSDAY	05 FRIDAY
AM	**Ultrasound Workshop**	Welcome & Multidisciplinary Session	Haemophilia across life and disease severity	SLAM
		Coffee Break / Poster Viewing	Coffee Break / Poster Viewing	Coffee Break / Poster Viewing
		Oral Communications	EAHAD-ISTH joint session: New treatment options	Late breaking session
		Lunch Break / Poster Viewing		Gene therapy and gene editing
	AHP Day Registration & Lunch	**13:00–14:00 Satellite Symposia 1–3**	Lunch Break / Poster Viewing	Lunch Break / Poster Viewing
		Coffee Break / Poster Viewing	Laboratory challenges	Arosenius lecture
PM	**Ultrasound Workshop** **AHP Day** Joint Session Nurses Sessions Physiotherapists Sessions Psychosocial Professionals Sessions	**14:30–15:30 Satellite Symposia 4–6**	Coffee Break / Poster Viewing	Von Willebrand disease and rare bleeding disorders
		Coffee Break / Poster Viewing	Musculoskeletal (MSK) health	
		16:00–17:00 Satellite Symposia 7–9		Closing remarks
		Coffee Break / Poster Viewing	Coffee Break / Poster Viewing	
	AHP Day Networking Evening	**17:30–18:30 Satellite Symposia 10–12**	EAHAD Activities	
		Welcome Reception / Poster Viewing	Networking Evening *Subject to an additional fee*	

AHP = Allied Health Professionals

Venue floorplans

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eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Maison de la Poste

Satellite Symposium Room 3*
AHP Day Session Rooms
Meeting Rooms



Venue

Tour&Taxis
86C Avenue du Port
1000 Brussels
https://tour-taxis.com

Sheds 1 & 2

Registration Area
Cloakroom
Posters & Catering Area
Speaker Preview Room
Satellite Symposia Rooms 1&2*
Plenary Session Room

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Partnership Queries:
eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Venue floorplans - Sheds 1 & 2

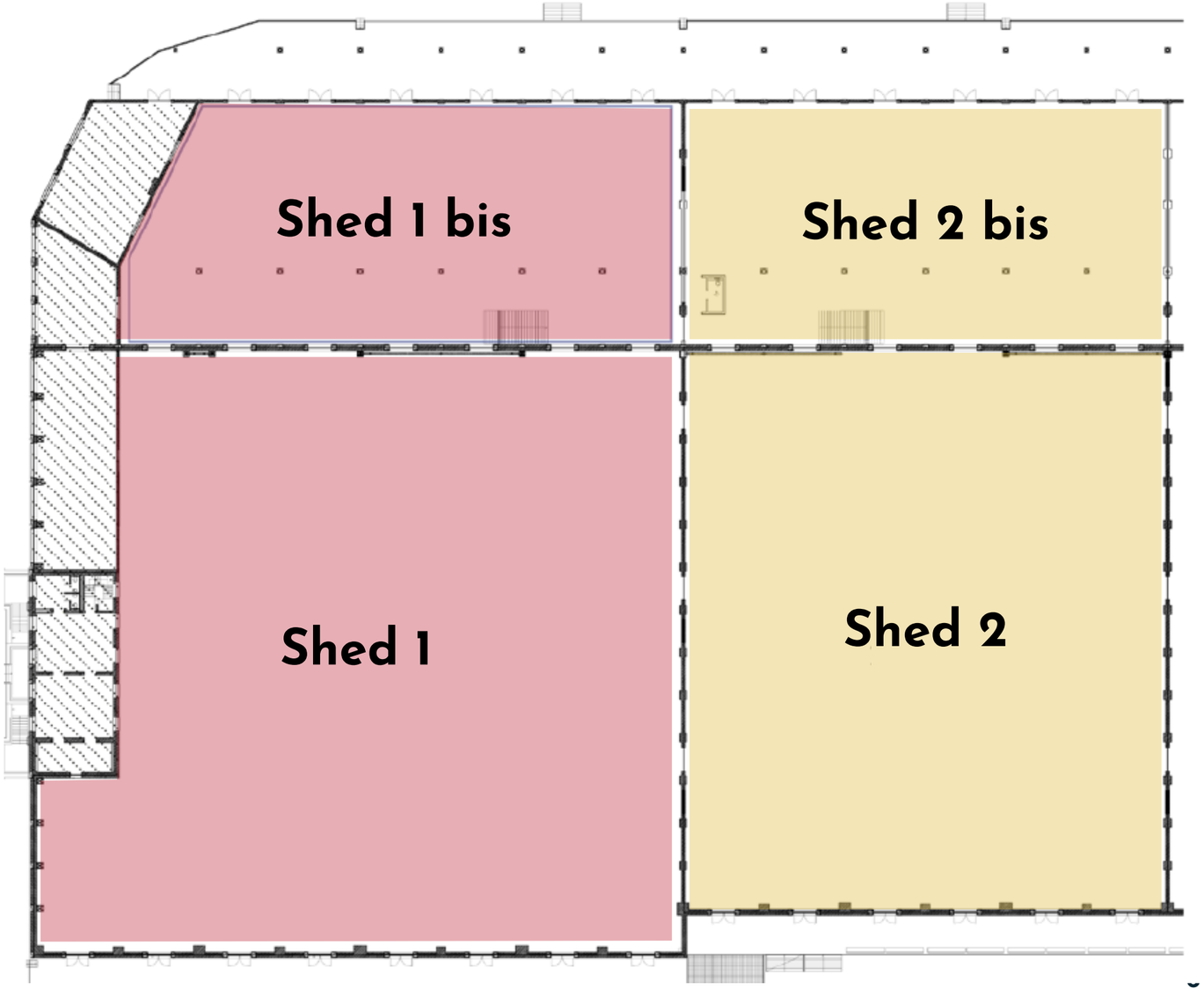
Download detailed floorplans here

Shed 1
Posters & Catering Area

Shed 1 bis
Registration Area
Cloakroom
Speaker Preview Room

Shed 2
Satellite symposium room 1
Plenary Room

Shed 2 bis
Satellite symposium room 2



Venue floorplans - Maison de la Poste

Download detailed floorplans here

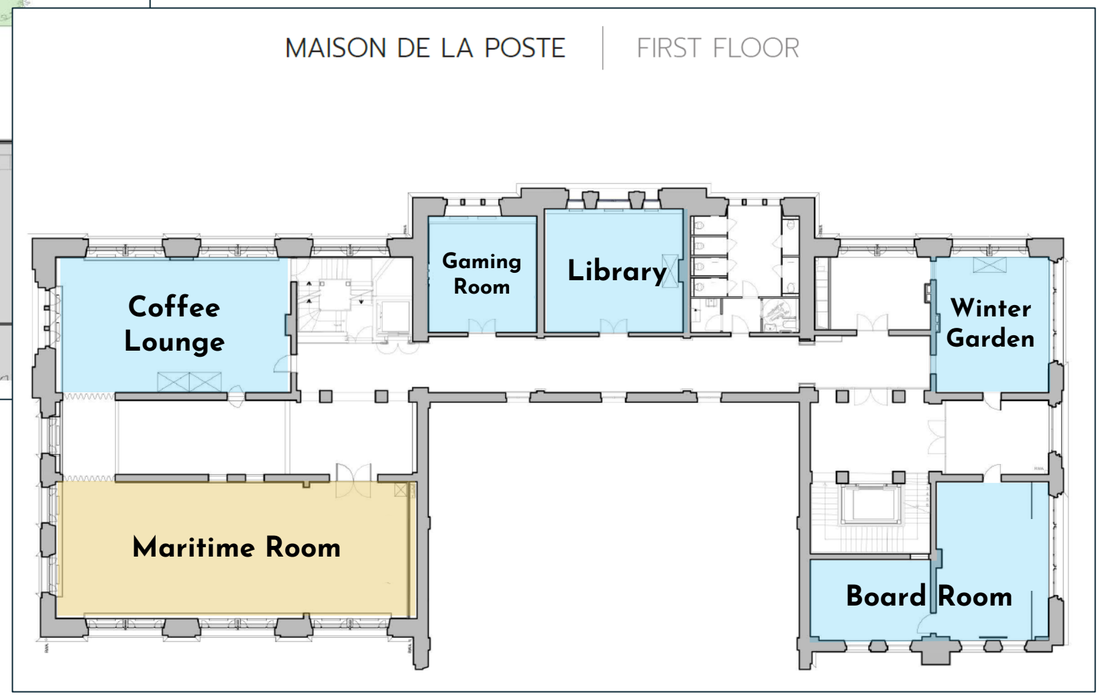
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AHP Day Catering Area
Foyer

Satellite Room & AHP Joint Session Room
Ticket Window Hall



AHP Day Nurses
Maritime Room

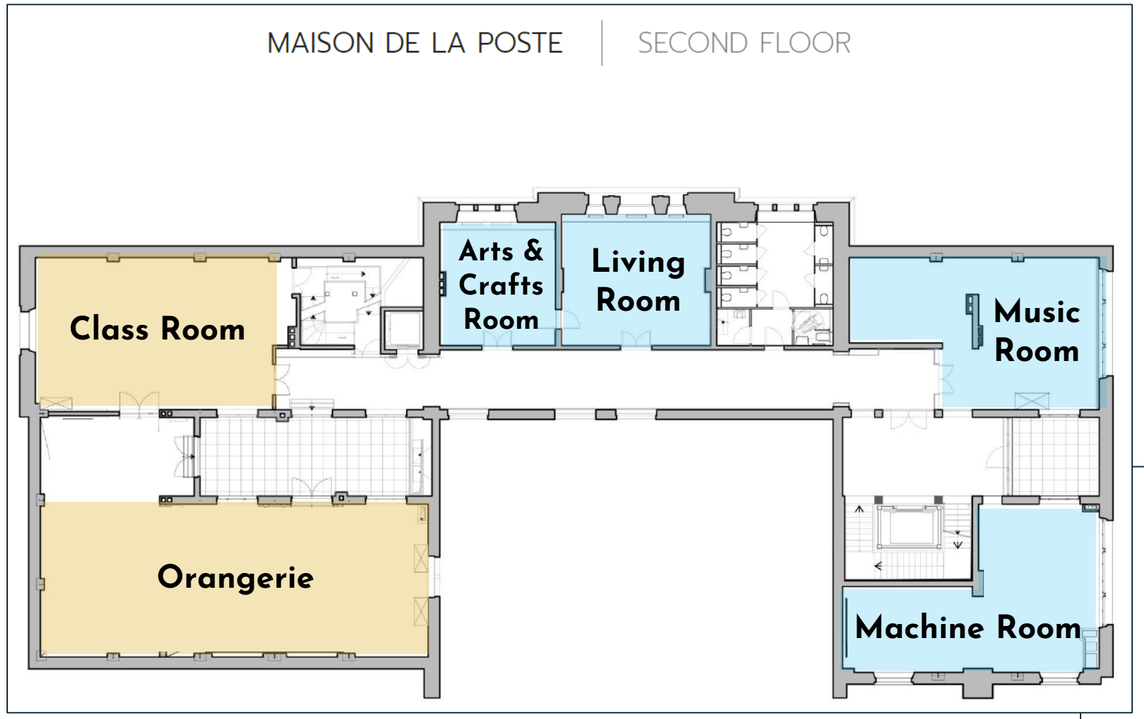
Meeting Rooms
Coffee Lounge, Gaming Room, Library, Winter Garden & Board Room

Partnership Queries:
eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Venue floorplans - Maison de la Poste

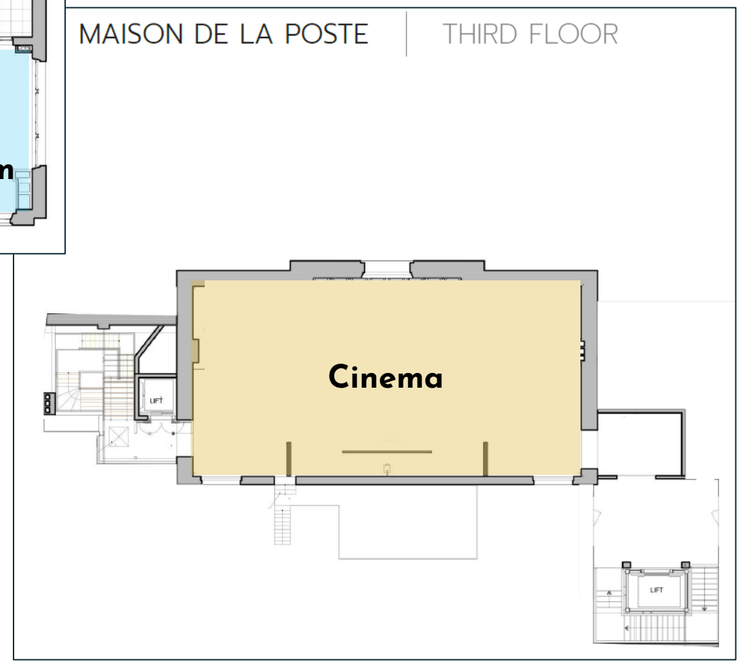
Download detailed floorplans here



AHP Day Physiotherapists
Orangerie

AHP Day Psychosocial Workers
Class Room

Meeting Rooms
Arts & Crafts Room, Living Room, Music Room & Machine Room



Ultrasound Workshop
Cinema

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eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Satellite symposia - What's included?

Included in the symposium package

Equipment & Staff
- Room rental
- Basic congress audio-visual equipment and on-site management
- Live streaming of your symposium captured by a single fixed camera
- Recording of your symposium accessible for up to 1 month after the Congress
- 2 room hostesses to help with general supervision

Acknowledgements & Promotion
- Acknowledgement in the programme and on the website
- Use of the EAHAD congress logo on your symposium invitations
- Symposium programme on the EAHAD congress website
- Opportunity to display 2 roll-ups to advertise your symposium (production is at sponsor's cost)

Registrations & Access Passes
- 6 full congress registrations
- 6 staff registrations for team members needed to support the symposium (e.g. agency staff or hostesses)
- 10 satellite-only access passes for invited guests attending the symposium only

Optional extra orders at the sponsors responsibility and cost

- Design, production, setup and removal of advertising displays
- Extra audio-visual equipment, catering and temporary staff
- Live polling / Q&A set-up and platform
- Lead retrieval orders

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Partnership Queries:
eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Satellite symposia - Important rules

- ✓ A company may host a maximum of 1 symposium at EAHAD 2027. This includes a symposium organised by an external agency on behalf of a sponsor.
- ✓ Satellite symposia should have as their objective, the communication of scientific material to enhance the knowledge of attending medical doctors, scientists, and other healthcare professionals.
- ✓ The same topic cannot be given in a sponsored symposium and during the main scientific programme of the congress.
- ✓ Individuals can appear as speakers or chairs maximum twice, including other satellite symposia and main programme sessions. Companies should ask their invitees to confirm that they are not appearing more than twice.
- ✓ The EAHAD President and the Congress President will not accept invitations to appear on satellite symposia.
- ✓ Individuals participating on the satellite symposia as speakers/chairs/discussants must register for the Congress as participants in the usual manner.
- ✓ Satellite symposia organisers must inform EAHAD in advance of any requests or unexpected changes regarding their symposium (e.g. exclusion of delegates, streaming).



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Partnership Queries:
eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Satellite symposia – Programme & rehearsals

Programme approval

Satellite symposium programmes must be approved by EAHAD. Companies are requested to provide the organisers with the symposium title, speakers' and chairpersons' full details, and the titles and timings of each presentation.

Send the completed programme form to eahad@mci-agency.com no later than Friday 13 November 2026.

Download programme form

Programme advert

After programme approval, companies are requested to send a final advert in PDF to **eahad@mci-agency.com** for publication on the congress website **no later than Friday 8 January 2027**.

Past congresses may provide examples of previous adverts. Simply click on the button below and select any past EAHAD congress listed. Once you've reached the dedicated website click on *Programme* and select *Satellite Symposia*:

View past congress webpage

Rehearsals

Rehearsals will be organised pending availability of the requested spaces. Kindly note that there may be charges for the technical staff of the venue for the rehearsals. All rehearsals will be held the day before the symposia on Tuesday 2 February 2027 at the venue.

We will aim to book your rehearsal in the same session room where your symposium will be hosted the next day. Please click on the link below to book your rehearsal slot **no later than Monday 18 January 2027**.

Book a rehearsal slot

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Partnership Queries:
eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Satellite symposia – Graphic displays & branding

Advertising displays

Companies holding a satellite symposium during the congress may advertise their symposium by displaying **two self-standing signage elements**:

	Location	Set-up	Dismantling
1	Registration area	Morning of the symposium on February 3rd	After the symposium
2	Room entrance	**30 minutes prior** to symposium start	**Within 15 minutes** after the symposium

Room branding

Due to the tight schedule, the satellite corporate stage branding is strictly limited to the following:

	Location	Set-up	Dismantling
1	Speaker lectern	**30 minutes prior** to symposium start	**Within 15 minutes** after the symposium
2	Presidium table	**30 minutes prior** to symposium start	**Within 15 minutes** after the symposium

All other room branding must be self-standing and should not obstruct the Congress signage or disrupt preceding or following sessions. Any other promotion using human signage or any misplaced signage outside the above- mentioned option will be removed by the organisers.

Extra orders

Roll-up signs, branding and stage furniture are not included in the rental price of the symposium. It is the company's task to order, produce, set up and dismantle the above-mentioned displays. We recommend that the signage is designed and printed directly by our supplier. To place your order and for more information, see page 18 of this manual.

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eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Satellite symposia – AV equipment & slide uploads

Room capacities

The three rooms used for satellite symposia will be equipped with a **main stage including a speaker lectern and a presidium table with up to 6 chairs**. The capacity of the rooms are as follows:

- Shed 2 (Theatre set-up: 1800 seats)
- Shed 2 bis (Theatre set-up: 710 seats)
- Ticket Window Hall (Theatre set-up: 500 seats)

Presentation slide uploads

Companies holding a satellite symposium must upload their PowerPoint slides at the speaker preview room **at least 2 hours before your session starts**. The speaker preview room will be located in Shed 1 bis near the registration area.

Basic congress AV equipment included:

- 1 screen and data projector
- 1 presentation computer on the lectern
- 1 presentation remote / clicker
- 1 foldback monitor facing the presidium table (no timer)
- 1 single fixed camera for live stream / recording
- 1 lectern microphone
- 2 presidium table microphones
- Up to 4 standing Q&A microphones
- Standard sound system for the room

Live polling and Q&A

Sponsors may arrange live polling or Q&A at their own cost and responsibility.

Extra orders

Additional AV equipment can be ordered at extra cost through the venue's dedicated team. More information is available on page 19 of this manual.

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Partnership Queries:
eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Satellite symposia – Lead retrievals, staff & catering

Delegate data collection and lead retrievals

Due to data privacy regulations, participant lists will not be shared with companies organising a satellite symposium. Delegate information can instead be collected through the lead retrieval service using badge scanning. Please use the link below for further information and to place your order.

Order lead retrieval

Temporary staff

Two hostesses are available in each session room to support general supervision. They cannot distribute materials to the delegates or scan badges at the entrance of the room. If your company requires additional specific staff at an extra cost, please contact Sophie Joncheere from Ta Bas Co.... People **no later than Monday 18 January 2027**.

TA BAS CO... people expression

Ta Bas Co ... People
Sophie Joncheere
+32 475 764 911
sophie@tabasco-people.com

Request additional staff

Catering orders

Companies organising a satellite symposium may arrange catering for their session. Please coordinate your requirements with MCI in advance to help us plan quantities appropriately and ensure a smooth set-up and service. For further information, including options, prices and ordering procedures, please refer to page 20 of this manual.

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Partnership Queries:
eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Industry registration

Complimentary registrations and access passes

Companies holding a satellite symposium during the congress are entitled to the below number of registrations:

Type	Quantity	Access
Full-congress registration	6	Full congress
Staff members	6	Agencies, hostesses, organisers that require access to the symposium only
Satellite-only access pass	10	Invited guests attending the symposium only

Registration process for group bookings

Please contact the registration team regarding all the details for your complimentary staff and how to register additional participants **no later than Friday 8 January 2027**.

Make sure you provide the name and contact details of the person coordinating registrations for your company or agency.

Email registration team

Registration fees

For additional registrations, please consult the delegate registration fees on the congress website.

View registration fees

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Partnership Queries:
eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Meeting rooms - Important rules

DEFINITION & POLICY

A meeting is defined as a pre-arranged gathering of experts with a set agenda to discuss a predefined topic. Meetings are by invitation only and not open to the public. They may take place inside or outside the congress venue at designated times, in accordance with these guidelines, which apply to all organisations and groups, whether they participate in congress activities or not.

Informal gatherings of a few individuals, including during coffee breaks, are not considered meetings. The congress encourages informal networking among colleagues and experts.

Meetings of more than 20 participants are strictly prohibited during official scientific sessions and may only take place during the following times:

- Tuesday, 2 February
- Wednesday, 3 February: before 08:30 and from 19:30 onwards*
- Thursday, 4 February: from 18:05 onwards
- Friday, 5 February: from 15:45 onwards

**The President's Dinner including the Executive Committee of EAHAD will run on this entire evening.*

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eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Meeting rooms

Bookings

Meeting rooms are available at the congress venue. To make a booking, please complete the meeting room order form and return it to **eahad@mci-agency.com**.

Please note that there is no specific booking deadline. However, as the number of meeting rooms is limited, **requests will be handled on a first-come, first-served basis**.

Download meeting room order form

Access & set-up

Rooms are accessible during official congress opening hours. Set-up starts on Tuesday 2 February 2027 at 08:00. Access outside your booked hours needs prior approval and incurs an additional charge.

Room features

Meeting rooms will be equipped with standard features and services, including Wi-Fi, a projector and/or screen, a flipchart and furniture. Congress signage will identify the rooms.

Once the meeting room allocation has been finalised, each company will receive further information about their assigned room, including photos and a floor plan.

Extra orders

Any extra orders, including AV equipment, furniture and catering, must be ordered directly through the designated suppliers. Further information is available on pages 18–20 of this manual.

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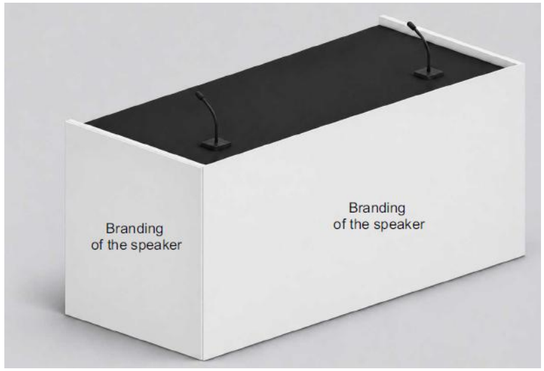
Partnership Queries:
eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Extra orders - Branding & furniture

GL Events Belgium has been appointed as the official contractor for EAHAD 2027. We recommend having all signage designed and printed directly by GL Events Belgium to ensure smooth coordination onsite.

Please contact them to place your orders for furniture, symposium stage branding and/or roll-up banners **no later than Monday 18 January 2027**.

	Speakers' lectern	Presidium table	Roll-up banner
			
Dimensions	395 (w) x 990 (h) mm with 5 mm bleeds on all sides	1800 (w) x 800 (h) mm 800 (w) x 800 (h) mm returns with 5 mm bleeds on all sides	850 (w) x 2000 (h) mm with 5 mm bleeds on all sides
Price - *VAT excl.*	€ 65.00	€ 280.00	€ 105.00

GL Events Belgium
Mark Kayenbergh
+32 475 42 62 25
mkayenbergh@glbelgium.com

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eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Extra orders - AV

GSP2 Event Technology has been appointed as the official AV supplier for the congress. It is mandatory that your orders go through the official AV supplier. Please contact them to place orders for extra AV equipment by **Monday 18 January 2027, at the latest**.

The three rooms used for satellite symposia will be equipped with a basic AV package. Details on equipment can be found on page 13.

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IMPORTANT

Please note that AV support contacts differ depending on the symposium room allocated. Sponsors hosting their symposium in Shed 2 or Shed 2bis should contact the designated AV representative for the Sheds, while sponsors in the Ticket Window Hall should contact the designated AV representative for Maison de la Poste.

AV orders for The Sheds (Shed 2 & Shed 2bis)
GSP2 Event Technology
Simon Meèus
+32 2 240 10 20
simon@gsp2.be

AV orders for Maison de la Poste (Ticket Window Hall)
GSP2 Event Technology
Marc Krevnak
+32 2 240 10 20
marc@gsp2.be

Email The Sheds AV team

Email Maison de la Poste AV team

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Partnership Queries:
eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Extra orders - Catering

Coeur Catering has been appointed as the official caterer for the congress. It is mandatory that your catering orders go through the official caterer. Please contact them to place orders for food and beverages by **Monday 18 January 2027, at the latest**.

There is no catering or lunch boxes included in the Satellite Symposium package. Companies with a satellite symposium can organise catering before or after their session just outside the room.

It is important to discuss catering also with MCI to make sure that we can best plan any additional food function you are planning and allow a smooth flow of set-up and realisation between the different parties involved.

Request catering quote / order

Catering orders
Cœur Catering
Sebastiaan Tips
+32 9 277 92 72
sebastiaan@coeurcatering.be

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Partnership Queries:
eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Shipping guidelines

FAIREXX is pleased to offer official freight forwarding services for EAHAD 2027 sponsors. Their services include advance warehouse receiving, door-to-door transportation, customs clearance and on-site delivery.

All shipping information, tariffs, labels, deadlines, and order forms are available via the links below.

Please ensure that the completed order form is submitted to FAIREXX before dispatching your shipment. All packages must be clearly labelled using the official shipping labels provided in the shipping guidelines documentation. Sponsors are responsible for ensuring compliance with all customs and import regulations applicable to their shipment.

Kindly note that all shipments must arrive at the advance warehouse **no later than Thursday, 21 January 2027**. Deliveries received after this date will not be guaranteed for on-time delivery to the Congress.

Sponsors requiring return transportation following the event should arrange this directly with FAIREXX.

Shipping guidelines and rates

Download shipping order form

All enquiries should be addressed to:

FAIREXX – Logistics for Exhibitions GmbH

manuela.natzke@fairexx.com

+49 30 44 03 47 18

FAIREXX

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- Venue floorplans
- Satellite symposia
- Industry registration
- Meeting rooms
- Extra orders
- Shipping guidelines
- Push notifications
- Sponsored e-drivers
- Company logo

Partnership Queries:
eahad@mci-agency.com

Registration Queries:
eahadreghot@mci-group.com

Push notifications

Companies who have purchased push notifications will be able to reach the EAHAD delegates while they are connected to the congress platform and mobile app to send them real time notifications regarding your activities.

The push notifications will appear for all delegates connected at the time of the notification or connecting within 10 minutes beyond that time.

Requirement	What to provide / expect
Format	Text only - maximum 400 characters
Timing	Breaks only - no notifications during sessions !
Visibility	Delegates connected at sending time or within the following 10 minutes
Submission deadline	Friday 8 January 2027
Slot allocation	First come, first served

Please send **your notification text as well as your preferred dates and times for sending** out your message, at your earliest convenience and **no later than Friday 8 January 2027** to: eahad@mci-agency.com

Please note that requests are accepted on a 1st come, 1st served basis with regards to sending dates and times.

Submit notification request

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Sponsored e-drivers

Submission checklist

Step	Action	Deadline
1. Reserve	**Confirm your preferred sending date to eahad@mci-agency.com** Recommended sending window: 25–29 January 2027.	**Friday 8 January 2027**
2. Prepare	**Create the e-driver in reputable platform (e.g. Mailchimp).** Obtain the "View in browser" URL and subject line.	-
3. Test	**Send the "View in browser" URL to sponex@kabloom-agency.com** Kabloom uses the browser link and checks the email before sending.	**10 days before sending date**
4. Approve	**Review and approve the live test before final sending.**	**5 days before sending date**

IMPORTANT

Folders or files other than the HTML code cannot be accepted due to sending platform requirements and ensuring correct branding and design formatting. Should the incorrect format be received, this will result in delays as you will have to provide the HTML code for us to proceed. In the unlikely event that your agency is unable to send the correct format, we will outsource this to a third party at a cost of €1,000 due to the 5-6 hours design time required to ensure the e-driver displays correctly.

Confirm your e-driver sending date

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Sponsored e-drivers

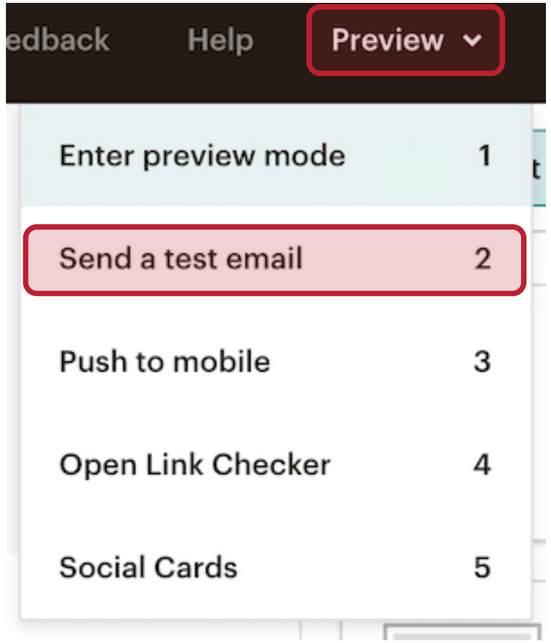
HTML design checklist

Safe to use
- static, table-based layouts
- HTML tables and nested tables
- template width of 600px-800px
- simple, inline CSS
- web safe fonts

Use with caution
- background images
- custom web fonts
- wide layouts
- image maps
- embedded CSS

Do not use
- JavaScript
- <iframe>
- Flash
- embedded audio or video
- forms
- layering

Obtain the "view in browser" link in Mailchimp



1. Once the e-driver is complete, click on the "Preview" button on the top-right of the page and select "Send a test email".
2. Proceed by sending the e-driver to **sponex@kabloom-agency.com**.
3. Kabloom prepares a live test for the sponsor's approval before final sending.

The "View in browser" links help to automatically apply formatting code, so the e-driver performs on all email servers. As most HTML mailers are not coded to support Outlook, Kabloom deploys extra programming resources and time to add the code.

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Sponsored e-drivers

Cross-Platform Email Design

All mail clients render HTML/CSS differently, in their own ways and for their own reasons. When rendering HTML and CSS in e-drivers many things impact what the end-user is going to see. The mail exchange server, the pre-processor, the browsers, the rendering engines, and more; all affect the way your message is going to be displayed. These vary from client to client; browser to browser; server to server.
However, below are some best practices you can utilize so that your e-driver coding will stay intact across different clients and platforms.

Recommended

- Use Inline CSS
- Use tables to create general layout of email
- Set a “doctype” in your code
- Set wrapper reset styles in “wrapper div”
- Use basic background HTML tags
- Use a library for image files added to your document
- Provide image dimensions to avoid rendering issues
- Give all your images “alt” attributes
- Use the "Outlook.com hack" - img {display:block;}.

Avoid

- Avoid padding, cell spacing or margins
- Avoid BR, HR and height tags
- Be aware of text and font changes per device
- Compound CSS values
- Avoid “float” tags (not supported by Outlook or Yahoo!)

Confirm your e-driver sending date

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Company logo submission

Please send **your company logo according to the below guidelines** at your earliest convenience and **no later than Friday 8 January 2027** to: eahad@mci-agency.com

For all related purposes of branding and acknowledgement for the various sponsorship items, we will need the company logo in both print and digital formats as follows:

	Print logo	Digital logo
Intended use	Pocket programme, signage, adverts, …	E-mailers, mobile application, signage, …
Format	Vector file .AI, .EPS or .SVG Alternative: High-resolution .PDF	.PNG (preferred) Alternative: .JPG or .SVG
Colour mode	CMYK	RGB
Resolution	300 dpi	72 dpi – 2000 px wide (minimum)
Background	Transparent or white	Transparent or white
Orientation	Landscape (preferred)	Landscape (preferred)
Fonts	All fonts must be outlined/embedded	-
Size	No restrictions	5 MB
File name	CompanyName_Logo_Print.ai	CompanyName_Logo_Digital.png

Submit company logo