
ESHRE 43rd Annual Meeting
Stockholm, Sweden
4-7 July 2027

Welcome to Stockholm



Congress website

Information is available on:
https://www.eshre.eu/Annual-Meeting/ESHRE-2027



The venue

ESHRE 2027 will be held at the:
Stockholmsmässan
https://stockholmsmassan.se/en



Exhibit Hall
The exhibit will take place in Hall C

Virtual tour
Stockholmsmässan

ESHRE Partners

ESHRE’s official housing agent:
MCI Scandinavia / Suisse SA
Email: eshre.hotels@mci-agency.com
Phone: +41 223 399 724 (same housing agent as at ESHRE2026)

ESHRE’s official partner for social events:
Ovation Scandinavia DMC
Email: scandinavia@ovationdmc.com

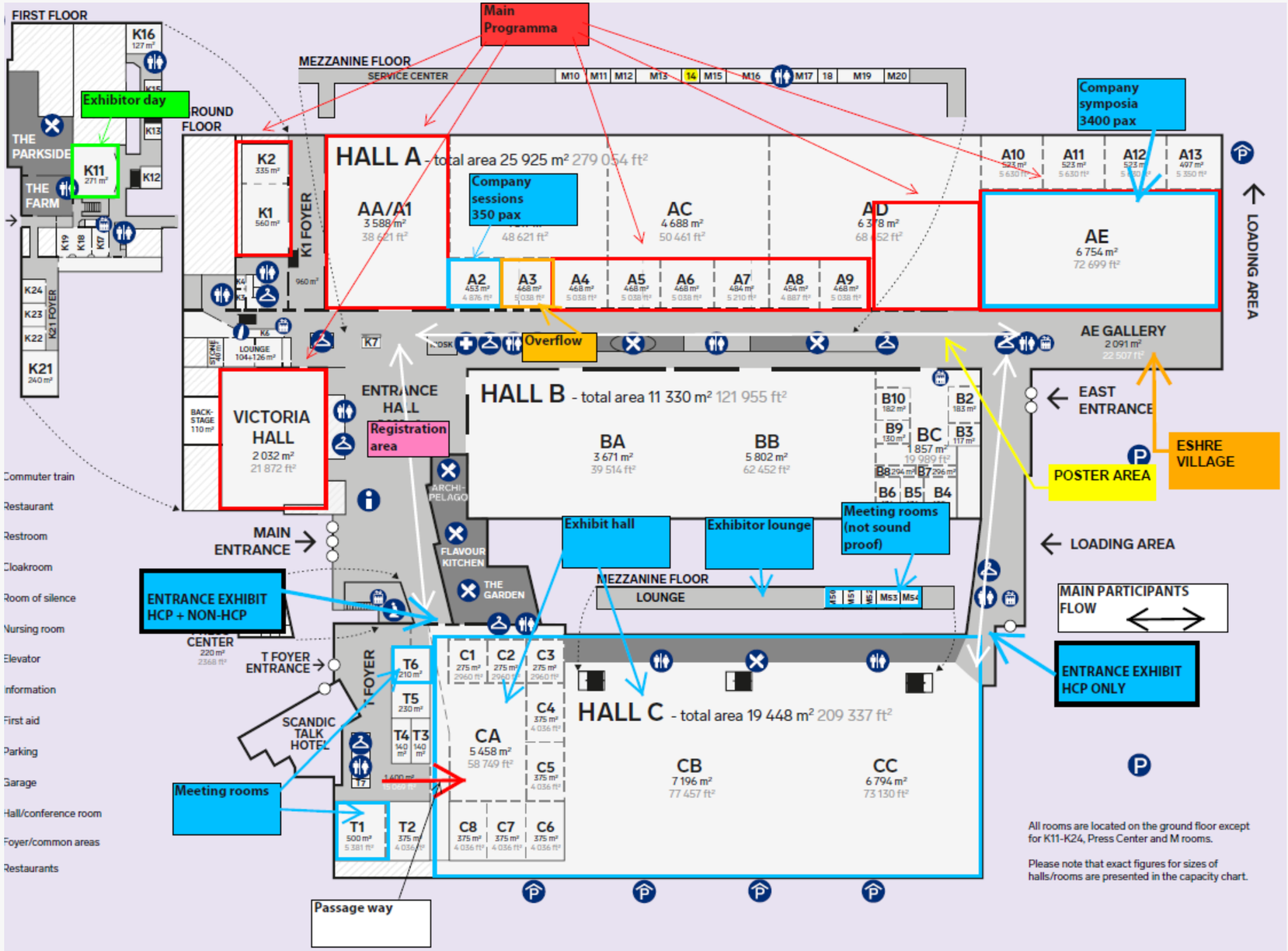
ESHRE’s official stand builder:
D&P Group (same stand builder as at ESHRE2026)

ESHRE’s official freight forwarder:
Kristal Logistics (same freight forwarder as at ESHRE2026)

Exhibit at ESHRE 2027



Venue plan


FIRST FLOOR
Main Programma
MEZZANINE FLOOR
SERVICE CENTER
M10 M11 M12 M13 14 M15 M16 M17 18 M19 M20
Company symposia 3400 pax
Exhibitor day
ROUND FLOOR
THE PARKSIDE
THE FARM
K16 127 m²
K15
K13
K11 271 m²
K12
K19 K18 K17
K24
K23
K22
K21 240 m²
K21 FOYER
K2 335 m²
K1 560 m²
K1 FOYER
HALL A - total area 25 925 m² 279 054 ft²
AA/A1 3 588 m² 38 621 ft²
Company sessions 350 pax
AC 4 688 m² 50 461 ft²
AD 6 378 m² 68 652 ft²
A10 523 m² 5 630 ft²
A11 523 m² 5 630 ft²
A12 523 m² 5 630 ft²
A13 497 m² 5 350 ft²
AE 6 754 m² 72 699 ft²
LOADING AREA
A2 453 m² 4 876 ft²
A3 468 m² 5 038 ft²
A4 468 m² 5 038 ft²
A5 468 m² 5 038 ft²
A6 468 m² 5 038 ft²
A7 484 m² 5 210 ft²
A8 454 m² 4 887 ft²
A9 468 m² 5 038 ft²
960 m²
K4
K5
K6
LOUNGE 104+126 m²
STAGE 40 m²
K7
INFODESK
Overflow
AE GALLERY 2 091 m² 22 507 ft²
BACK-STAGE 110 m²
VICTORIA HALL 2 032 m² 21 872 ft²
ENTRANCE HALL
Registration area
HALL B - total area 11 330 m² 121 955 ft²
BA 3 671 m² 39 514 ft²
BB 5 802 m² 62 452 ft²
B10 182 m²
B2 183 m²
B9 130 m²
BC 1 857 m² 19 989 ft²
B3 117 m²
B8 294 m²
B7 296 m²
B6 B5 B4
EAST ENTRANCE
ESHRE VILLAGE
POSTER AREA
ARCHI-PELAGO
FLAVOUR KITCHEN
THE GARDEN
Exhibit hall
Exhibitor lounge
Meeting rooms (not sound proof)
MAIN ENTRANCE
LOADING AREA
MEZZANINE FLOOR
LOUNGE
M50 M51 M52 M53 M54
MAIN PARTICIPANTS FLOW
ENTRANCE EXHIBIT HCP + NON-HCP
CENTER 220 m² 2368 ft²
T FOYER ENTRANCE
T FOYER
ENTRANCE EXHIBIT HCP ONLY
T6 210 m²
T5 230 m²
T4 140 m²
T3 140 m²
SCANDIC TALK HOTEL
C1 275 m² 2960 ft²
C2 275 m² 2960 ft²
C3 275 m² 2960 ft²
C4 375 m² 4 036 ft²
C5 375 m² 4 036 ft²
C6 375 m² 4 036 ft²
C7 375 m² 4 036 ft²
C8 375 m² 4 036 ft²
CA 5 458 m² 58 749 ft²
HALL C - total area 19 448 m² 209 337 ft²
CB 7 196 m² 77 457 ft²
CC 6 794 m² 73 130 ft²
Meeting rooms
T1 500 m² 5 381 ft²
T2 375 m² 4 036 ft²
Passage way
Commuter train
Restaurant
Restroom
Cloakroom
Room of silence
Nursing room
Elevator
Information
First aid
Parking
Garage
Hall/conference room
Foyer/common areas
Restaurants
All rooms are located on the ground floor except for K11-K24, Press Center and M rooms.
Please note that exact figures for sizes of halls/rooms are presented in the capacity chart.

Compliance

HCP & Non-HCP zone

According to the Swedish Lif code Non-HCPs cannot be exposed to the promotion of prescription only medicines. Because of this rule, we will need to divide the exhibit hall into two sections:

- Zone A + B = Accessible for everyone with an ESHRE badge
- Zone C = Accessible to HCP's only

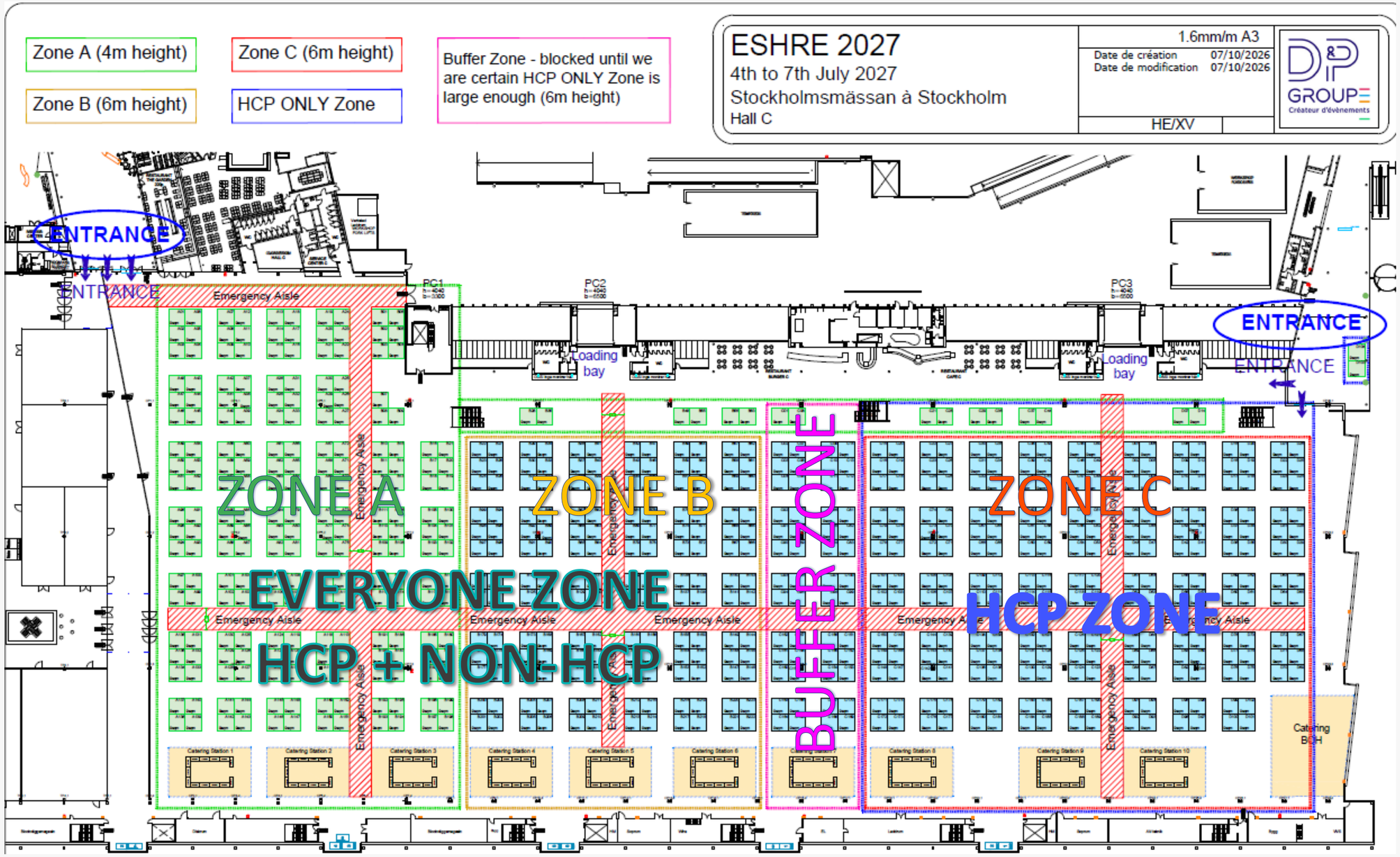
ORDM does not exist according to Swedish compliance rules. There are only HCPs and non-HCPs

Compliance

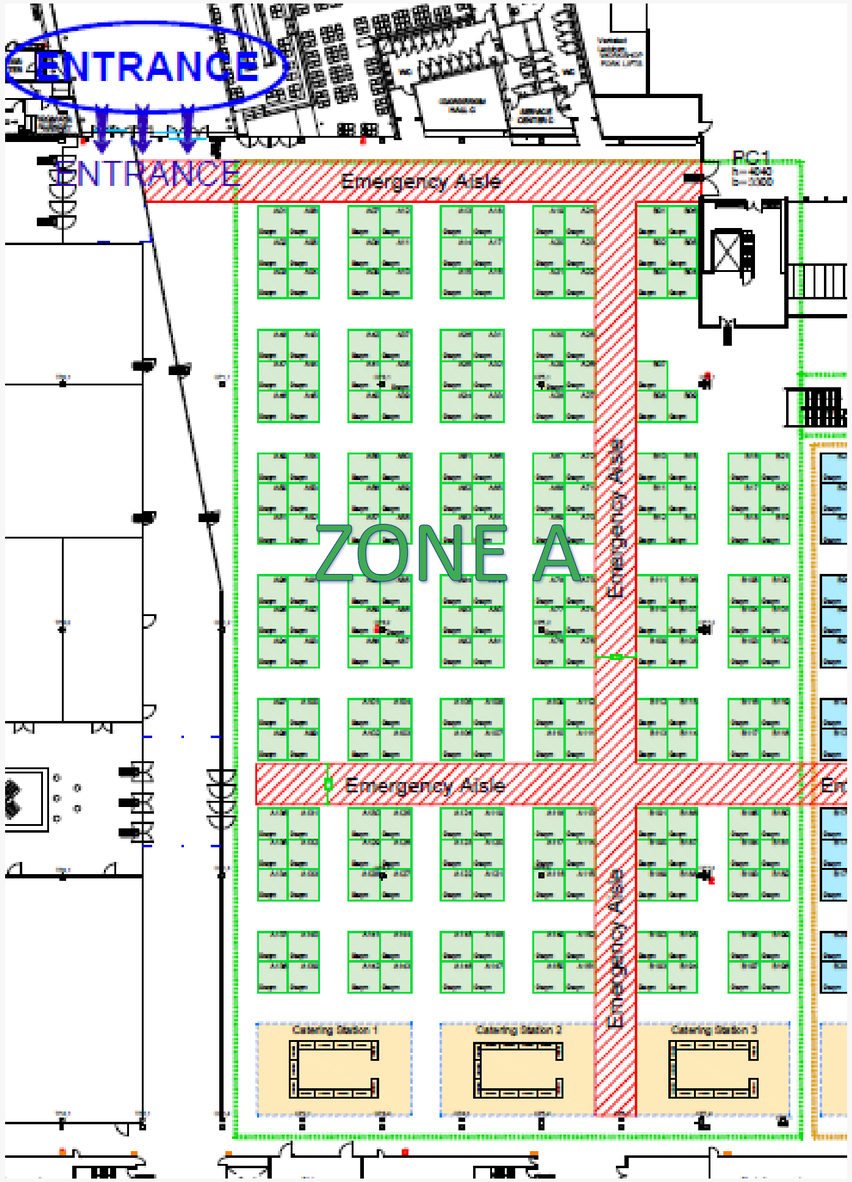
Buffer Zone - blocked until we are certain
HCP ONLY Zone is large enough (6m height).
Can be added to Zone B or C at a later stage.



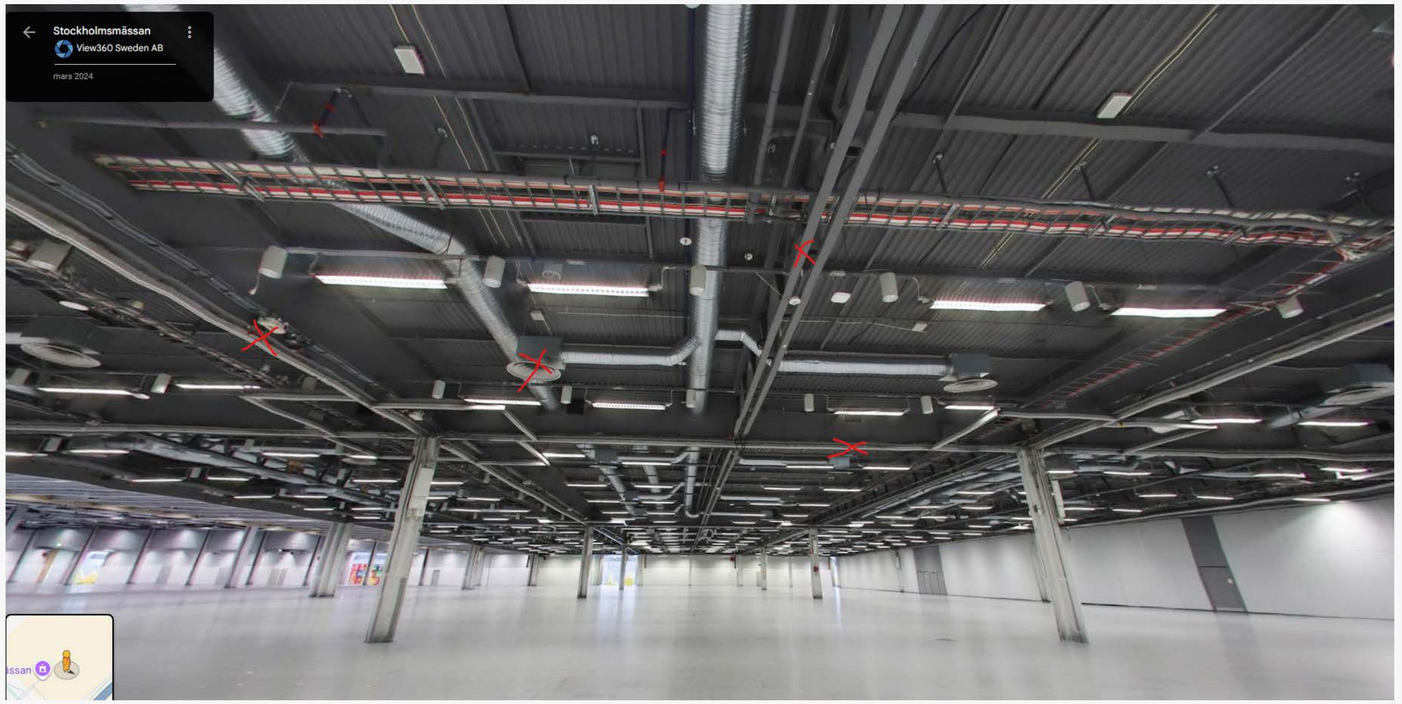
Ceiling heights



Area with low ceiling

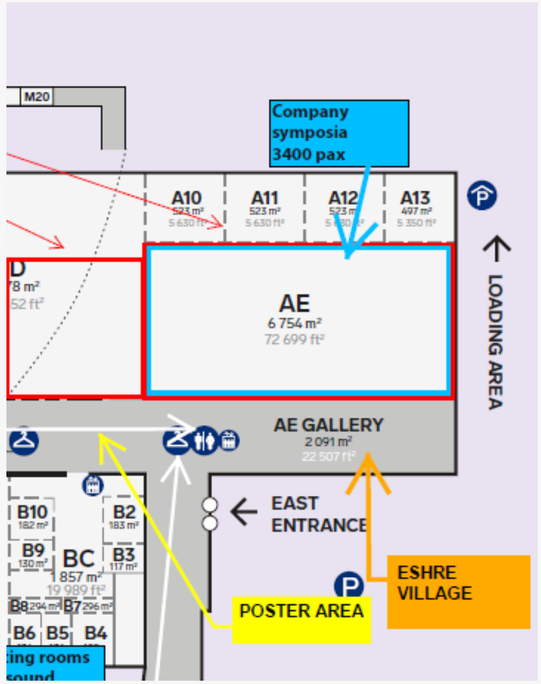


The lowest point in this area (green booths) is 410cm so there will be at least 10cm space above the walls if they are 4m heigh. The lowest point would be the beams, ventilation, sprinkler etc., so there will be some extra height above these points.



ESHRE Village location

The ESHRE Village will be in a different location. It won't be in the exhibition hall, but just across from Room AE, the main session hall.





Exhibit



Building restrictions booths

- Minimum exhibit space = 9m^2 - Maximum exhibit space = 315m^2
- You may book up to two booth spaces, but the second must be placed opposite the first
- Bookable aisles can be reserved for your stand, but emergency aisles must remain clear
- Two height zones:
  - Zone A
    - No rigging possible
    - Maximum building height inline, corner and peninsula booths : 2,5 metres (back, middle and side walls)
    - Maximum building height island booths : 4 metres (middle and side walls)
  - Zone B + C
    - Overall height 6m (including rigging)
    - Maximum building height:
      - Island booths: 4 metres (middle and side walls)
      - Inline, Corner and Peninsula booths: 2,5 metres (back, middle and side walls)

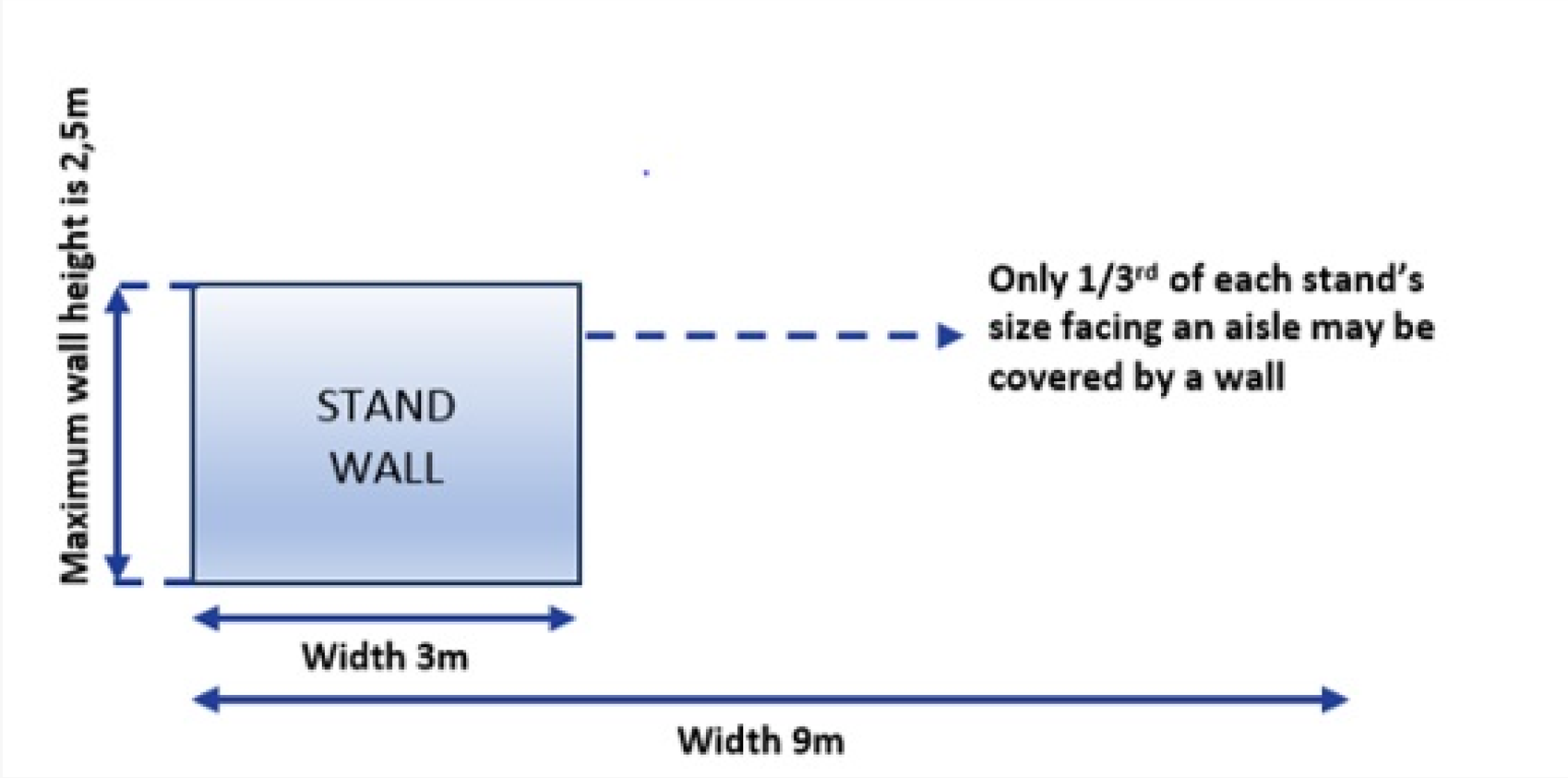
Exhibit



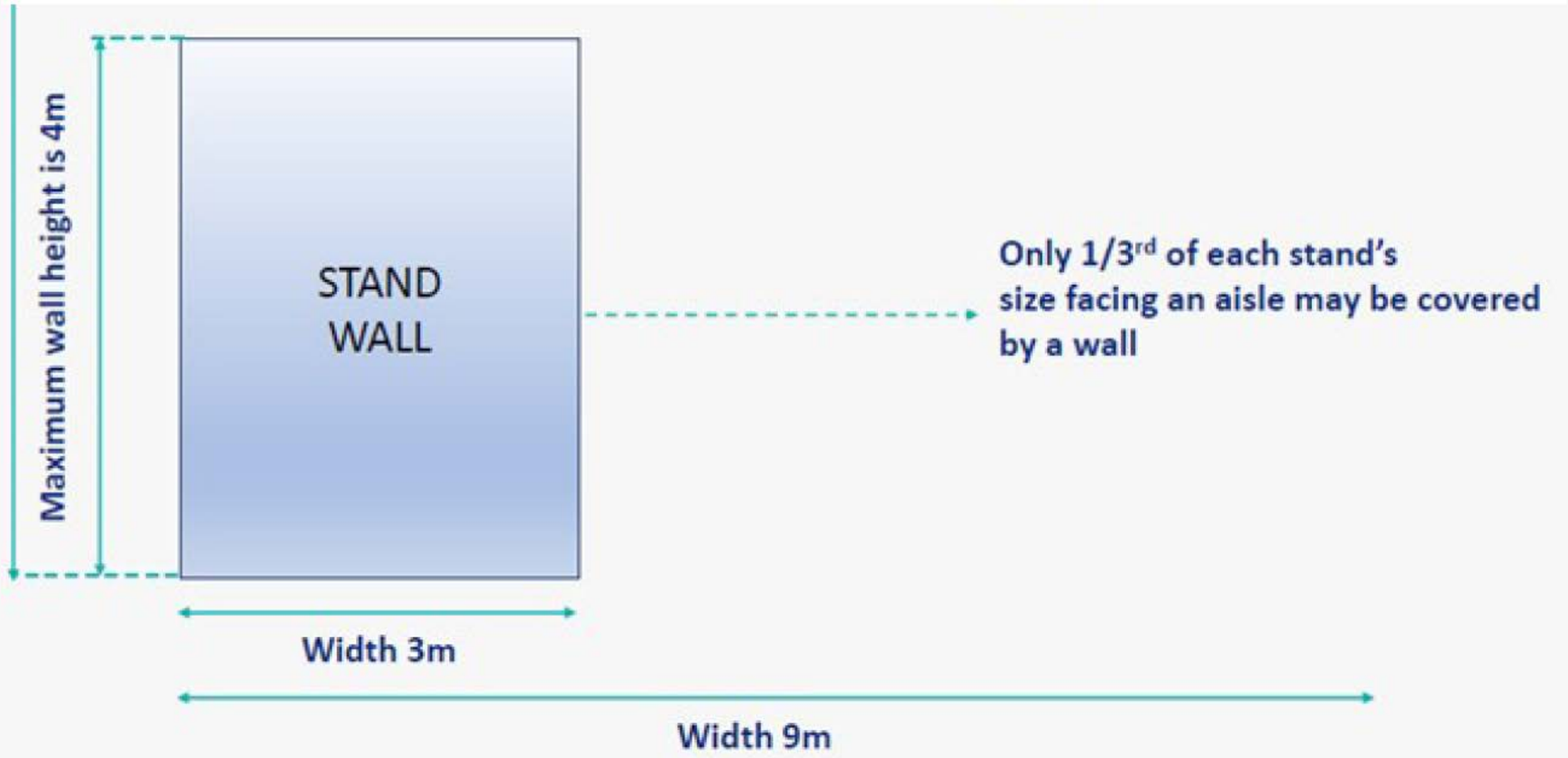
Building restrictions booths

- Hanging banners (only in zone B and C):
  - The lowest point of the hanging banner must be positioned at 4.5 meters above the floor
  - Can have a maximum measurement of 1.5m
  - Overall maximum height up 6 metres, is allowed
- Walls and middle structures:
  - Each side of a stand facing an aisle must remain at least 2/3 open
  - Side walls or middle structures may cover no more than 1/3 of each side, to avoid blocking visibility
- All custom-made booth plans will need to be reviewed and approved by ESHRE
  Booth plans should be sent to xavier@dparchi.com **before 20 April 2027**
- It won't be necessary to provide certificates beforehand
- There are pillars in the exhibit hall which can be branded

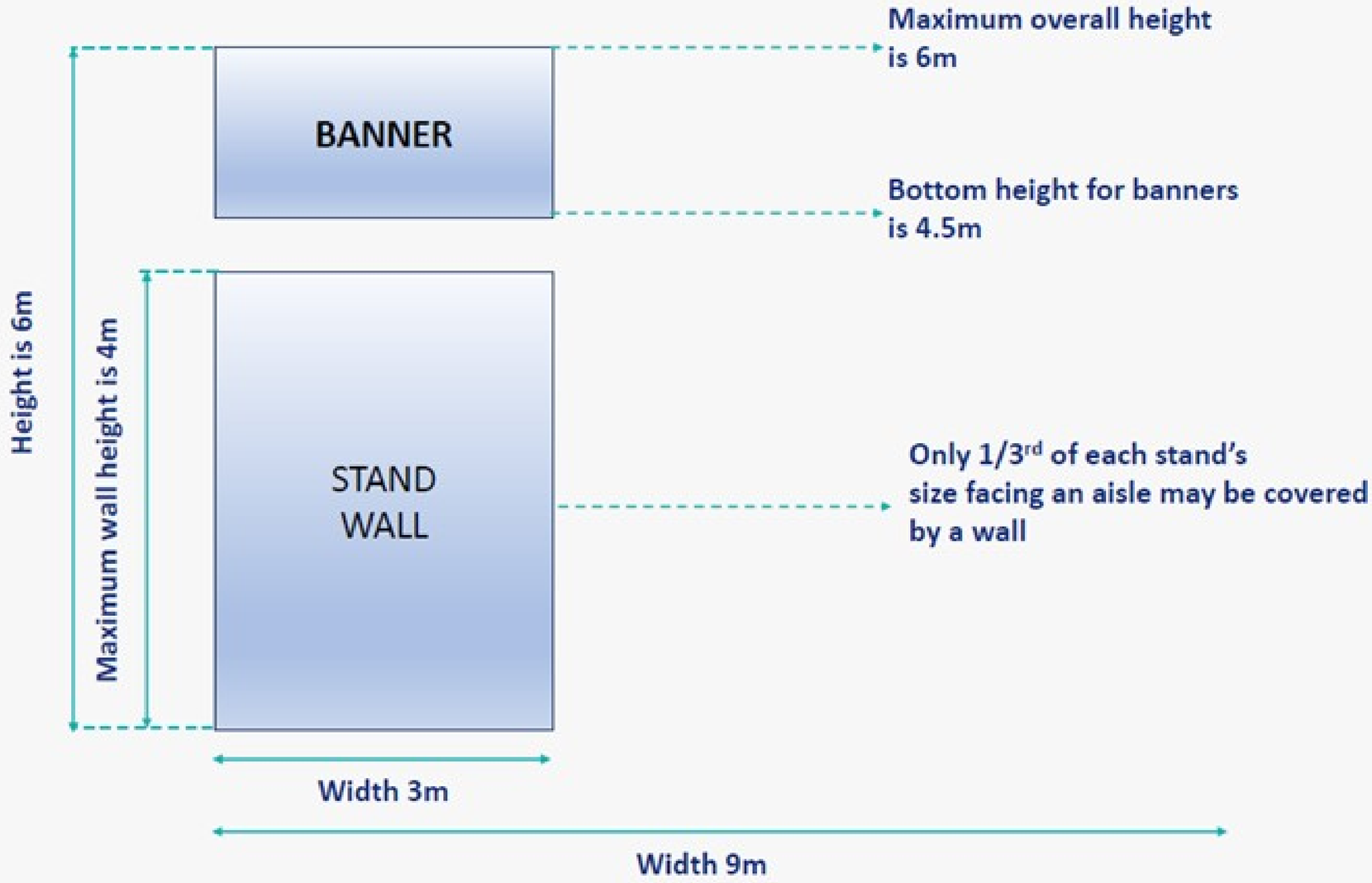
Building Restrictions zone A
Inline, Corner and Peninsula booths
(no hanging banners possible)



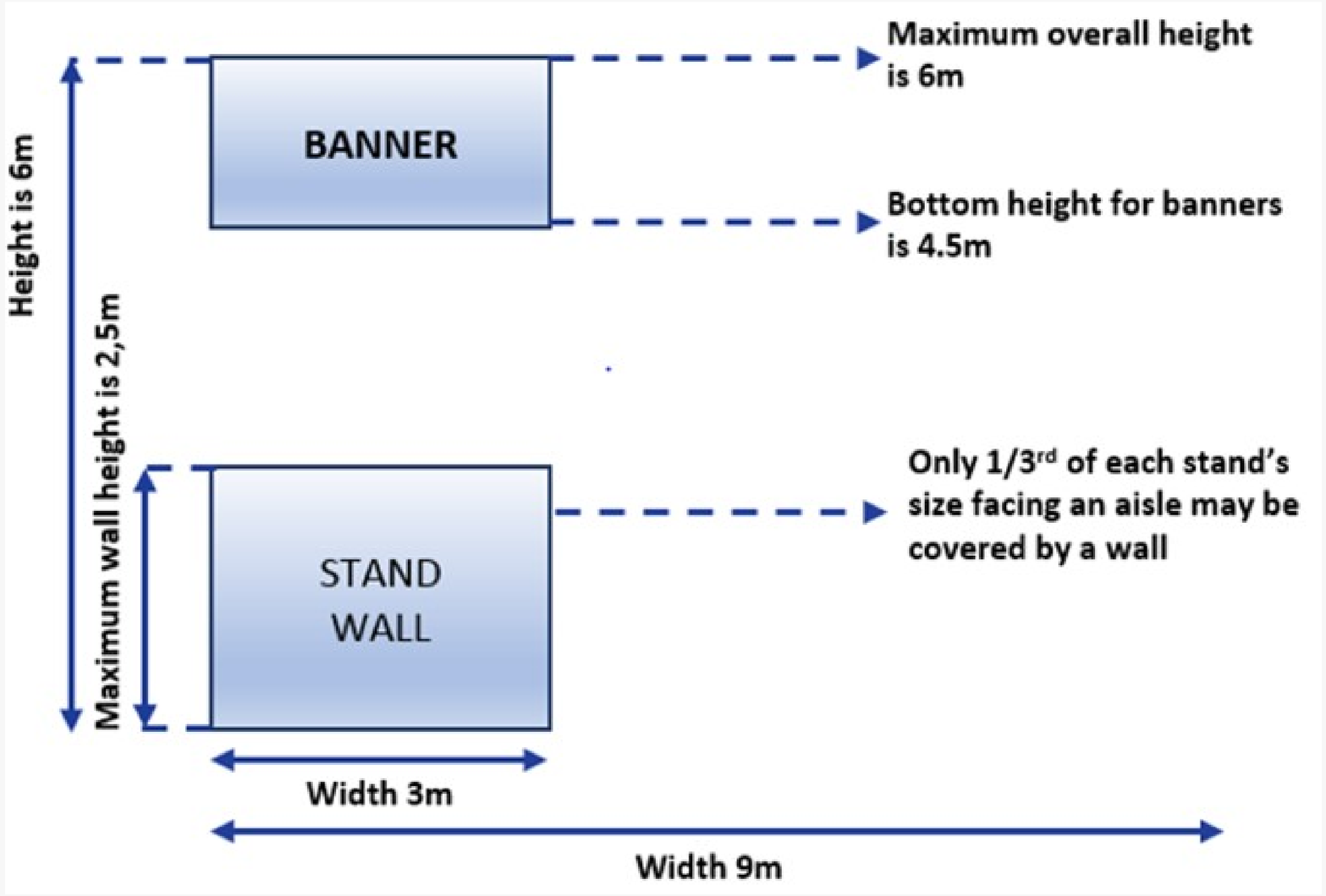
Building Restrictions zone A
Island booths
(no hanging banners possible)



Building Restrictions zone B + C
Island booths



Building Restrictions zone B + C
Inline, Corner and Peninsula booths



Booth types

The following booth types will be offered:

FLOOR SPACE ONLY (up to max. 315m²)

- Empty booth space
- Exhibitor's responsibility to take care of the design, set-up, installation, furniture, power, cleaning and dismantling of the booth
- Please note that your booth space should be separated from your neighbouring exhibitors by means of a wall





Webshop

- You can order furniture, power, cleaning and more

Booth types – Shell Scheme

FLOOR SPACE + SHELL SCHEME PACKAGE

- Up to max. 18m²
- A booth space including a shell scheme structure
- Set up for exhibitors who do not design and construct their own stand
- Set up and dismantled by ESHRE's preferred supplier

Includes:

- White wall panels L100 x H240cm
- Carpet flooring – six colour choices
- Fascia board with company name on each open side
- LED spotlights – one per 3m²
- Daytime power of 2kW
- Build-up and dismantling
- Cleaning before official opening
- Daily cleaning incl. daily bin emptying

Webshop

- You can order furniture, extra power, graphics, AV and more





Booth types - Premium



Webshop

- You can order extra furniture, extra power, graphics, AV and more

FLOOR SPACE + PREMIUM BOOTH PACKAGE

- Up to max. 18m²
- A booth space including a strong wooden structure
- Set up for exhibitors who do not design & construct their own stand
- It is set up and dismantled by ESHRE's preferred supplier

Includes:

- Wooden panels H250cm – six colour choices
- Carpet flooring – six colour choices
- Two brandable exhibitor signs, including printing costs
- Brandable desk, including printing costs
- One lightbox with exhibitor graphic
- One storage area (1m²), incl. lockable door
- One brochure holder
- Furniture package
  Choose between 2 predefined packages :
  Pack 1 : High furniture set (Available in white)
  Pack 2 : Low Furniture Set (Available in white)
  All other requests must be ordered through the webshop at your own expense
- LED spotlights – one spot per 3m²
- Daytime power of 2kW
- Build-up and dismantling
- Cleaning before official opening
- Daily cleaning incl. daily bin emptying

Booth types - Diamond

NEW



FLOOR SPACE + DIAMOND BOOTH PACKAGE

- Up to max. 18m²
- A booth space including a strong wooden structure with graphics
- Set up for exhibitors who do not design & construct their own stand
- It is set up and dismantled by ESHRE's preferred supplier

Includes:

- Wooden panels H250cm – six colour choices
- One seamless graphic on the back wall
- Carpet flooring – six colour choices
- One brandable exhibitor sign, including printing costs
- Brandable desk, including printing costs
- One lightbox with exhibitor graphic
- One storage area (1m²), incl. lockable door
- One brochure holder
- Furniture package
  - *Choose between 2 predefined packages :*
  - *Pack 1 : High furniture set (Available in white)*
  - *Pack 2 : Low Furniture Set (Available in white)*
  - *All other requests must be ordered through the webshop at your own expense*
- LED spotlights – one spot per 3m²
- Daytime power of 2kW
- Build-up and dismantling
- Pre-opening cleaning
- Daily cleaning incl. daily bin emptying

Webshop

- You can order extra furniture, extra power, extra graphics, AV and more

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Comparison booth packages

Characteristic	Shell Scheme package	Premium booth package	Diamond booth package
Maximum booth size	Up to 18 m²	Up to 18 m²	Up to 18 m²
Booth space included	✓	✓	✓
Shell scheme structure	✓		
Strong wooden structure		✓	✓
Wall panels / panels	White wall panels, H240 cm	Wooden panels, H250 cm	Wooden panels, H250 cm
Choice of 6 panel colours		✓	✓
Seamless wall graphic			✓
Carpet flooring	✓	✓	✓
Choice of 6 carpet colours	✓	✓	✓
Brandable exhibitor signs		2 signs, incl. printing	1 sign, incl. printing
Brandable desk		✓ (incl. Printing)	✓ (incl. Printing)
Lightbox with exhibitor graphic		✓	✓
Storage area		1 m² with lockable door	1 m² with lockable door
Furniture package		✓	✓
LED spotlights	✓	✓	✓
Daytime power	2 kW	2 kW	2 kW
Build-up & dismantling	✓	✓	✓
Pre-opening cleaning	✓	✓	✓
Daily cleaning	✓	✓	✓
Daily bin emptying	✓	✓	✓

Booth fees per 1m² (€)/ per 1 sq.ft. ($)

Booth type	Floor space only	Floor space + shell scheme	Floor space + premium booth package	Floor space + diamond booth package
Inline booth (i.e. 1 side open towards aisle)	€430 / $46	€550 / $59	€899 / $95	€955 / $101
Corner booth (i.e. 2 sides open towards aisle)	€452 / $49	€577 / $62	€944 / $100	€1003 / $106
Peninsula booth (i.e. 3 sides open towards aisle)	€473 / $51	€604 / $65	€989 / $105	€1051 / $111
Island booth (i.e. 4 sides open towards aisle)	€495 / $53	/	/	/

The fees listed in dollars are approximate and may vary due to currency conversion rates
The fees are excl. VAT

Cost simulation booth fees
Minimum size = 9m² (€) / 96,87 sq.ft. ($)

Booth type	Floor space only	Floor space + shell scheme	Floor space + premium booth package	Floor space + diamond booth package
Inline booth - 9m² (i.e. 1 side open towards aisle)	€3870 / $4466	€4950 / $5715	€8091 / $9203	€8595 / $9784
Corner booth - 9m² (i.e. 2 sides open towards aisle)	€4068 / $4694	€5193 / $6005	€8496 / $9687	€9027 / $10.268
Peninsula booth - 9m² (i.e. 3 sides open towards aisle)	€4257 / $4912	€5436 / $6297	€8901 / $10.171	€9459 / $10.753
Island booth - 9m² (i.e. 4 sides open towards aisle)	€4455 / $5141	/	/	/

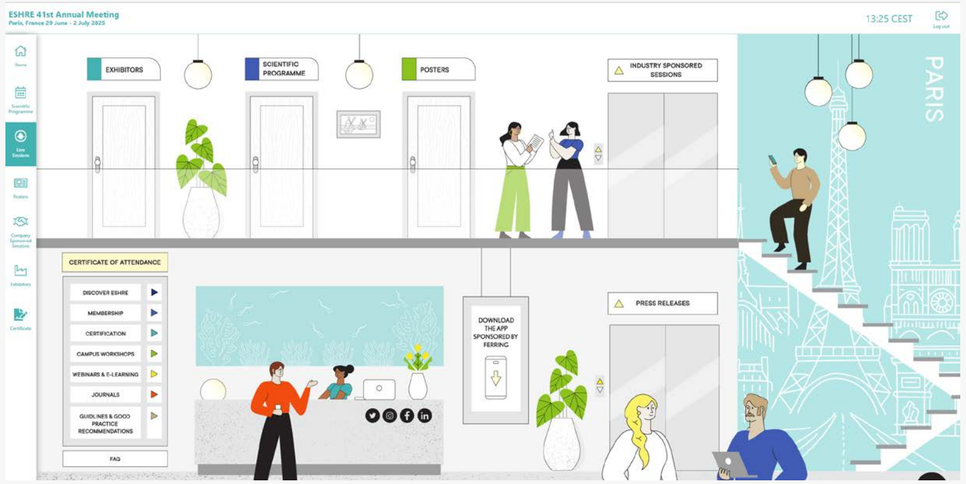
The fees listed in dollars are approximate and may vary due to currency conversion rates
The fees are excl. VAT

Virtual Exhibitor Page

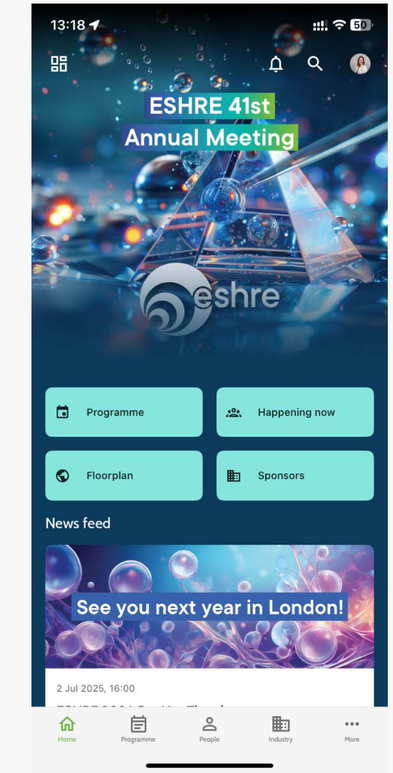
A virtual exhibitor page is included in the space rental based on square metres that you book:

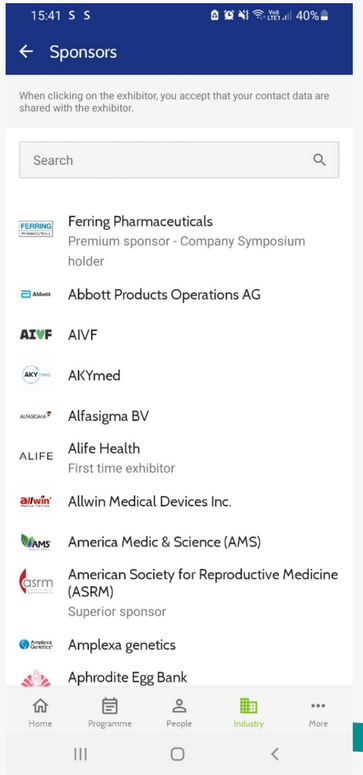
- Basic package for floor spaces from 9m² to 99m²
- Superior package for floor spaces from 100m² to 252m²
- Premium package for floor spaces from 253m² to 315m²

The virtual exhibitor page will be available on the desktop platform and in the congress app of the Annual Meeting



DESKTOP PLATFORM





The Congress APP

How to book a booth space

RANKING LIST

- Stand assignment according to ranking list
- Accumulated credits for the past three years (i.e. 2024 + 2025 + 2026)
- Same application system as for ESHRE 2026: we will work with ranking deadlines in which period you will be able to book your booth
- First-time exhibitors, as well as those not included in the ranking list, will be able to book a booth once the ranked exhibitors have made their selections, as of 10 February 2027.

ONLINE BOOKING FORM

- You'll receive an online booking form when it's your turn to reserve your booth space
- It’s **not** possible to book before your ranking deadline
  (your deadline can be found in the ranking list)

Exhibitor benefits

Exhibit – what's included?

- Exposure at all exhibit hall events:
  - Welcome Reception in the exhibit hall with drinks and finger food on Sunday evening 4 July from 20:00 to 22:00 (official opening of the exhibit)
  - Exhibit open to visitors for 3 days
  - 3 lunch and 5 coffee breaks scheduled
- Exclusive hours during the Welcome Reception, lunch and coffee breaks, with no competing scientific sessions
- Complimentary lunch & coffee for all exhibitors & delegates in the exhibit hall
- A certain number of free badges depending on the booth size
- 4 days for build-up and 1,5 days for dismantling

Badges Stand holders

Stand holders are entitled to a certain number of free Exhibitor badges and Full programme badges, depending on the size of the exhibit space.

Summary table outlining free exhibitor and full programme badges

Booth size	Free Exhibitor badges	Free Full programme Badges
9 m^2	2	1
10-18 m^2	4	1
19 – 44 m^2	8	1
45 – 71 m^2	16	2
72 – 90 m^2	26	2
91 – 152 m^2	35	3
153 – 252 m^2	45	4
253 – 315 m^2	60	4

Badges Stand holders

Free & payable Exhibitor badges

FREE Exhibitor Badges

- Give in-person and virtual access to the exhibition and to the sponsored sessions held in real-time for the duration of the sessions
- Give on-demand access to the virtual exhibit and sponsored sessions (for 5 months after the meeting has been held)
- These badges do not include access to the official scientific programme (i.e. precongress courses and main programme)

PAYABLE Exhibitor Badges

- Additional exhibitor badges beyond the free allocation cost 145,60 Euro excl. VAT per exhibitor badge (182 Euro incl. Swedish VAT of 25%)
- Visitors without a discount badge from a stand holder must purchase a Visitor Exhibit badge for €334,40 excl VAT (€418 incl. Swedish VAT of 25%)

Badges Stand holders

Free & payable Full programme badges

FREE Full programme Badges

- Give in-person and virtual access to the scientific programme (excl. precongress courses), sponsored sessions and exhibition held in real-time for the duration of the congress
- Give on-demand access to the virtual meeting platform for 5 months after the meeting has taken place

PAYABLE Full programme Badges

- Additional Full Programme badges beyond your free allocation can be ordered through the exhibit registration link
- Full programme badges ordered through the exhibit registration link include access to the exhibit outside opening hours

- Until 1 April 2027: fee for extra full programme badges is 603 Euro per badge (incl. Swedish VAT of 25%)
  As of 2 April 2027: fee will increase to 753 Euro per badge (incl. Swedish VAT of 25%)
  As of 10 June 2027: fee will increase to 905 Euro per badge (incl. Swedish VAT of 25%)

Stand holders will receive a link from ESHRE to order their free (and payable) exhibitor badges in the course of March/April.

Exhibit

Exhibit build-up

Thursday, 1 July 2027	from 08:00 to 20:00*
Friday, 2 July 2027	from 08:00 to 20:00*
Saturday, 3 July 2027	from 08:00 to 20:00*
Sunday, 4 July 2027	from 08:00 to 17:00* (Welcome reception as of 20:00)



**times are subject to change*

Saturday, 3 July:

- All booths need to be finished - structurally!
- Aisles need to be cleared, and all empties need to be moved out
- All aisles need to be clean and empty

Sunday, 4 July:

- No heavy material can be brought in anymore
- All aisles need to be clean and empty
- Only booth decoration within the booth allowed
- No “dirty” works allowed

Exhibit



Exhibit opening dates / hours for exhibit visitors

Sunday, 4 July	from 20:00 to 22:00
	(Welcome Reception in exhibit hall for all delegates)
Monday, 5 July	from 08.30 to 17:00
Tuesday, 6 July	from 08.30 to 17:00
Wednesday, 7 July	from 08.30 to 14:00

From Monday, 5 July to Wednesday, 7 July stand holders will have access to the exhibit hall as of 07:30am.

Exhibit



Lunch and coffee breaks in the exhibit hall

Monday, 5 July

- Coffee break: 09:30-10:00
- Lunch break: 13:00-14:00
- Coffee break: 16:30-17:00

Tuesday, 6 July:

- Coffee break: 09:30-10:00
- Lunch break: 13:00-14:00
- Coffee break: 16:30-17:00

Wednesday, 7 July:

- Coffee break: 09:30-10:00
- Lunch break: 13:00-14:00

Exhibit



Exhibit dismantling

- Wednesday, 7 July from 15:00 to 22:00*
- Thursday, 8 July from 08:00 until 16:00*

**times are subject to change*

Please note the following:

- On Wednesday the exhibit will close to visitors as of 14:00 (end of the last lunch break)
- Dismantling can only start once the exhibit hall has been cleared of all visitors by 15:00

Meeting rooms



Stand holders can request meeting rooms, which are located at the Stockholmsmässan. There’s limited availability.

Please send your request to exhibit@eshre.eu

Your contacts at ESHRE

Exhibit team e-mail address: exhibit@eshre.eu



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