



SOCIETY FOR
SIMULATION IN EUROPE
LYON^{17-19 JUNE}
2026

SPONSORSHIP & EXHIBITION

Join us in Lyon

The **31st Annual Meeting of SESAM** will take place in Lyon, France, 17 - 19 June 2026, with Pre-Congress activities on 15-16 June.

Following on from the success of the Valencia Meeting, SESAM 2026 in Lyon promises to be a popular destination and an unmissable event in the simulation calendar.

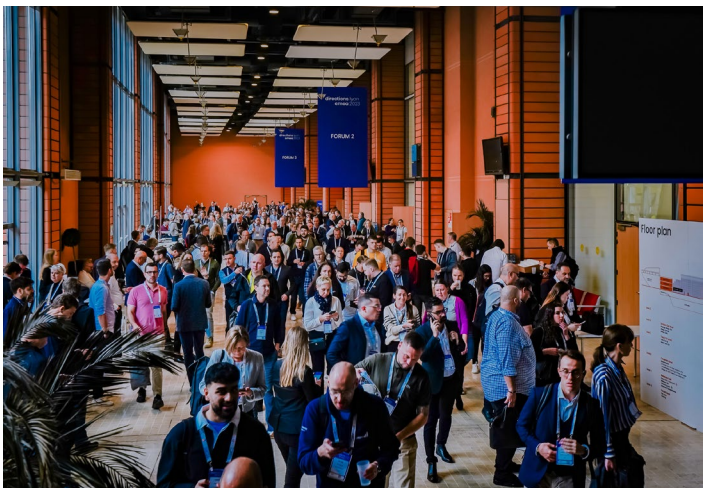
Join us in France's gastronomic capital as we bring together simulation professionals from across Europe and beyond to share expertise, innovation, and best practices.

Lyon promises to be another outstanding venue for connecting our diverse simulation community.

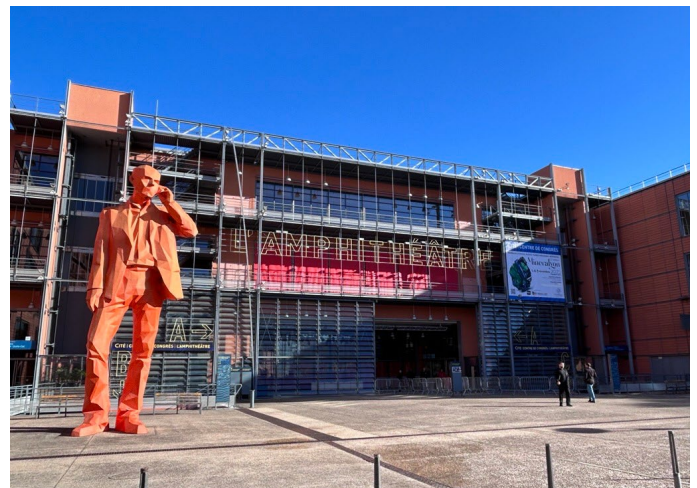


By exhibiting at the 31st Annual Meeting of SESAM your organisation will:

- Have priority to choose the sponsorship options that best fits your marketing objectives
- Gain exposure amongst the anticipated 1,400+ attendees
- Be present during the 3-day programme, including on-site receptions
- Showcase your organisation's leadership in the field of simulation
- Appear on the SESAM Annual Meeting website and the Annual Meeting App both pre-event and during the Annual Meeting.



Centre De Congrès_Foyer Forum ©Ingrid MOYA



Foreword from the President

Dear Colleagues and Partners

It is my privilege to invite you to **SESAM 2026 in Lyon, France**, from 17-19 June 2026.

Lyon is a city steeped in the history of healing. For centuries, pilgrims travelled to Lyon seeking care and refuge, and the city became renowned for its compassion and medical expertise. The Hôtel-Dieu de Lyon, founded in the 12th century, remains one of Europe's most historic hospitals - a symbol of Lyon's enduring commitment to patient care and medical innovation.

Today, Lyon continues this legacy as a leading centre for life sciences, medical research, and healthcare education. It is the ideal setting for SESAM to gather and advance our mission: to ensure that simulation is at the heart of healthcare education, research, and patient safety.

For over 30 years, SESAM has championed the principle that patients deserve the safest possible care - and that simulation is essential to achieving this goal. Our community brings together over 1,400 delegates from 65 countries, committed to translating evidence into practice and fostering innovation in healthcare simulation.

Our industry partners play a vital role in this work. By partnering with SESAM, you connect with a vibrant, engaged community dedicated to improving patient care through simulation.

I look forward to welcoming you to Lyon, where the past inspires our future.

Warm regards



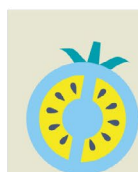
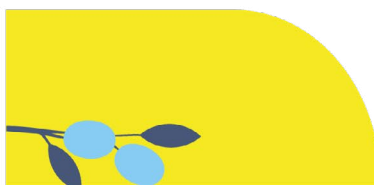
Pier Luigi Ingrassia
President, SESAM



2025 Annual Meeting Report Valencia



487
Presentations



1

One mission:
advancing
healthcare
simulation



83

Workshops

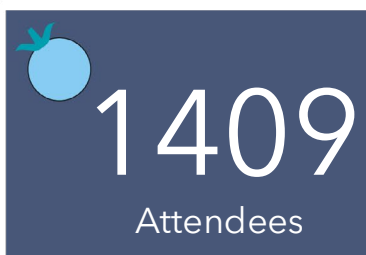
69

Ukrainian
Colleagues



587

first time
attendees



Endless connections
Initiatives
Countless conversations
Opportunities
Ideas



€25.000
excl. VAT

Platinum

Exhibition space in prime location	5x5 sqm
Possibility to extend booth space (extra 500 euros/sqm)	Up to 9 x 5 sqm
Exhibition passes	8
Scientific Programme passes	4
Logo on Annual Meeting session slides	Plenaries
Sponsor acknowledgement	Website + Event app (200 words)
1:1 Meeting with Executive Board	1 during Annual Meeting

1 ADD-ON

to choose from, included in the package

DIGITAL COMMUNICATION PACKAGE

- › Visibility in the newsletter running up to the event
- › Know Before You Go
- › Event app splash page
- › Event app push notifications X2
- › 2 Social Media posts

OR

EPOSTER EDUCATION PACKAGE

- › Sponsor acknowledgement and visibility in the event app
- › Branding and visibility on one ePoster screen on Day 1

€29.500
excl. VAT

Platinum + Corporate Membership

The below benefits are in addition to offers included in selected Annual Meeting packages:

Scientific Programme passes	Additional 3
Annual Meeting Party tickets	2
Discount on Platinum Package	8%
Discounted Keynote Speaker sponsorship	35%
First-look notification opportunities	Sponsorship
Priority booking	Package + Sponsorship
PLUS All other year-long benefits of <u>corporate membership</u>	

€18.000
excl. VAT

Gold

Exhibition space in prime location	4x4 sqm
Exhibition passes	6
Scientific Programme passes	3
Logo on Annual Meeting session slides	Plenaries
Sponsor acknowledgement	Website + Event app (100 words)

1 ADD-ON

to choose from, included in the package

DIGITAL COMMUNICATION PACKAGE

- › Event app push notifications X2
- › 2 Social Media posts

OR

EPOSTER EDUCATION PACKAGE

- › Sponsor acknowledgement and visibility in the event app
- › Branding and visibility on one ePoster screen on Day 2

€23.600
excl. VAT

Gold + Corporate Membership

The below benefits are in addition to offers included in selected Annual Meeting packages:

Scientific Programme passes	Additional 3
Annual Meeting Party tickets	2
Discount on Gold	5%
Discounted Keynote Speaker sponsorship	35%
First-look notification opportunities	Sponsorship
Priority booking	Package + Sponsorship
PLUS All other year-long benefits of <u>corporate membership</u>	

€11.000
excl. VAT

Silver

Exhibition space in prime location	3x3 sqm
Exhibition passes	5
Scientific Programme passes	2
Logo on Annual Meeting session slides	Plenaries
Sponsor acknowledgement	Website + Event app (50 words)

1 ADD-ON

to choose from, included in the package

DIGITAL COMMUNICATION PACKAGE

- › Event app push notifications X2

OR

EPOSTER EDUCATION PACKAGE

- › Sponsor acknowledgement and visibility in the event app
- › Branding and visibility on one ePoster screen on Day 3

€17.500
excl. VAT

Silver + Corporate Membership

The below benefits are in addition to offers included in selected Annual Meeting packages:

Scientific Programme passes	Additional 3
Annual Meeting Party tickets	2
Discounted Keynote Speaker sponsorship	35%
First-look notification opportunities	Sponsorship
Priority booking	Package + Sponsorship
PLUS All other year-long benefits of <u>corporate membership</u>	

Shell Scheme Exhibition Packages



- Shell Scheme 3x2 sqm

€5,250
Price excl. VAT

- Shell Scheme 2x2 sqm

€3,500
Price excl. VAT

The booths include:

- › Shell scheme stand
- › Nameboard
- › Power supply 1.5kW
- › Spotlight
- › 1 table
- › 2 chairs
- › 2 Exhibition passes
- › Access to the Exhibition Hall one hour before and after official exhibition hours for set up
- › Access to the SESAM Hub presentations

Sponsorship Opportunities

Additional opportunities for **Platinum, Gold** and **Silver Partners only**

› Industry Workshop

90-min Product or equipment demonstration. Promoted on SESAM channels, website & the event app prior to and during the Annual Meeting.

Platinum €2,700

Gold €2,850

Silver €3,000

› Lanyard Partner

Your logo on every attendee badge lanyard – maximum visibility throughout the event.

Platinum €6,300

Gold €6,650

Silver €7,000

Branding and Advertising Opportunities open to **all sponsors**

DIGITAL

› **Official Event App Sponsor** **€7,500**

Exclusive sponsorship of event app including: home screen and login; logo on all communication and signage signposting where and how to download the app; push notifications. NB Push notifications will also be offered to other sponsors and a sponsors page will be available on the app.

› **Language Access Champion** **€8,000**

Support the event's mission to make simulation education accessible to all by funding live transcription and real-time translation into multiple languages.

› **Wi-Fi Sponsor** **€5,000**

Sponsor the event Wi-Fi and have your brand's name appear each time a participant connects to the venue's Wi-Fi network.

› **Spotlight Video Interview - Day 1** **€3,800 - 2 slots**

A 60-second professionally recorded interview at your booth that you can share on social media channels during or after the event.

› **Spotlight Video Interview - Day 2 (Tier 1)** **€3,500 - 2 slots**

Same as above, with slightly reduced pricing for Day 2.

› **Spotlight Video Interview - Day 3 (Tier 2)** **€3,200 - 2 slots**

Same as above, with slightly reduced pricing for Day 3, ideal for emerging brands.

BRAND TOUCHPOINTS

- › **Mobile Charging Unit** **€2,500**
Sponsor a charging station and put your brand front and centre where attendees gather to power up and stay connected.

NETWORKING MOMENTS

- › **Networking Lunch Host (1 Day)** **€1,200 - 3 slots**
Sponsor a lunch break and be recognised in signage and announcements – a great way to connect informally.

Platinum €1,020

Gold €1,080

Silver €1,140

- › **Opening Reception** **€5,000**
Support this key networking event at the official opening of exhibition.

Platinum €4,250

Gold €4,500

Silver €4,750

- › **SESAM Party Opportunities** **€3,500**
Entertainment partner
Showcase your brand's flair by sponsoring a live jazz performance during the SESAM cocktail party – a sophisticated setting where your name becomes part of an unforgettable experience.

Platinum €2,975

Gold €3,150

Silver €3,325

Cocktail partner

This opportunity includes branding on the cocktails themselves, offering a creative and memorable way to connect with attendees during one of the most anticipated social moments of the meeting.

Platinum €2,975

Gold €3,150

Silver €3,325

CULTURAL KEEPSAKE

- › **Send a smile from Lyon postcard station** **€5,000**
A charming activation where attendees can send branded postcards from Lyon to colleagues or family.

SIMUNI (SUBJECT TO APPROVAL)

Showcase opportunities

The opportunity to showcase your product/ technology to learners, institutions and the Annual Meeting audience. Sponsorship includes technical support and financial contribution.

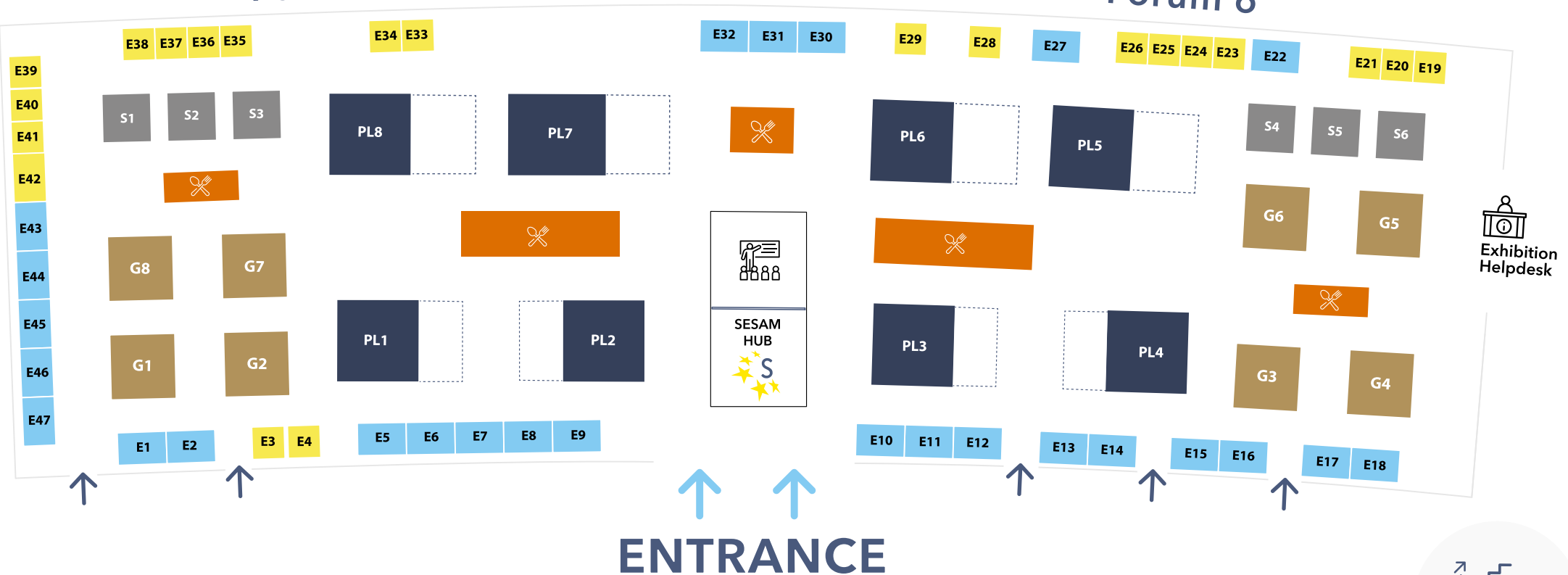
- › **Technology virtual rounds** **Showcase +€5,000**
- › **Technology in person finals** **Showcase +€5,000**
- › **Moulage in person finals** **Showcase +€3,000**
- › **Headline sponsor**






*Subject to approval. To discuss this and other opportunities, please contact executive.director@sesamsociety.org

Exhibition Floorplan

Forum 5

Forum 6



-  Platinum Package (5x5 sqm)
-  Gold Package (4x4 sqm)
-  Silver Package (3x3 sqm)
-  Shell Scheme (3x2 sqm)
-  Shell Scheme (2x2sqm)

Preliminary Week Planning

How to book:

- › Connect to the [Online Booking System](#)

Booking Steps:

- 1 Create your account
- 2 Click 'Sign Up' to create your exhibitor profile
- 3 Then 'Sign in'
- 4 Check the exhibition floorplan and proceed with the package selection (location and type)
- 5 Then click 'Buy' to secure your booth
- 6 Check the sponsorship opportunities available in the Shop
- 7 Confirm your order and proceed to the invoice and check out.



SESAM Corporate Membership

Year-long Benefits

CORE PRIVILEGES

- › Up to 3 corporate representatives: changeable at any time throughout the year
- › Single voting right: one consolidated vote at the AGM and on all society decisions
- › Strategic engagement: access to all SESAM strategic meetings with other stakeholders
- › Direct executive access: personal liaison to the Executive Board Industry Liaison and SESAM Executive Director for new-project development and ongoing support

FULL MEMBER BENEFITS

- › All entitlements of individual and institutional members (discounts, resources, publications)
- › Participation in Communities of Practice (CoPs)

VISIBILITY & BRANDING

- › Logo placement on SESAM website with hyperlink
- › Announcement and logo-feature post on SESAM social media channels
- › One feature in SESAM newsletter (corporate spotlight) per year
- › 2 social media posts per year: feature your products/initiatives)

RECOGNITION

- › Certificate of corporate partnership (high-resolution stamp you can display on your website or documents)

EVENTS & MEETINGS

- › **6** Complimentary registrations for each SESAM online event

Annual Meeting Benefits

SESAM ANNUAL MEETING

- › **3** Complimentary scientific registrations at the Annual Meeting
- › **2** Complimentary entries to the SESAM Annual Meeting Party
- › Exhibition and sponsorship:
 - First-look notification of opportunities
 - Priority booking for booth space and sponsorship packages

DISCOUNTS & SPONSORSHIP

- › **8%** discount on Platinum Partner Annual Meeting packages
- › **5%** discount on Gold Partner Annual Meeting packages
- › **35%** discount on Annual Meeting sponsorship of keynote speakers and hot-topic sessions

The above benefits are in addition to offers included in selected Annual Meeting packages

SYMPOSIUM PROPOSAL

- › Opportunity to propose one corporate-sponsored symposium per year at 50% discount on the standard fee

INVESTMENT: €6,500

Corporate membership will be invoiced directly by SESAM and is not liable to VAT.





Contact us!

We are happy to present a range of options for our exhibitors and sponsors, but recognise that you may have specific requests for your presence at SESAM 2026 and we are happy to discuss opportunities packages to meet these needs.

To discuss any of these opportunities, please email [**executive.director@sesamsociety.org**](mailto:executive.director@sesamsociety.org)

