

EAU 26

LONDON, GB
13-16 March 2026

13-16 March 2026

Cutting-edge Science at Europe's largest Urology Congress

Industry Options



www.eau26.org



European Association of Urology

Welcome

EAU26 | LONDON, GB
13-16 March 2026

EAU26: Inviting you to London

In 2026, we are happy to once more come to the United Kingdom to host Europe's biggest urological event, the 41st Annual EAU Congress (EAU26). Every year we welcome thousands of healthcare professionals at our Annual Congresses, and we look forward to doing so again in London in 2026.

At EAU26, medical specialists, researchers and scientists from all over the world will present their latest research, critically examined and discussed by the field's leading experts. While pushing the boundaries of urological science, the Congress also helps prepare young urologists for the first steps in their career with the best of current knowledge and practical clinical information.

The four-day scientific programme features live surgery demonstrations, keynote speakers, case discussions and expert panels, plus educational courses and Hands-on Training courtesy of the European School of Urology.

For 2026, the essential plenary sessions that start each congress day will feature new formats, with more discussion and interactivity to engage the participants. EAU26 will also feature a vast Exhibition where pharmaceutical and technology companies can showcase their latest products.

Industry participation

Of course a huge congress like EAU26 could not be a success without the participation of our industry partners. This brochure outlines some of the ways in which your company can become involved and address key opinion leaders and the world's foremost urology specialists.

You can reach thousands of people over the course of the Congress with a session or a booth, or by sponsoring different aspects of our congress. Our sales team is happy to assist you in making the right choice for your company. Together, we can make EAU26 in London a triumph for urological healthcare.

We look forward to hearing from you!



Prof. Arnulf Stenzl
EAU Secretary General

A handwritten signature in blue ink, appearing to read 'Stenzl'.

Save the Dates

EAU26 | LONDON, GB
13-16 March 2026

Key
Dates and
Deadlines!

Scientific Programme Deadlines

Preliminary scientific programme available	1 October 2025
Abstract submission deadline	1 November 2025

Industry Session Deadlines

Application deadline	15 October 2025
Session allocation	1 November 2025
Receipt draft programme	1 December 2025

Exhibition Deadlines

Deadline for submission stand design plans	15 January 2026
Deadline for submitting company profile	1 February 2026
Exhibition space reservation	15 February 2026

Registration Deadlines

Registration opening	1 October 2025
Early fee deadline	13 January 2026
Regular fee deadline	10 February 2026
Deadline for ordering exhibitor badges	24 February 2026

Advertising Deadlines

Congress newsletter	15 January 2026
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For questions, please contact the EAU Sales Department: sales@uroweb.org

Key Information

Congress Dates

Friday 13 - Monday 16 March 2026

Congress Location

Excel London (East Entrance/DLR:Prince Regent)
One Western Gateway
London E16 1XL
www.excel.london

Congress Organising Committee

EAU Executive Office

Secretary General

Prof. A. Stenzl, Tübingen (DE)

Adjunct Secretaries General

Prof. J. N'Dow, Aberdeen (GB)

Prof. J. Sønksen, Herlev (DK)

EAU Congress Representatives

Executive Manager Operational Affairs

Mrs. Jacqueline Roelofswaard

j.roelofswaard@uroweb.org

Executive Manager Business Affairs

Mr. Maurice Schlieff

m.schlieff@uroweb.org

Sales & Marketing Manager

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Exhibition Team

Ms. Henriët Wieringa & Ms. Susan Brenninkmeijer

ExhibitionEAU@congressconsultants.com

Congress Manager

Mrs. Marije Koops

m.koops@congressconsultants.com

EAU Congress Organiser

Congress Consultants B.V.

PO Box 30016

6803 AA Arnhem

The Netherlands

T +31 (0)26 389 1751

info@eaucongress.org

www.eau26.org

Participants

In total we expect 12,000 participants to attend the EAU26 congress.

Abstracts

We expect more than 1,700 abstracts to be presented in the many video, oral and EGPT abstract sessions.

Faculty

Besides the abstract presenters, more than 2,000 renowned speakers from all over the world will be giving presentations.

Scientific Programme

Daily more than 25 simultaneous scientific sessions are scheduled, including: Game Changing sessions, live surgeries, State-of-the-Art lectures, debates, abstract sessions and video sessions, ESU Courses, ESU Hands-on Training, sessions by the EAU Sections, a patient track, Research Lab and more.

Registration

Congress Consultants B.V., as congress organiser, will handle all registrations. All congress participants including exhibitors should be registered. E-mail for registrations: registrations@congressconsultants.com

Housing

A wide variety of hotels in all price ranges are available. Congress Consultants B.V. has appointed as official housing bureau:

K.I.T. Group GmbH

Kurfürstendamm 71

10709 Berlin

Germany

T +49 30 24 60 34 00

eahotels@kit-group.org

Sales

Our sales team is happy to assist you in deciding what is the right choice for your company to be involved in the largest urology event in Europe. For questions, please contact the EAU Sales Department: sales@uroweb.org

Statistics, 40th Annual EAU25 Congress, Madrid



Opportunities at a Glance

Overview Sponsorship Opportunities		Costs <small>(All prices excl. 20% VAT)</small>
Scientific & Educational Opportunities	Page 7	
Hybrid Industry Session		€99,500
Industry Seminar		€47,500
Hands-on Training Courses (HOT)		On request
Research Forum		€7,750
Video Recording incl. "Video Recording of your session"		€20,000
License Fee		€15,000
Session Evaluation		€6,250
Lead Retrieval		€11,500
AI-powered Live Translation		On request
EAU Awards and Prizes		Various
Company Profile Opportunities	Page 10	
Platinum Branding Package		€84,500
Gold Branding Package		€56,500
Silver Branding Package		€28,500
Advertisements	Page 11	
Congress Newsletter		Starting from €3,750
Programme-at-a-Glance		€22,000
Banner in Daily Email Blast		€19,500
Banner in Delegate Email Blast		€15,500
Profile Opportunities	Page 12	
Bag Insert		€11,000
Commercial Signage		On request
Transportation Passes		On request
Cardboard Stools		€15,000
Reusable Branded Bottles		On request
Guidelines Cup		On request
Fun Run		On request
Distribution Displays Congress Newsletter		€8,500
Multimedia Opportunities	Page 13	
EAU TV		€34,500
Charge & Connect Area		€15,000
Wi-Fi		€28,500
Virtual Platform	Page 13	
Clickable Banner Homepage		€17,500
Clickable Banner Industry		€12,000
Session Banner in Scientific Programme		€4,250
Virtual Bag Insert		€11,000

Opportunities at a Glance

Overview Sponsorship Opportunities		Costs <small>(All prices excl. 20% VAT)</small>
Congress App	Page 13	
Large Card Banner		€9,500
Session Banner in Scientific Programme		€4,250
Push Message		€6,500
Networking Opportunities	Page 14	
Exhibition Space		€945 p. sqm
Company Business Lounge		On request
API Integration		Starting from €2,500

Scientific & Educational Opportunities

Industry Sessions

An Industry Session is a plenary presentation of data, research and facts of pharmaceutical or equipment development. Industry sessions and seminars are scheduled on the following days of the EAU26 Congress:

Friday, 13 March 2026
Saturday, 14 March 2026
Sunday, 15 March 2026

The Scientific Congress Office will assign the booked sessions to the different time slots and aims to have different topics at different times. Applications for Industry Sessions should reach the EAU Sales team before **15 October 2025**. After this date applications are subject to availability and will be assigned to the still available timeslots. The EAU Executive Committee is responsible for the final allocation of timeslots.

Hybrid Industry Session €99,500

Since EAU26 is scheduled to take place in a hybrid format, all Industry Sessions will take place in a hybrid setting. This means that the in person Industry Sessions will be live-streamed via the EAU26 virtual platform and will be accessible for delegates who join physically in London and online from all over the world. During these 60-minute sessions both in person and online delegates can actively participate via Q&A facilities online and in the room.

Industry Seminar €47,500

A seminar is a 60 minute interactive session, based on plenary or individual demonstration, explanation or application of equipment/devices. A seminar can be attended by a maximum of 100 people.

Research Forum €7,750

The new EAU Lab will spotlight basic and translational research at the congress, featuring sessions by ESUR and ESUP, plus two new research-focused abstract sessions. It aims to deepen urologists' understanding of urological diseases and foster active research engagement across subspecialties. The EAU Lab will be hosted over two days during EAU26, on Saturday and Sunday. During industry session time slots there is room for 15-minutes presentations to update delegates on new trials, recruit centres to join trials or present new solutions to facilitate research. You can opt for a formal presentation, an interactive Q&A with a panel and the attendees, or a combination of both.

Hands-on Training Courses (HOT) On request

Hands-on Training Courses during EAU26 will be organised and supervised by the European School of Urology (ESU). The Scientific Committee of the ESU will endorse the scientific content of these courses, and EU-ACME accreditation will apply to all Hands-on Training Courses.

	Industry Session	Industry Seminar
	€99,500	€47,500
Standard package of room set-up and audio-visual equipment, as well as room assistance	✓	✓
During Congress live streaming of the industry session via the EAU26 virtual platform	✓	
Post Congress: Content on demand in EAU26 Resource Centre (1 year)	✓	
Q&A onsite and online included	✓	
Pre-congress email blast with all industry sessions & seminars	✓	✓
Company may put up one poster at the entrance to the industry room on the full day of their industry session	✓	
Company may put up one poster in a special dedicated poster area	✓	✓
Acknowledgement by: • Company name on EAU26 website • Company name on EAU26 virtual platform • Company name in EAU26 congress app	✓	✓
Industry session programme in Congress newsletter	✓	✓

Scientific & Educational Opportunities

Add-ons for Industry Sessions and Industry Seminars

Video Recording of your Session €20,000

You can choose to have your Industry Session video recorded for your own use. The fee includes the videotaping itself and the full copyrights of your Industry Session which enables you to develop educational material for internal and external use based on the recorder materials. In case you prefer to videotape your session with an external video team, a copyright fee is in place.

License Fee €15,000

The European Association of Urology is the official owner of the copyright of all content. In case you would like to use the content of your Industry Session for external purposes like an external platform, a license fee is applicable. This can serve as a direct aftersales tool and will increase the return on investment of your Industry Session.

Session Evaluation €6,250

Get a detailed and customised evaluation of your session by anonymous and encrypted feedback from your attendees.

Lead Retrieval €11,500

Get the leads and basic contact details (name and email address) of your attendees approx. 48 hours post the session to follow up after the congress.

AI-powered Live Translation On request

Do you want to offer live translations for your Industry session or seminar? Delegates can use their phones to scan a QR code when they enter the room, which will direct them to a dedicated webpage. There, they have options to translate the audio feed into one of sixty languages, either to read along as a closed caption or to listen to a spoken translation. Captions can also be generated in English for delegates who are hard of hearing.

Scientific & Educational Opportunities

EAU Awards and Prizes		Costs
EAU Recognition Awards		
EAU Crystal Matula Award		€12,500
EAU Hans Marberger Award		€5,000
EAU Scientific Awards		
First Prize Best Abstract Resident		€2,500
Second Prize Best Abstract Resident		€1,500
Third Prize Best Abstract Resident		€1,000
Manfred Wirth Young Investigator Award		€3,000
Best Paper published on Fundamental Research in the Urological Literature		€5,000
Best Paper published on Clinical Research in the Urological Literature		€5,000
Third Prize Best Abstract (Oncology)		€1,000
Third Prize Best Abstract (Non-Oncology)		€1,000
Second Prize Best Abstract (Oncology)		€1,500
Second Prize Best Abstract (Non-Oncology)		€1,500
First Prize Best Abstract (Oncology)		€2,500
First Prize Best Abstract (Non-Oncology)		€2,500
Best Scientific Paper in European Urology		€5,000
Best Translational Research Paper published in European Urology		€3,000
Best Clinical Research Paper published in European Urology		€3,000
Best Robotic Paper published in European Urology		€5,000
René Küss Prize by the EAU Section of Transplant in Urology		€1,000
Research Grant by the EAU Section of Transplant in Urology		€4,000
Helmut Haas Award by the EAU Section of Outpatient and Office Urology		€1,000
Vision Award by the EAU Section of Urological Imaging		€1,500
'Guidelines Cup' (1st, 2nd, 3rd + Audience) by the European Society of Residents in Urology		€5,000
Best Scholar Award by the European Urological Scholarship Programme		€1,000
First Video Prize		€2,500

For the Prizes Programme of the 26th International Meeting of the European Association of Urology Nurses (EAUN), please see the EAUN Industry Options.

Acknowledgements	
Sole sponsor of each award or prize	
Verbal acknowledgement of the sponsor at the handover	✓
Sponsor acknowledgement on www.eau26.org	✓
Sponsor acknowledgement on the EAU Award Gallery	✓

Company Profile Opportunities

Branding Packages	Costs
Platinum Branding Package 2x	€84,500
Clickable Banner Homepage on Virtual Platform	
Large Card Banner in Congress App	
Bag Insert (virtual + onsite)	
Banner in Email Blast	
Company Profile Page on Virtual Platform and in Congress App	
1/1 Page Advert in Congress Newsletter	
Onsite Sponsor Sign	
Gold Branding Package 4x	€56,500
Clickable Banner Industry Landing page on Virtual Platform	
Large Card Banner in Congress App	
Bag Insert (virtual + onsite)	
Company Profile Page on Virtual Platform and in Congress App	
1/2 Page Advert in Congress Newsletter	
Onsite Sponsor Sign	
Silver Branding Package 6x	€28,500
Bag Insert (virtual + onsite)	
1/4 Page Advert in Congress Newsletter	
Company Profile Page on Virtual Platform and in Congress App	
Onsite Sponsor Sign	

Company Profile Opportunities

Advertisements

Programme-at-a-Glance

€22,000

This is a very convenient pocket-sized version of the programme which also includes information on sessions, meeting rooms, congress centre layout, etc. Copies: 12,500

- Sole sponsor of the Programme-at-a-Glance
- Possibility to include booth number reference
- Company advertisement at the back cover of the booklet

Congress Newsletter

A special Congress Newsletter will be emailed to over 60,000 subscribers of the EAU newsletter, one week before the start of the Congress. During the Congress printed copies will be distributed via various distribution displays. Important news and scientific topics presented at the congress will be reported. Company advertisements and advertorials can be included.

Banner in Daily Email Blast

€18,500

Add your company banner to one of the daily email blasts that will be sent out to over 60,000 HCPs active in urology. The highlights of that specific congress day will be shared via this mailing, which is perfect to increase your brand awareness and the traffic to your website. Also a great way to promote your next day industry session! The mailing will be distributed on each day of the Congress.

Banner in Delegate Email Blast

€15,000

If you want to specifically target the EAU26 delegates, the delegates email blasts are spot on. These mailings are either sent pre or post Congress and have great engagement in terms of opening and click rate.

Congress Newsletter (A3 printed)	
Page 1/1	€9,950
Half page 1/2	€5,750
Quarter page 1/4	€3,750
Front page teaser	€4,250
Programme-at-a-Glance & Exhibition Guide	
1/1 advert on outside cover (1 sponsor exclusively)	€22,000
Banner Email Blast	
Banner in Daily Email Blast	€18,500
Banner in Delegate Email Blast	€15,000

*50% surcharge is applicable on outside covers, 25% surcharge on inside covers.

Company Profile Opportunities

Profile Opportunities

Bag Insert

€11,000

Your company flyer/leaflet will be inserted in the physical congress bags that each of the 12,000 participants will receive. Perfect to promote your industry session or generate additional traffic to your booth!

Commercial Signage

On request

Outside and within the congress venue, there are some locations that have been made available for onsite advertising. All advertising spots are at busy locations and will offer your company high exposure. To request the available commercial signage options, please email sales@uroweb.org.

Transportation Passes

On request

Transportation passes are provided for all congress delegates to travel within London. Passes are valid on all public transport in London.

Guidelines Cup

On request

The EAU Guidelines Cup is a competition which will determine which EAU junior members know the EAU Guidelines the best. The Cup will consist of three rounds. The first and second rounds will be online and consist of multiple-choice questions. The top three participants from the second round will compete during the live finale during YUORday.

One exclusive partner can support this competition in various ways such as social media campaign, prizes for the winner and more. A great way to engage with young urologists, promote the EAU Guidelines and support the event pre and during YUORday!

Fun Run

On request

A vibrant event promoting fitness and community engagement among urology professionals. Benefit from prominent brand visibility and connect with a health-conscious audience in a fun, energetic atmosphere. EAU will promote the event via social media before, during, and after the event. Branding on race bibs, exclusive water stations, or presenting awards available upon request.

Reusable Branded Bottles

On request

Bottles can be customised with your very own design. A great way to promote your brand in a sustainable way and cut down on single-use water bottles. Bottles will be available for distribution at your booth. Pricing dependent on design and type of bottle. Minimum order quantity is 500.

Cardboard Stools

€15,000

Offer the congress delegates your own branded cardboard stool to sit on. 150 stools will be placed in the public areas throughout the congress venue and will therefore create maximum visibility for your company branding. The price excludes the design and includes the production costs. This option is available for 3 sponsors.



Distribution Displays Congress Newsletter

€8,500

Promotion and distribution displays for Congress News will be placed throughout the congress venue at key locations. The displays will feature your company name/logo.

Company Profile Opportunities

Multimedia Opportunities

Charge & Connect Area €15,000

With the ever-increasing use of smartphones, tablets and laptops at our Annual Congresses, delegates like the chance to charge their devices. The Charge & Connect Area offers tables and chairs, power outlets and a Wi-Fi connection so delegates can work or meet colleagues while waiting for sessions. The Charge & Connect Area can be branded with your company name/logo.

Wi-Fi €28,500

A Wi-Fi connection will be available free of charge for all participants in the congress venue. Your company name/logo and booth number will appear on the welcome screen.

Virtual Platform

Clickable Banner Homepage €17,500

Max 4 banners

Clickable to industry session page or company profile page

Clickable Banner Industry Page €12,000

Max 5 rotating banners

Clickable to industry session page or company profile page

Session Banner in Scientific Programme €4,250

Add a banner of your choice to the detail page with all information of your industry session.

Virtual Bag Insert €11,000

Increase your visibility with a virtual congress bag insert. Your company flyer/leaflet will be published on the virtual platform on a dedicated page. Visitors can review and download your leaflet. A great way to promote your industry session or a new product!

Congress App



Large Card Banner €9,500

Sponsor appears on a large card with a customisable banner in the industry overview. Large cards appear at the top of the list and will certainly attract attention. Each sponsor is limited to one large card banner.



Session Banner in Scientific Programme €4,250

Add a banner of your choice to the detail page with all information of your industry session or seminar.



Push Message €6,500

Send out a push message 30 minutes before the start of your industry session or seminar.

EAU TV €34,500

EAU TV is a daily news show that covers the highlights of the Annual EAU Congress of Friday, Saturday, Sunday and Monday. It is a mix of highlights of the scientific programme, interviews with KOLs, debates, winning abstract submitters and impressions by delegates and EAU representatives.

By summarising the key highlights of the Congress and adding the perspective of experts in various disciplines, EAU TV enables knowledge transfer at a broader scale and reaches an additional audience across Europe and beyond.

The daily news shows will be published via:

- Uroweb
- EAU26 website
- YouTube
- Various EAU social media

Company Profiling Options:

- Joint content creation: industry partners can suggest topics, speakers and strengthen their market leader position by claiming their field of expertise
- Logo in leader
- Recording of interview with your brand ambassadors



Networking Opportunities

Exhibition Space

The Exhibition accompanying EAU26 will be held in the Excel London from Friday, 13 March to Monday, 16 March 2026.

Exhibition Opening Hours (tentative):

Friday, 13 March: 12:00 - 18:00

Saturday, 14 March: 10:00 - 17:30

Sunday, 15 March: 10:00 - 17:30

Monday, 16 March: 10:00 - 13:00

Costs

The price per square metre "bare floor space" is **€945**.

The stand is hired as space only. This means that the stand site will be rented without prefabricated walls, installations, furniture, electricity, carpet and, furnishings or any other technical supplies and facilities.

Number of free exhibitor badges related to booth size

< 30 sqm	2
30 – 74 sqm	4
75 – 100 sqm	6
> 100 sqm	8

Additional exhibitor badges can be ordered (price to be determined)

How to reserve exhibition space

To reserve exhibition space please request the Exhibition Reservation Form via EAU Exhibition Team of Congress Consultants B.V.:
ExhibitionEAU@congressconsultants.com

API Integration **Starting from €2,500**

Have the main contact details of your lead directly imported in your own CRM system via an API integration. You can either use your own devices (mobile phones) or order additionally extra scanning. No more hassling with importing dataset but direct followup after the congress by just scanning the delegates badge!

Company Business Lounges

The private lounges are located close to both session rooms and exhibition area. Here you have the opportunity to welcome your guests in a relaxing and quiet atmosphere. There are only a limited number of business lounges available that will be sold on a first come, first served basis.

The business lounge rental has a duration of 5 days. These 5 days consist of 1.5 build-up days (12/13 March), 4 opening days (13-16 March) & 1 evening for dismantling (16 March).

Please note that all visitors of your business lounge must be registered as full participants or as exhibitors for the 41st Annual EAU Congress in London.

A maximum of 5 delegates are allowed to visit your business lounge at the same time.

Terms and Conditions

General terms and conditions

The EAU trusts that all companies, next to the EAU regulations, commit to the existing European and national regulations of the healthcare authorities. The information contained in this brochure can be subject to change.

Reservation conditions

All reservation requests must be made by means of the official forms provided for that purpose and returned duly completed and signed. Reservation requests sent without the official application form will not be accepted. Please note that reservations made by phone cannot be accepted. The organisers reserve the right to deny advertisement space to any company or organisation whose activities do not directly concern the general topic of the meeting or whose products fail to meet the level of performance required by the organising committee.

Payment Conditions

30 days upon invoice date

All payments must be made in Euro in one of the following two ways:

by bank draft payable in the Netherlands to the order of:

Congress Consultants B.V. – EAU26

PO Box 30016

6803 AA Arnhem

The Netherlands

by bank transfer to:

Congress Consultants B.V. – EAU26

ING Bank Account: 65 55 01 533

IBAN: NL94INGB0655501533

SWIFT/BIC: INGBNL2A

Exhibition Space

Upon reservation: 10% non-refundable deposit of the total amount

December 1, 2025: 50% deposit of the total amount

February 1, 2026: 40% deposit of the total amount

All other industry opportunities

30 days upon invoice date

All payments must be made in Euro in either of the following two ways:

by bank draft payable in the Netherlands to the order of:

Congress Consultants B.V. – EAU26

PO Box 30016

6803 AA Arnhem The Netherlands

by bank transfer to:

Congress Consultants B.V. – EAU26

ING Bank

Account: 65 55 01 533

IBAN: NL94INGB0655501533

SWIFT/BIC: INGBNL2A

Impossibility - Force Majeure

The performance of this Agreement is subject to termination without liability upon the occurrence of any circumstance beyond the control of either party - such as acts of God, war, acts of terrorism, government regulations, disaster, strikes, civil disorder, or curtailment of transportation facilities - to the extent that such circumstance makes it illegal or impossible for Congress Consultants to hold the Congress. The ability to terminate this Agreement without liability pursuant to this paragraph is conditioned upon delivery of written notice to the other party setting forth the basis for such termination as soon as reasonably practical - but in no event more than 10 days - after learning of such basis.

In addition, the following will apply with specific respect to the COVID-19 outbreak characterized as a pandemic by the World Health Organization on March 11, 2020: If (1) the country, the state or province where the Congress venue is located, or the country(ies), state(s) or province(s) from which a majority of Congress attendees are traveling, issues a regulation, advisory, notice, or warning

(collectively, a "Notice") advising travellers to avoid travel to the city where the Congress Venue is located, avoid gatherings of the size contemplated by this Agreement, or to shelter in place/stay at home as a result of the COVID-19 pandemic, and such Notice covers the Congress dates, and (2) as a direct result of such Notice, Client wishes to modify its Agreement with Congress Consultants, Client will notify Congress Consultants as soon as reasonably practicable, but in any event at least 14 days before the first day of the Congress. Upon Congress Consultants' receipt of Client's notice, Congress Consultants and Client will commence good faith discussions regarding potential amendments to this Agreement, which may include, by way of example, rebooking the Congress (with any deposits on file being applied to the rebooked Congress) or Congress Consultants and Client may, as a matter of final resort, mutually agree to terminate the Agreement without liability if they agree that no suitable alternatives exist and termination is in the best interest of both parties. If Congress Consultants and Client cannot reach an agreement to amend or terminate the Agreement within 14 days of the date Congress Consultants receives Client's Notice, or such other time as mutually agreed by the parties, and Client is not permitted to terminate without liability under paragraph 1 above, the Agreement will remain in full force and effect. This paragraph will become null and void upon the World Health Organization's declaration that the COVID-19 pandemic has ended.

Termination of the Agreement in accordance with this Impossibility section will be without liability. For purposes of this Agreement, "without liability" means that, except as set forth in the next sentence, no money damages (including any liquidated damages identified in this Agreement) will be due by the terminating party to the other party as a result of the termination and Congress Consultants will refund to Client any deposits that Congress Consultants has received from Client for the Congress.

Notwithstanding the foregoing, Client agrees that, if the Agreement is terminated in accordance with this Impossibility section within 14 days before the first day of the Congress, Client will be liable for any expenses Congress Consultants has already incurred in preparation for the Congress. Any such amounts will be deducted from any deposit that Congress Consultants will return to Client or, if no deposit is on file, Congress Consultants will invoice Client for such amounts.

For all applicable Terms and Conditions regarding the Exhibition, please request the Exhibition Reservation and Agreement Form via ExhibitionEAU@congressconsultants.com

Terms and Conditions

Cancellation Policy

Exhibition Space

All partial or total cancellation by exhibitors must be made in writing (registered letter) to Congress Consultants B.V. and will be subject to the following cancellation penalties:

- Before 1 December 2025: 10% of the rental amount will be invoiced
- Between 1 December 2025 and 1 February 2026: 50% of the rental amount will be invoiced
- After 1 February 2026: the total amount will be invoiced

All other Industry Opportunities

All partial or total cancellations must be made in writing (registered letter) to Congress Consultants B.V. and will be subject to the following cancellation penalties:

- Before 1 December 2025 15% of the total amount (incl. VAT) will be invoiced
- Between 1 December 2025 and 1 February 2026: 50% of the total amount (incl. VAT) will be invoiced
- After 1 February 2026: the total amount (incl. VAT) will be invoiced

Regulation Compliance

The exhibitors and sponsors agree to observe all regulations and requirements stipulated in this document and shall not construe them as merely administrative. The exhibition and congress management shall exercise full power in the duties vested to their rank to find the means necessary in order to enforce the present regulations to their full extent.

The exhibitors and sponsors accept to comply with all regulations thereof and any new provision and/or amendment that may be brought due to the circumstances at that time, and adopted as being in the best interest of the event pursuant to which the organisers reserve the right to convey new information even verbally. Any infraction of customary and statutory regulations, instructions or government decrees and/or amendments enacted or referred to, may result in the immediate eviction of the offending exhibiting or sponsoring person or company by decision of the organisers, without prior notice and without prejudice to any compensation that could be claimed as a result against the offender in repair for damage and signed, payment default or injury from which the event could suffer. The aforementioned shall apply in particular in the event of insurance default, non-conformity to the general instructions, failure to comply with safety regulations, non- occupancy of the booth, absence of the reservation form duly completed and signed, payment default.

Disputes arising in connection with the present clauses shall be settled in any court having jurisdiction over the organisers' head office.

Insurance

Exhibitors and sponsors are required to subscribe to public liability and property damage insurance for their equipment and/or merchandise, whether this equipment and/or merchandise is their own or of that of a third party, with the exception of the organisers' personal property which falls within their own responsibility. By reason of their participation, exhibitors and sponsors agree to renounce a possible right of action against:

- The 41st Annual EAU Congress
- Core PCO for EAU26, Congress Consultants B.V.
- The European Association of Urology
- The city of London
- Great Britain
- K.I.T. Group GmbH personnel
- Other sub-contractors and their personnel

For all applicable Terms and Conditions regarding the Exhibition, please request the Exhibition Reservation and Agreement Form via ExhibitionEAU@congressconsultants.com

Industry Options Reservation Form EAU26

Company Contact Details	
Company name	
Contact person	
Position	
Address	
Postal code, city and country	
Telephone	
E-mail	
Invoicing address (if different from above)	
VAT number	
PO number (if applicable)	

Scientific/ Educational Opportunities		
	Hybrid Industry Session	€99,500
	Industry Seminar	€47,500
	Hands-on Training Courses (HOT)	On request
	Video Recording incl. License Fee	€20,000
	License Fee	€15,000
	Session Evaluation	€6,250
	Lead Retrieval	€11,500
	AI-powered Live Translation	On request
	Research Forum	€7,750
	EAU Awards and Prizes	Various
Company Profile Opportunities		
	Platinum Branding Package	€84,500
	Gold Branding Package	€56,500
	Silver Branding Package	€28,500
Advertisements		
	Congress Newsletter	Starting from €3,750
	Programme-at-a-Glance	€22,000
	Banner in Daily Email Blast	€19,500
	Banner in Delegate Email Blast	€15,500
Profile Opportunities		
	Bag Insert	€11,000
	Commercial Signage	On request

	Transportation Passes	On request
	Cardboard Stools	€15,000
	Guidelines Cup	On request
	Fun Run	On request
	Reusable Branded Bottles	On request
	Distribution Displays Congress Newsletter	€8,500
Multimedia Opportunities		
	Charge & Connect Area	€15,000
	Wi-Fi	€28,500
Virtual Platform		
	Clickable Banner Homepage	€17,500
	Clickable Banner Industry Page	€12,000
	Session Banner in Scientific Programme	€4,250
	Virtual Bag Inserts	€11,000
	EAU TV	€34,500
Congress App		
	Large Card Banner	€9,500
	Session Banner in Scientific Programme	€4,250
	Push Message	€6,500
Networking Opportunities		
	Exhibition Space <small>Exhibition space can not be booked via this form, please request the Exhibition Reservation Form via ExhibitionEAU@congressconsultants.com</small>	€
	Business Lounge: 1st preference	€
	Business Lounge: 2nd preference	€
	API Integration	Starting from €2,500
	Total amount	€

To reserve an Industry Option, please check the box of the option(s) of your choice and indicate the total amount of your sponsorship reservation. For reservations of advertisement space, please indicate the position of your first choice. After receipt of the completed Reservation Form, we will send you a confirmation of the availability of the industry option(s). The corresponding invoice will be sent to you by email. Payment of the invoice is due within 30 days after invoice date. For terms and conditions, please see page 15-16 of this brochure. Exhibition space can not be booked via this form, please request the Exhibition Reservation Form via ExhibitionEAU@congressconsultants.com

We accept all terms included in the General Conditions of Congress Consultants B.V., the Industry Options brochure, the Exhibition Options brochure, as well as the cancellation clauses.

Date : _____

Signature: _____

To be returned duly completed and signed to:

Congress Consultants B.V. / EAU26 / Sales Department
PO Box 30016 6803 AA Arnhem The Netherlands
T +31 (0)26 389 0680
sales@uroweb.org

Booking form Industry Session EAU26

Contact Details	
Company name	
Contact person	
Position	
Address	
Postal code, city and country	
Telephone	
E-mail	
Invoicing address (if different from above)	
VAT number	
PO number (if applicable)	

The EAU offers industry sessions and industry seminars*	1st preference	2nd preference
Friday, March 13, 2026		
Saturday, March 14, 2026		
Sunday, March 15, 2026		

* (please indicate preference)

Industry Session information (please complete in block capitals)
Type of session : <input type="checkbox"/> Hybrid Industry Session <input type="checkbox"/> Industry Seminar
Topic:
Title:
Proposed chair:
Publication company name (name to be published in EAU materials):
Expected number of participants(=max 100 for seminars):

The Scientific Congress Office will assign the booked sessions to the different time slots and will aim to have different topics at different times. Applications for Industry Sessions should reach the EAU Congress Office before 15 October 2025. After 15 October 2025 applications are subject to availability and will be assigned on to the still available timeslots. The EAU Executive Committee is responsible for the final allocation of timeslots.

Deadlines:

Application deadline: 15 October 2025
 Session allocation: 1 November 2025
 Receipt draft programme: 1 December 2025
 Last day to order additional service: 1 March 2026

Date: _____

Signature: _____

To be returned duly completed and signed to:

Congress Consultants B.V. / EAU26 / Sales Department
 PO Box 30016 6803 AA Arnhem The Netherlands
 T +31 (0)26 389 0680
 sales@uroweb.org

See you in
London!

EAU26 | LONDON, GB
13-16 March 2026



CONGRESS CONSULTANTS

PROFESSIONAL CONGRESS ORGANISERS

EAU Congress Office

Congress Consultants B.V.
PO Box 30016
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T +31 (0)26 389 1751
info@eaucongress.org
www.eau26.org

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Adjunct Secretaries General

J. N'Dow, Aberdeen (GB)

J. Sønksen, Herlev (DK)

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