



50th
FEBS CONGRESS
Maastricht • The Netherlands
4-8 July 2026
Biochemistry for the
next 50 years

TECHNICAL MANUAL

VISIT US ONLINE

<https://febscongress.org/>

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Key contacts

Congress organisation

MCI Suisse SA

Coralie Deleage & Candice Gabay
febs@mci-agency.com

Registration & hotel reservations

MCI Suisse SA

+41 22 33 99 578
febs.regshot@mci-agency.com

Equipment/shipment delivery

Valverde

Team Valverde
+31 (0)20 653 8555
febs@valverde.nl



Lead retrieval devices

MCI Suisse SA

Lea Bloom
badgereader@wearemci.com

Sponsored e-drivers

Kabloom

Clarissa Jacobs
clarissa@kabloom-agency.com



Main contractor: Branding & furniture hire

EA Exhibitions

Hannah Breslin
+31 (0)621 663 101
febs@eaexhibitions.com



Catering orders

Vermaat Events | MECC

Ellen Schobben
+31 (0)6 29 79 91 05
salesmecc@vermaatgroep.nl



AV orders

Houben Souren | MECC

Tijs Verfurth
+31 (0)6 24 85 88 82
mecc@houbensouren.nl



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Timeline & deadlines

Thursday 30 April 2026

- Satellite symposium programme submission deadline

Friday 29 May 2026

- Company logo and profile submission deadline

Friday 5 June 2026

- Push notification text and sending information submission deadline
- E-drivers text and sending information submission deadline
- Final programme adverts submission deadline
- Ensure that your staff and speakers are registered

Friday 12 June 2026

- EA Exhibitions: graphics, booth structure and additional furniture.

Friday 19 June 2026

- MECC (Vermaat Events; Houben Souren): catering orders, AV

Friday 26 June 2026

- Valverde: Deadline to receive materials from sponsors to their warehouse





Saturday 4 July 2026

- FEBS 2026 Congress starts in Maastricht, Netherlands

Topics & schedule

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	Saturday 4 July	Sunday 5 July	Monday 6 July	Tuesday 7 July	Wednesday 8 July
 AM		Parallel Symposia	Parallel Symposia	Parallel Symposia	Parallel Symposia
		Plenary Lectures	Plenary Lectures	Plenary Lectures	Plenary Lectures
		Lunch Break, Poster Visits & Industry Sessions	Lunch Break, Poster Visits & Industry Sessions	Lunch Break, Poster Visits & Industry Sessions	Closing Ceremony
 PM		Plenary Lectures	Plenary Lectures	Plenary Lectures	
	Opening Lectures	Parallel Symposia	Parallel Symposia	Parallel Symposia	
	Welcome Reception			Congress Dinner	

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Company logo

Logo specifications

Make sure to send your company logo in both web and print formats:

Web format: **jpg** or **png**

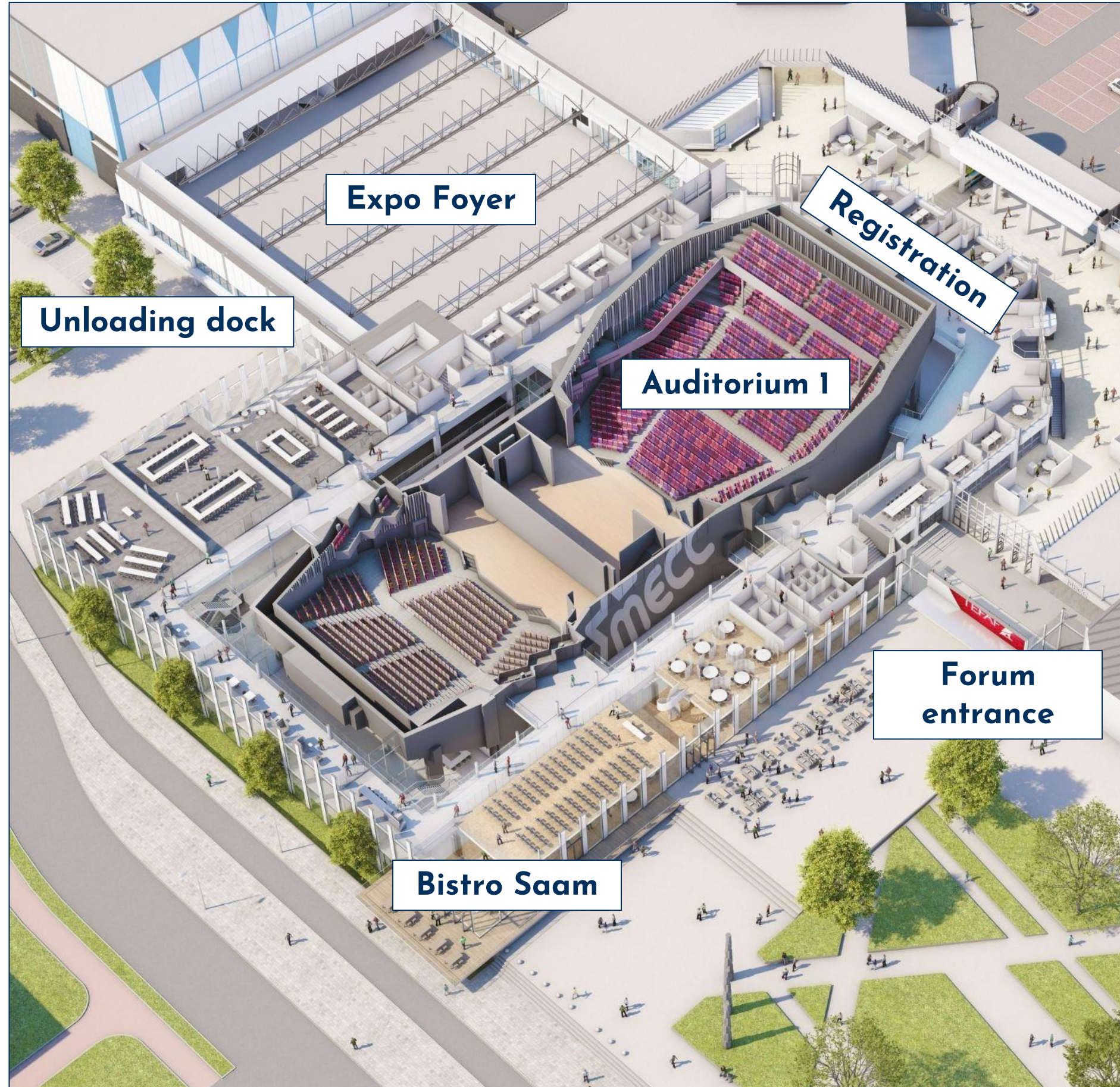
Print format: **eps** or **ai**

For all related purposes of branding and acknowledgement for the various sponsorship items, we will need the company logo in high resolution in the above-mentioned formats.

Deadline & logistics

Please send your company logo and profile at your earliest convenience and no later than **Friday 29 May 2026** to:
febs@mci-agency.com

Venue floorplans



Visit before you go!



Venue



MECC
 Maastricht Exhibition & Conference Centre

Forum entrance
 Forum 100
 6229 GV - Maastricht, Netherlands
On Google maps, search for « Bar Bistro Saam »

<https://www.mecc.nl/en/>

Find your way:



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Venue floorplans

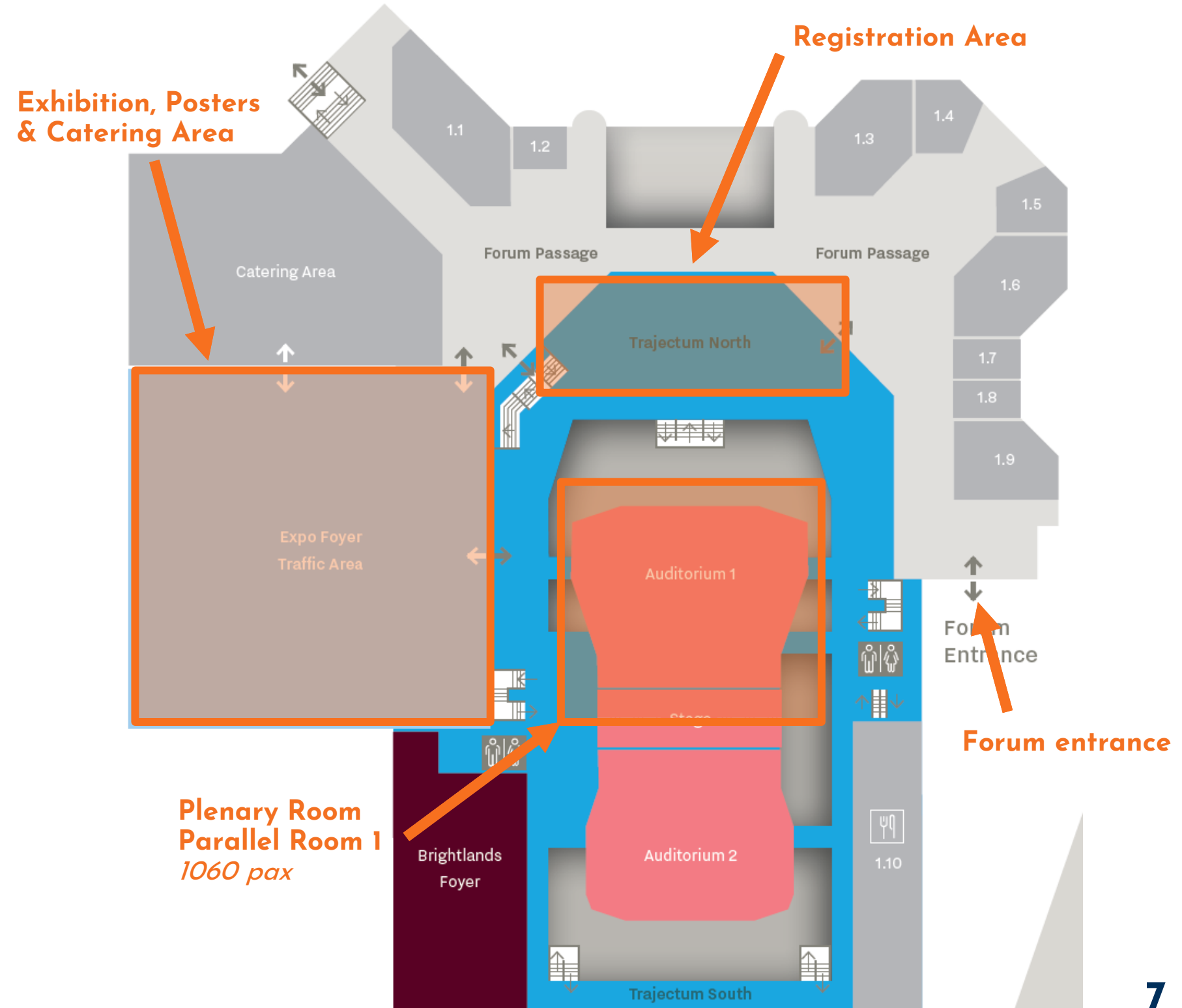
Level 0

Parallel sessions
Speaker Preview Room



Level 1 (ground floor)

Auditorium 1 - Plenary & parallel
Registration
Exhibition, posters, & catering



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Exhibition schedule & layout

The FEBS exhibition area is located on **level 1 - ground floor** | **Expo Foyer** of the MECC.

Official coffee breaks will be served on the exhibition floor promoting **frequent and repeated opportunities for the delegates to visit the exhibits and engage with you.**

Exhibition set-up

Friday, 3 July 2026 07:00 - 20:00*

Saturday, 4 July 2026 08:00 - 12:00* / 12:00 - 16:00**

**Access only to the official stand builder - EA Exhibitions*

***Finalization and decoration of booths only. Access for Exhibitors and those with a booth from EA Exhibition. No construction / heavy lifting and unloading permitted.*

Exhibition opening hours

Saturday, 4 July 2026 18:00 - 19:45

Sunday, 5 July 2026 10:00 - 17:00

Monday, 6 July 2026 10:00 - 17:00

Tuesday, 7 July 2026 10:00 - 16:00

Exhibitors have access to the exhibition hall 30 min. before the exhibition opens and 30 min. after it closes.

Poster presenters may access the Exhibition hall before or after Exhibition opening hours to hang/dismantle their posters.

Exhibition dismantling

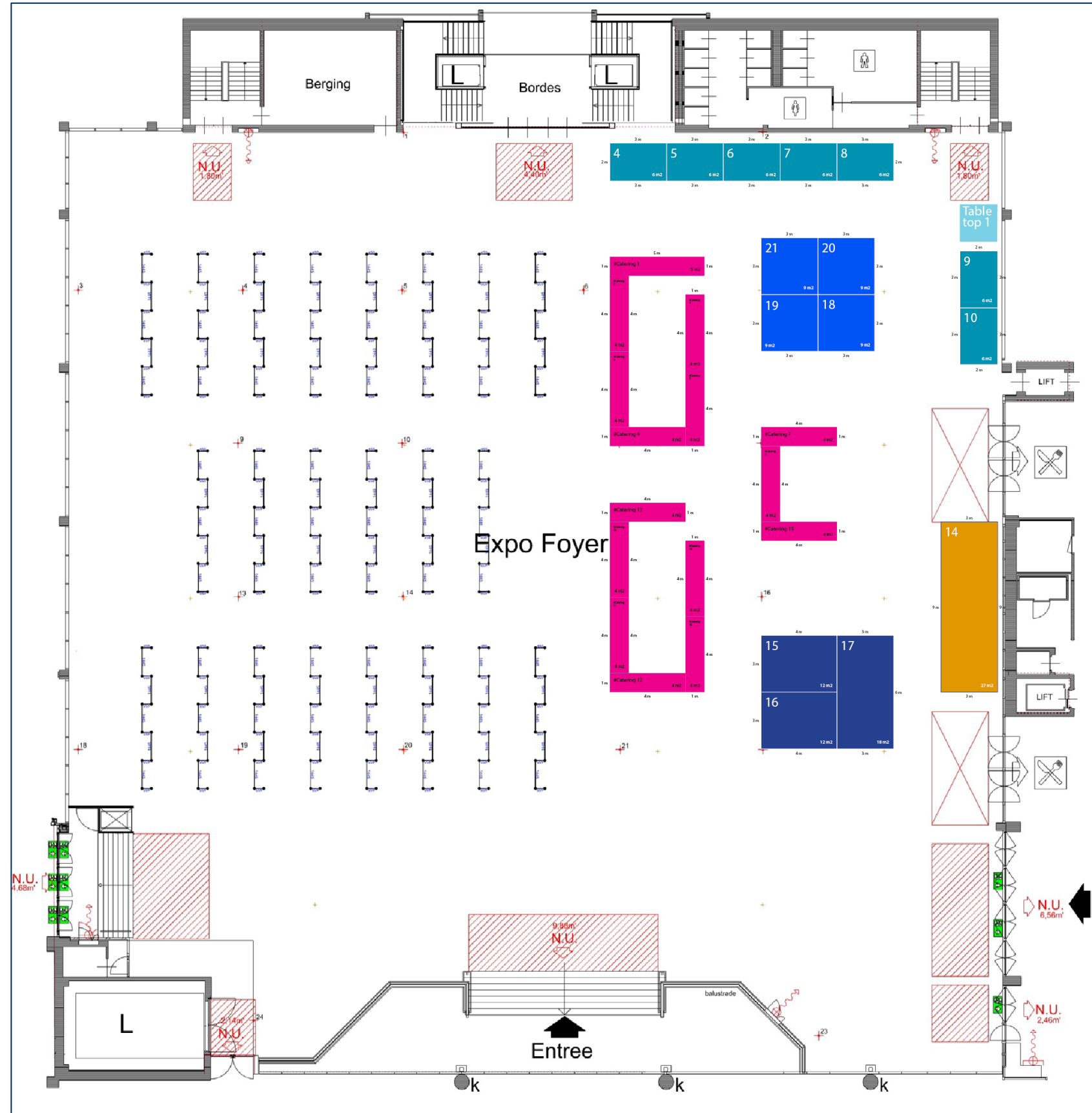
Tuesday, 7 July 2026 16:00 - 19:00*

Wednesday, 8 July 2026 07:00 - 20:00**

**Light dismantling. No heavy lifting and uploading permitted.*

***Access to the stand builder/contractor only.*

Exhibition schedule & layout



Booth #	Company name
4	EACR
5	Vazyme
6	TCI Deutschland
7	NanoTag Biotechnologies
8	Li-Cor Biotech
9	Dojindo
14	FEBS
15	New England Biolabs / Cell Signaling Technology
19	Thermo Fisher Scientific
Tabletop 1	Hybrigenics

ATTENTION!
 The exhibition area map is the most updated version at the time of publication of this manual.
 The coordination and the official assembler of the event reserve the right to change and reorient the rental spaces, if necessary.

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Booth types

Shell scheme

- ✓ Exhibition floor space
- ✓ Shell scheme frame
- ✓ Fascia board for company name
- ✓ Lighting (3 spots)
- ✓ Electrical supply
- ✓ Furniture: 1 table & 2 chairs
- ✓ Carpet

Space only

- ✓ Exhibition floor space
- ✓ Carpet
- Extra requirements can be ordered.
(at your own expense)*
- ✓ *Deadline to submit booth design:
Monday 1 June 2026*

Tabletop

- ✓ Exhibition floor space
- ✓ Furniture: 1 table & 2 chairs
- ✓ Electrical supply
- ✓ Carpet

Booth equipment

EA Exhibitions has been appointed as the official exhibition supplier.

To order extra requirements for the exhibition (at your own expense) e.g. furniture, additional lighting, booth audio visual, cleaning and custom display requirements.

EA Exhibitions customer service will set up accounts for all sponsors in the **Toddoo platform**. You will then receive an e-mail with instructions to register and start using the system.

On Toddoo, you will be able to:

- See all available products and services with up-to-date prices
- Compare products
- Place orders / cancel orders
- Update your information
- See event instructions, announcements and schedules
- See own stand location/map

If you require any help using Toddoo, please contact:

Hannah Breslin - febs@eaexhibitions.com

+31 (0)621 663 101



Basic shell scheme package

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TODDOO PLATFORM

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4 - 8 July 2026
Maastricht, The Netherlands

Biochemistry for the next 50 years

www.febscongress.org

Sign In

NVBMB
Netherlands Society for Biochem and Mol Biol

Welcome to the 50th FEBS 2026 Congress Exhibition Online Shop

On this page you will be able to purchase branding opportunities, arrange everything for your stand, as well as handle invoices.

In case of any questions, please do not hesitate to contact us at febs@eaexhibitions.com

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Important information for stand builders

Passes

Sponsors are requested to provide Mathias Guilloux - febs@mci-agency.com with their booth builder names and contacts.

Instruction for stand construction

The exhibition foyer floor is fully carpeted. The only tape that can be used on the carpet is **graphic tape**. If tape with too strong adhesive (duct tape, double-sided mounting tape) has been used at the stand to attach decorations, we will invoice the exhibitor afterwards for the cleaning costs incurred.

Please remove all stand materials and adhesive residues from your stand during dismantling hours. Failure to do so will result in charges, for which the exhibitor will be solely responsible.

Attaching posters, signs etc. to the walls and surfaces of the exhibition area is only allowed if using masking tape. The use of other types of tape, nails, screws etc. is not allowed. If materials that are not allowed are used, the exhibitor will be invoiced for any damage or extra cleaning costs after the event.

Any goods exhibited are the exhibitors' responsibility. We recommend you acquire the insurance needed and keep easily movable goods / items locked up when stand is unattended.

Cleaning

MECC cleaning services look after the cleaning of general areas between event days. Messukeskus operates an advanced waste recycling system, and all exhibitors have the possibility of leaving stand waste generated during construction and dismantling to be sorted by our cleaning staff.

Exhibitors are responsible for the cleanliness of their stands. You can order bins for waste removal and additional stand cleaning related services through EA Exhibitions.

Catering Services

Specific additional stand catering can be ordered through Vermaat Events | MECC.

Light coffee and lunch breaks will be served in the Exhibition area for all participants. Bar bistro Saam is also open during the construction time and throughout the congress.

Meeting Service

EA Exhibitions will have a dedicated Exhibitor service counter within the Exhibition during build up and first day of the congress.

Important information for stand builders

Logistics, Storage and Forwarding Services

All goods sent to exhibition stands can be delivered starting from the construction day. The exhibitor should be present to receive all deliveries. MECC staff cannot sign for your shipments.

If you want to send goods already before the construction time, contact our official freight forwarder **Valverde**.

Team Valverde

+31 (0)20 653 8555
febs@valverde.nl



More information on shipping on page 24.

The items cannot be stored at any other location before, during or after the event.

Parking services

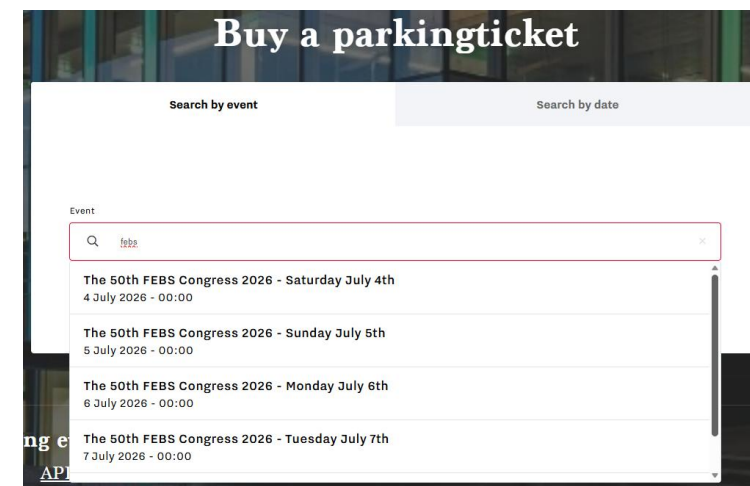
With 2,200 parking spaces available, including dedicated charging stations for electric vehicles, MECC visitors can enjoy convenient and sustainable access. Click the button below to view their parking map.

PARKING MAP

Parking webshop

To make parking as easy as possible, visitors can purchase their parking tickets in advance, ensuring a smooth arrival and avoiding queues at payment machines on site. This not only saves time, but also enhances the overall experience, allowing you to focus on enjoying your event from the moment they arrive.

PARKING WEB SHOP



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Exhibition rules & regulations

Invoicing

Invoices must be paid by the due dates indicated on the invoice. In case of a late payment, the organisers reserve the right to resell the space. Full payment of exhibition invoices is required prior buildup of the exhibition. Exhibitors with payments outstanding may not be allowed to build their stands.

Changes in size of reserved space

The organisers reserve the right to allocate an exhibitor to a new location within the exhibition area in case of a change in size of the reserved exhibition space.

Changes in the exhibition layout

While every effort is made to preserve the published layout of the exhibition, the organisers shall be entitled to vary the layout if this is in the general interest of the exhibition.

Sub-letting

Exhibitors shall not sub-let the whole or any part of the stand allotted to them without the written consent of MCI Suisse SA.

Build-up

Please refer to the MECC basic safety rules available [here](#) and the complete safe working practices [here](#).

Laser shows

No laser shows will be allowed at this event.

Flow of delegates

Nothing may impede the free flow of delegates in the aisles, i.e. nothing may be built in the aisles, nor may furniture or equipment stand in the aisle space.

Manning of stands

Exhibitors will be required to ensure that their stands are manned during the opening hours of the exhibition and must not dismantle their stands before the published closing time.

Give-aways & distribution of printed materials

Give-aways and printed material may only be distributed in the space rented by the exhibitor in the exhibition hall, in hospitality suites, or at satellite symposia. No such material may be distributed in any hotel used by the meeting. Product identification is permitted on giveaways. Contests, lotteries, raffles and any other incentives are subject to approval by the Organisers.

Stand activities

Sessions or press briefings at the stand are not allowed during the official scientific programme. A request to hold such sessions must be submitted to the organisers (MCI) for approval. Stand activities such as quizzes, contests, etc. can take place throughout the exhibition opening hours only. If a preapproved activity is deemed to be a nuisance to other exhibitors during the congress, the organisers (MCI) may decide to stop it at any point.

Disruption of other exhibits

The organisers reserve the right to restrict exhibits, which, because of noise, method of operation, materials, or any other reason, become objectionable to other exhibitors or to delegates.

Security & insurance

The Organisers will not be held responsible for any loss or damage to exhibitors' goods and exhibitors are reminded that they should take out their own insurance to cover for their belongings.

Health & safety work regulations

It is the responsibility of the exhibitor/sponsor to ensure that his contractor, employees, displays and exhibits comply with the latest legislation regarding Health and Safety at Work regulations.

Liability

MCI Suisse SA cannot accept responsibility for damage caused by an exhibitor nor for loss sustained by an exhibitor. Exhibitors or their agents must not damage or deface the exhibition facility or the booths and equipment of other exhibitors. When such damage occurs, the exhibitor is solely responsible and is liable to the owner of the property. Exhibitors must make provision for the safeguarding of their goods, materials, equipment, and displays at all times.

Satellite symposia

Satellite symposia package includes

- ✓ Room rental
- ✓ Audio-visual equipment and on-site management
- ✓ 2 badge scanners per symposium
- ✓ Opportunity to place 1 roll-up in front of the session room on the day of your symposium (provided by sponsor)
- ✓ Acknowledgement in the programme and on the website
- ✓ Use of the FEBS 2026 congress logo on the satellite symposia invitation
- ✓ Symposium programme on the FEBS congress website (provided by sponsor)
- ✓ Opportunity to purchase lunch for your symposium attendees (at sponsor's expense)

Important satellite symposium information

- **All speakers of the symposia must be registered prior to the Congress by the sponsor. The expenses (hotel, travel, registration) of symposia speakers, whether they are speakers of the FEBS scientific programme, must be covered by the sponsor.**
- All satellite symposia must be held at the Congress Centre during the official time slots offered by the Organisers.
- All programmes must be submitted to the Scientific Committee for approval **no later than Thursday 30 April 2026.**
- All satellite symposia programmes will be published in the programme as submitted by the company/ sponsor.
- 2 Bar code readers are included to enable companies to track their symposium attendees.

General guidelines

- Sponsors of satellite symposia may select topics and speakers
- Sponsored satellite symposia programmes, hand-outs and invitations must be submitted to the organising secretariat for approval
- In addition to the sponsorship fee, sponsors must cover travel, accommodation and onsite costs for speakers
- Signposting, additional display or distribution of posters, brochures or any promotional material outside the satellite symposium rooms or outside the company exhibition stands and hospitality suite are not allowed
- FEBS assumes that speakers and chairpersons of the satellite symposia will be contacted by the companies themselves to notify them of the time and place of sessions, to arrange for their registration, travel and accommodation
- FEBS does not require speakers at the satellite symposia to submit abstracts of their lectures as they will not be published on the Congress Abstract book. Companies can, however, publish their abstracts for distribution at the entrance of the satellite symposium lecture room
- Times and dates of the Satellite Symposia sessions will be announced on the congress website. The full session programme will be published in the programme.

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Satellite symposia

Satellite symposia programmes

To have their satellite symposium programme approved by FEBS, companies are requested to provide the organisers with the following information regarding their symposium **no later than Thursday 30 April 2026**:

- Title of the satellite symposium
- Speakers & chairpersons' names and complete details
- Title of each presentation given during the symposium

The same topic cannot be given in a sponsored symposium and during the main scientific programme of the congress.

Once your programme has been approved, please send us your finalised programme invitation (in PDF format) which we will upload on a relevant page on the website. The earlier the programmes can be available to the registering delegates, the better. Please send us your PDF advert **no later than Friday 22 May 2026**.

Offsite satellite symposia and meetings

All satellite symposia must be organised at the congress centre at official time slots offered by FEBS 2026.

Companies organising a satellite symposium outside the congress centre could encounter serious disagreements with the FEBS 2026 authorities.

Satellite symposia advertising options

Companies holding an official satellite symposium during the FEBS 2026 congress are allowed to advertise their symposium by displaying one self-standing signage element.

The display can be either set in front of the entrance room of the symposium starting or in the registration area one hour prior to the actual symposium. It must be removed close to the end of the symposium.

Advertising displays for the satellite symposia are not included in the rental price of the symposium. It is the company's task to order, produce and set up/dismantle the advertising displays. Posters not removed in time will be disposed of.

Any other promotion using human signage or any miss-placed signage outside the above-mentioned option will be removed by the organisers.

To place your order or for additional information, see page 23 of this manual.

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Satellite symposia

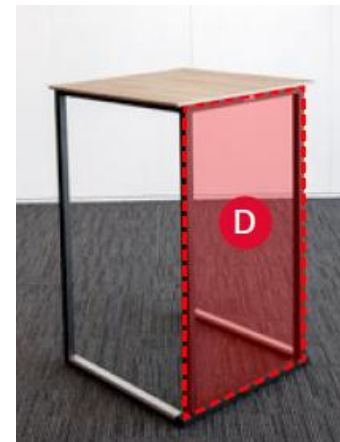
Corporate branding of session rooms

The rooms Auditorium 1, 0.10-Sydney + 0.11-Cape Town and 0.04-Brussels +0.05-Paris, will be used for the satellite symposia. Due to the tight schedule of sessions in the rooms, the satellite corporate branding is strictly limited to the following:

Speaker's lectern & presidential table seating 4 persons (specifications below)

- All other corporate branding in the session rooms must be self-standing.
- Corporate branding should not affect the previous sessions as well as the following sessions.
- You may enter and set up the room 30 minutes before the start of the symposium.
- The company must remove all branding at least 15 minutes after the end of the satellite.
- Corporate branding should not affect the congress signage already installed in the conference room.

We recommend that the signage is designed and printed directly by our supplier EA Exhibition.
Signage specs are the following:



Speakers' lectern

Ref: D - Standing table with forex sign
Dimensions: 690mm (w) x 1100mm (h) - Bleed: 10mm
CMYK - 72 dpi - Outlined text - .PDF



Presidential table

Ref: TBC
Dimensions: TBC
Front: TBC
Returns: TBC
Bleed: TBC
Cost: TBC (VAT excl.)

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Satellite symposia

Audio-visual equipment in session rooms

The three rooms used for satellite symposia will be equipped as follows:

- Auditorium 1 (Theatre set-up: 1'068 seats)
- The 0.10-Sydney +0.11-Cape Town (Theatre set-up: 530 seats)
- The 0.04-Brussels +0.05-Paris (Theatre set-up: 340 seats)

Presentation Management System

All PPT presentations must be uploaded onto the system at the speaker preview room minimum 2 hours before the time of the session start and the day before for early morning sessions.

In-room Presentation Technology

- 1 Screen and data projector
- 1 Presentation computer on the lectern
- 1 Presentation remote / clicker
- 1 Foldback monitor facing the presidential table
- 1 Lectern microphone
- 2 Presidential table microphones
- Standing microphones for Q&A

Additional AV equipment can be ordered at extra cost through the venue's AV team. More information is available on page 23 of this manual.

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Satellite symposia

Live polling and Q&A

Live polling or Q&A can be organised by sponsors at their own costs and responsibilities.

Rehearsals

Rehearsals are possible 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 **at the MECC**. We will aim to book your rehearsal in the same session room where your symposium will be hosted.

Please contact Mathias Guilloux to book your rehearsal slot - febs@mci-agency.com

Delegate data collection

Due to data privacy regulations, companies holding an official satellite symposium during the FEBS 2026 congress are no longer entitled to receive the list of registered participants. Companies are entitled to a reference to the symposium page on the website in the congress e-mailers.

The best option to have the highest positive response rate is through the traditional scanning process. The only quick and easy way to collect full delegate contact details at FEBS 2026 is by contacting and placing an order directly through: badgereader@wearemci.com

Satellite symposia

Satellite symposia registrations

Satellite organisers are entitled to a fixed number of free full congress registrations **depending on their sponsorship level**.

Please refer to the table below:

	Platinum	Gold	Silver	Bronze
Investment level	EUR 50,000	EUR 30,000	EUR 20,000	EUR 15,000
N° of complimentary badges: Full congress registration	5	4	3	1
N° of complimentary badges: Exhibitor registration	5	4	3	2

Onsite temporary staff

Kindly note that 1 temporary staff will be available in each of the session rooms. They will be there to help with general room supervision. They cannot be used to distribute materials to the delegates or scan the badges at the entrance of the room.

If satellite organisers need additional specific staff, please contact us for more details.

Catering facilities

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.

For further information, price quotations and order procedures on catering at the venue, please find the information on page 23 of this manual.

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Industry registration

Please contact MCI's registration team regarding all the details for your complimentary staff if applicable and how to register additional exhibitors and/or participants.

MCI Suisse SA - Registration Team
 Email: febs.regshot@mci-agency.com

Please also communicate the details of the person in charge of registrations for your company (i.e. Communication Agency).

Additional registrations:

For additional Exhibitor limited access registrations (no access to scientific sessions), please see applicable fees below:

Registration Category	Early bird fee <i>Until 4 March 2026</i>	Regular fee <i>From 5 March 2026 until 10 June 2026</i>	Late fee <i>From 11 June 2026</i>
Exhibitor limited access	€ 690.00	€ 840.00	€ 1,020.00

For additional congress registrations (giving access to scientific sessions), please consult the delegate registration fees on the congress website: [HERE](#)

Registration Category	Early bird fee <i>Until 4 March 2026</i>	Regular fee <i>From 5 March 2026 until 10 June 2026</i>	Late fee <i>From 11 June 2026</i>
Academic	€ 690.00	€ 840.00	€ 1,020.00
Non-Academic	€ 920.00	€ 1,080.00	€ 1,260.00
Young Scientist	€ 375.00	€ 475.00	€ 595.00

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Meeting rooms

A selection of rooms is available at the FEBS 2026 venue. To book your meeting room(s), please contact: Mathias Guilloux - febs@mci-agency.com

Location

All proposed meeting rooms are located at the Maastricht Exhibition & Conference Centre (MECC).

Accessibility

All meeting rooms are only accessible during the official congress opening hours. Any extra time is subject to prior approval and will be charged at extra cost.

Equipment & catering

All orders for the meeting rooms (AV,...) as well as questions related to the setup inside the room are to be done through the Maastricht Exhibition & Conference Centre (MECC). On request, catering options are available. All catering orders must be done via Vermaat Events | MECC.

More information is available on page 22 of this manual.

AV and/or catering orders to MECC

Catering orders

Vermaat Events | MECC

Ellen Schobben

+31 (0)6 29 79 91 05

salesmecc@vermaatgroep.nl



AV orders

Houben Souren | MECC

Tijs Verfurth

+31 (0)6 24 85 88 82

mecc@houbensouren.nl



Furniture and/or Branding

We recommend that the signage is designed and printed directly by our supplier EA Exhibition. Please contact them for detailed possibilities and specs.

EA Exhibitions

Hannah Breslin

+31 (0)621 663 101

febs@eaexhibitions.com



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Valverde is pleased to offer logistical services from transportation arrangements to on-site handling. They manage the full process behind the scenes so you can focus entirely on your presence.

All services, as well as order forms, labels, tariff and transport information, can be easily found in the links below. Please note that the **ultimate deadline** for Valverde to receive/ship any material to/from their warehouse is **Friday 26 June 2026**

SHIPPING GUIDELINES & HANDLING TARIFFS

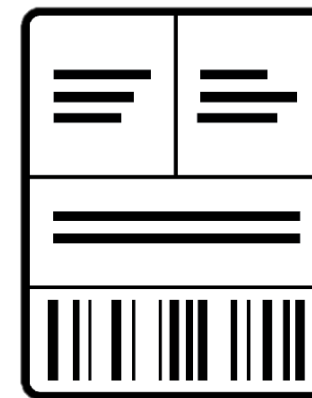


All enquiries to:

Team Valverde
+31 (0)20 653 8555
febs@valverde.nl

SHIPPING LABEL

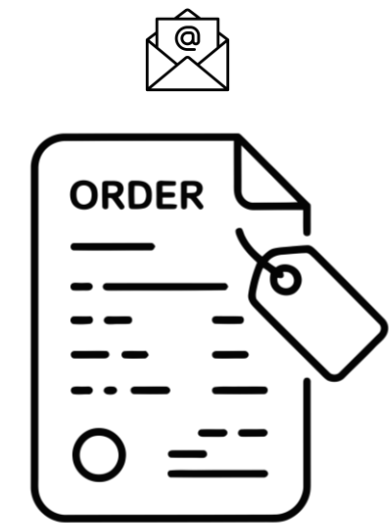
Please make sure to send a pre-alert email to febs@valverde.nl for all incoming shipments



Shipping address:

Valverde B.V
Zekeringstraat 36B
1014 BS, Amsterdam
The Netherlands

QUOTES & BOOKINGS



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Push notifications

Make sure that you reach the FEBS delegates while they are connected to the congress platform to send them real time notifications regarding your activities.

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

Notification on Virtual Platform and Mobile App

The notifications will be sent during breaks only. They will not be sent during any running session. These notifications are text only and should be **400 characters maximum**.

Deadline & Logistics

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 5 June 2026** to: febs@mci-agency.com

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

Sponsored e-drivers

Important specifications and deadlines

All information listed below is to be submitted to febs@mci-agency.com

Your e-driver must be submitted by a “View in browser” link/URL. The e-driver should be designed in a reputable e-mail platform that provides a “View in your browser” link/URL to maximize its success.

We recommend sending e-drivers on the final days leading up to the congress, between 29 June - 3 July 2026. Please confirm your preferred date of sending by Friday 5 June 2026.

Recommended length: less than 50 characters.

The deadline to submit your e-driver file, including the subject line, is 10 days prior to the date of sending.

Required format to maximize success

Sponsors to create the e-driver in a reputable e-mail platform (Mailchimp, SendGrid, Constant Contact, or similar) and will provide us with the “View in browser” link. This is to ensure correct formatting by enabling us to use the HTML code as-is and to avoid alterations.

If a third party (agency) is creating the e-driver, most agencies will create an ‘e-mail ready’ version of the design work. Please ensure the agency sends the “View in browser” link.

Please note: 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.

If there are any further questions on formatting, please don't hesitate to reach out to:

Clarissa Jacobs - clarissa@kabloom-agency.com

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HTML design recommended guidelines



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



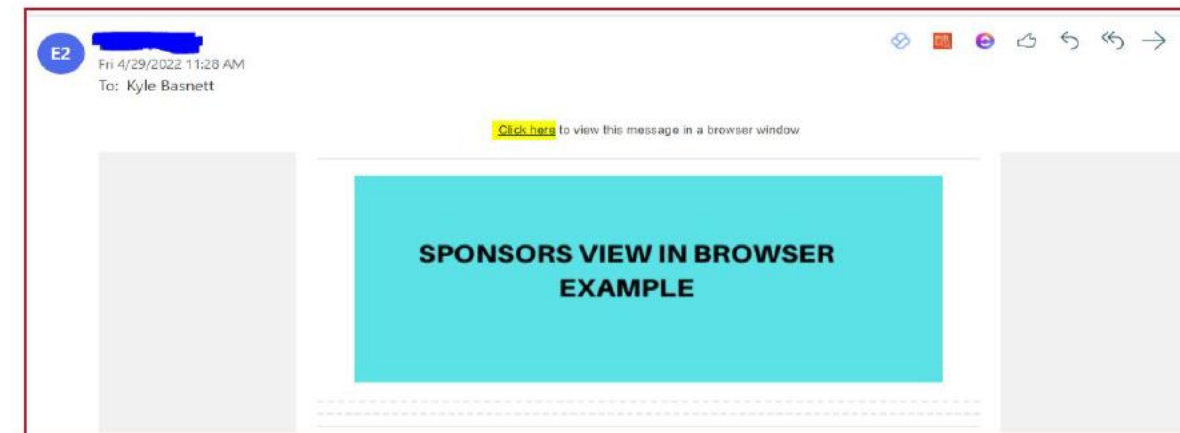
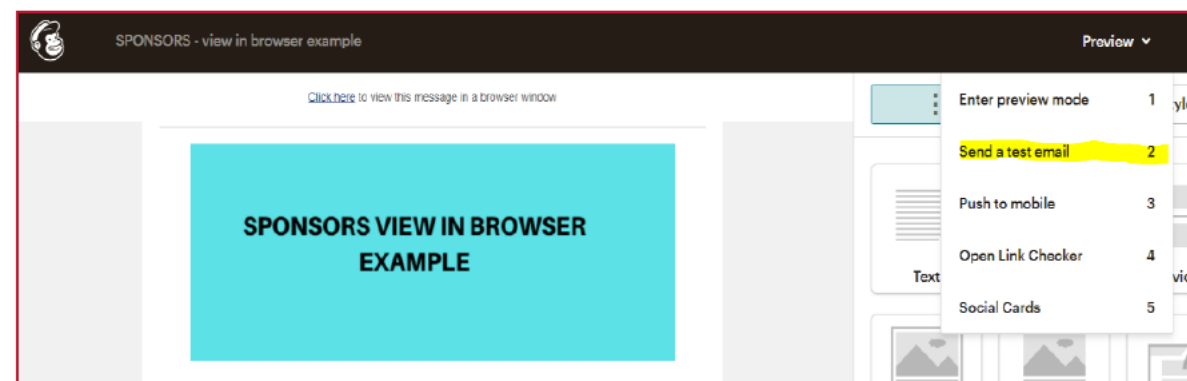
Do not use

- JavaScript
- <iframe>
- Flash
- embedded audio or video
- forms
- <div> layering

How to get the “view in browser” link

1. Once the e-driver is complete, click on the “Preview” button on the top right-hand side of the page and then proceed to click on the “Send a test email”.
2. Please send a test to **Clarissa Jacobs** - clarissa@kabloom-agency.com
3. Kabloom will receive the test mailer and use the “click here” link. This link will be used to launch/send the mailer.

The sponsor will still receive a live test to approve before the final send. The “View in browser” links help to automatically apply formatting code, so the e-driver performs on all email servers. Please note that most HTML mailers are not coded to support Outlook. Kabloom, therefore, deploys extra programming resources and time to add the code.



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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.

Layout

Avoid using padding or margins: Certain email clients do not support these formatting settings. These can be especially problematic when added inside of a table in either mail client.

Always use inline CSS: Most webmail clients (Outlook, Yahoo, Gmail, etc.) will strip CSS out when stripping the head and body tags. Make sure you render coding very carefully, so it conforms to the e-driver client's pre-set HTML.

Avoid BR, HR, and height tags in your emails: Every browser/client has their own default line height and will default to it most of the time. Workaround in next bullet point below.

Use Tables to create general layout of email: Set the width of each cell in the table. Avoid cell spacing and padding.

Always set a "doctype" in your code: The DOCTYPE declaration is an instruction to the web browser about what version of HTML the page is written in. This ensures that the web page is parsed the same way by different web browsers.

Set wrapper reset styles in "wrapper div": This can override a browser or client's default styling of certain elements.

Be aware of text and font changes per device: Mobile devices and browsers may change the font styling to increase readability.

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Backgrounds

Use the older more basic background HTML tags: "background-image"; "bgcolor"; "background"

Many browsers and clients experience issues when trying to support compound CSS values, so be sure to use individual values such as "background-image" and "background-repeat"

Always offer reset background colours or fall-back background colours to defer to if your specific background isn't supported.

Images

Image Library: jpg, .gif, and .png files needs to be added to your document, and available online or in a folder.

Always provide image dimensions: Some mail clients will automatically apply their own if none are given which can lead to major issues when rendering these images in relation to spacing and alignment. It is important to note however that some mail clients will do this regardless as a default setting.

Make sure to give ALL of your image's 'alt' attributes: This simple step will keep the overall sizing of your images the same across platforms.

Outlook.com: Outlook.com adds some pixels at the end of each image which can rearrange spacing, alignment, or padding. Use the "Outlook.com hack" - `img {display:block;}`. This removes the padding in outlook.com and gives predictable results across many other email clients in terms of added spacing or padding to images.

Avoid 'float' tags: Outlook cannot support these tags, so SendGrid recommends using align tags. For example, ``. Yahoo! has similar issues, so SendGrid recommends using `align="top"` for the image in question