



CooperSurgical®

ESHRE 2025

Staff Information Pack

Paris, France
29. June – 2. July



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ESHRE 2025 schedule

Saturday June 28th

Time	Programme
08:30 AM – 06:00 PM	Channel Partner meeting (only for invited CooperSurgical staff)
09:00 AM – 03:45 PM	VirtaMed simulator workshop (only for invited CooperSurgical staff)
10:00 AM – 05:00 PM	Equipment focus group meeting (only for invited CooperSurgical staff)

Sunday June 29th

Time	Programme
12:00 PM – 04:00 PM	Medical Affairs Advisory Board Meeting (only for invited CooperSurgical staff)
07:00 PM	All staff on stand for group photo
08:00 PM – 10:00 PM	ESHRE welcome reception (exhibition hall open)

Monday June 30th

Time	Programme
08:30 AM – 05:00 PM	Exhibition Open
05:30 PM – 07:30 PM	Fertility Executive Roundtable (only for invited CooperSurgical staff)

Tuesday July 1st

Time	Programme
08:30 AM – 05:00 PM	Exhibition Open

Wednesday July 2nd

Time	Programme
08:30 AM – 02:00 PM	Exhibition Open

Your To Do List - Quick Reminder

- ☐ Attend the online **staff briefing** on Monday 20. June at 2pm (central European time). You should all have received the invitation. If you have not received the invitation, then please reach out to Stine Parsholt Rasmussen.
- ☐ If you have booked an ESHRE scientific badge you are responsible for printing out your receipt and collecting from ESHRE. All staff exhibitor badge info has been sent out (via e-mail). Please follow the instructions in the email to get your badge.
- ☐ You must be **on the stand at 19:00 on Sunday** ready for a final orientation and group photo.
- ☐ You have packed your **business cards**.
- ☐ You have comfortable shoes!

ESHRE Overview

Website

<https://www.eshre.eu/ESHRE2025/>

Venue

Congress hall: Pavilion 7, Hall 7.2

Address: 1 Pl. de la Porte de Versailles

Postcode: 75015

City: Paris



ESHRE 2025 Scientific Program

ESHRE will be both in person and virtual again this year.

Pre-congress courses and a full scientific program will be available in both live, live-streamed and on-demand (for those with scientific badges/registration).

The ESHRE 2025 main program can be found at: <https://www.eshre.eu/ESHRE2025/Programme>

Exhibition Dates and Hours

The exhibition hall will be open to visitors on the following dates/time:

Date	Opening Times	Morning Break	Lunch	Afternoon Break
Sunday 29 June	20:00 to 22:00	-	-	-
Monday 30 June	8.30 to 17:00	09:30 to 10:00	13:00 to 14:00	16:30 to 17:00
Tuesday 1 July	8.30 to 17:00	09:30 to 10:00	13:00 to 14:00	16:30 to 17:00
Wednesday 2 July	8.30 to 14:00	09:30 to 10:00	13:00 to 14:00	-

ESHRE 2025 Exhibitor Badges

You will all have received a personal e-voucher code by e-mail, for your ESHRE badge (if you have ticked “I need an exhibitor badge” on our registration page). You need to activate your badge yourself and will afterwards get a code to scan at ESHRE, in order to get your physical badge. All the instructions are in the e-voucher e-mail.

If you have booked a **Scientific badge yourself**, it is important that you follow the instructions you receive from ESHRE, in order to retrieve your badge.

Please note, if you do require a scientific badge you will need to register for one yourself. Please do this by visiting <https://www.eshre.eu/ESHRE2025/Registration>.

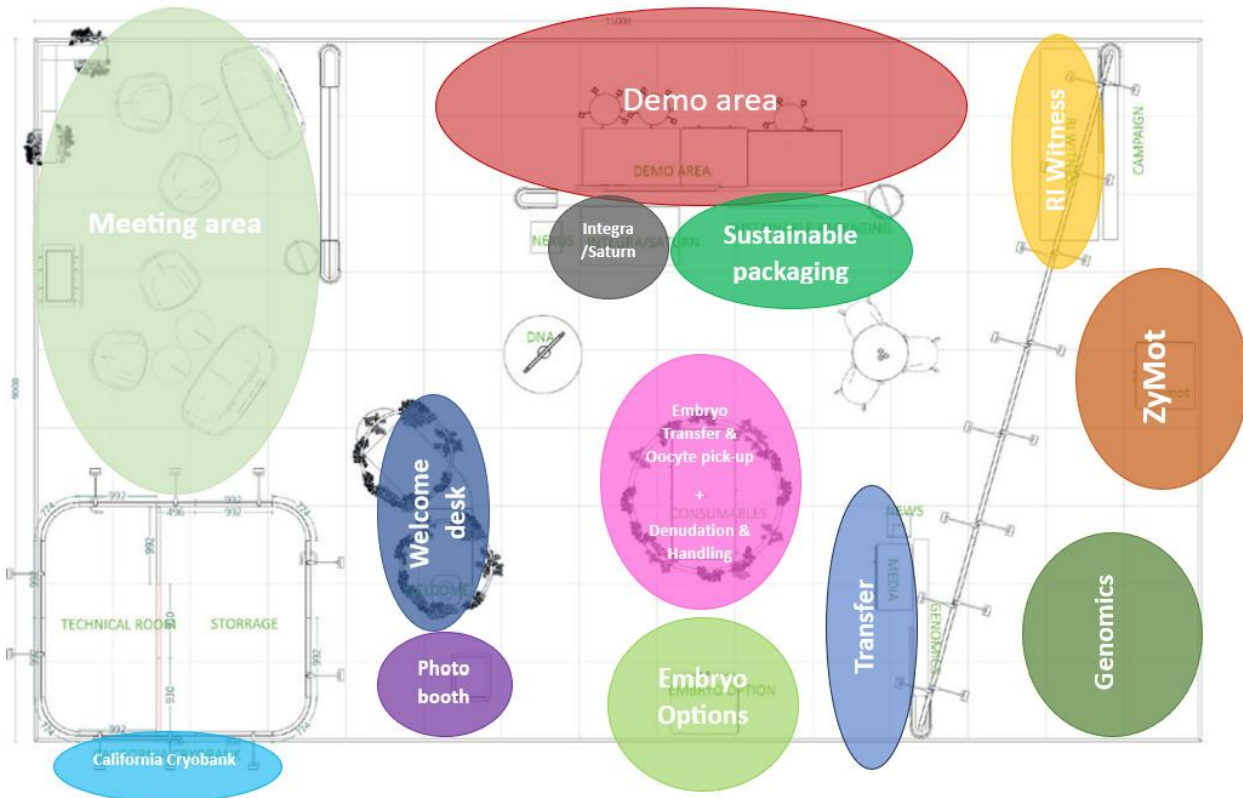
CooperSurgical ESHRE 2025 Presence and Activities

ESHRE Stand Location

Our stand at this year’s ESHRE will once again have a prime location (Stand no.: B016). We are located by the main entrance. It’s very close to both the signup area, and to the large ESHRE sign, where a lot of people will go to have pictures taken. In this location our visibility will be excellent, and we expect to have lots of traffic in our area.



Our Stand Space



From a visual perspective, our booth visitors will see the CooperSurgical they've always known and trusted, but in more vibrant contrasting colors, with even more dimension, with the use of new materials and design elements.



Overall goal

Our presence at ESHRE 2025 is focused on delivering high-quality leads, reinforcing our leadership in the fertility industry, and emphasizing our commitment to quality.

We aim to provide an impactful and personalized customer experience while spotlighting key offerings, innovations, and solutions that exemplify our dedication to advancing fertility care for generations to come. By emphasizing our role as scientific leaders and solutions drivers, we aim to strengthen our influence in the region.

This Year's Stand Focus

In addition to our market-leading portfolio of products and services designed for every step of the IVF journey, here are some of the breakthrough products you'll discover at our stand - and throughout our educational and promotional communications.

Focus Products & Highlights

- ZyMöt™ Sperm Separation Device – A leading device in andrology
- Sustainability Packaging for IVF media shipping
- Embryo OptionsSM cryo billing and management
- PGT-A – New insights included in the ESHRE scientific programme
- RI Witness™ System – Incl. Embryo & Biopsy Tracking & V4.7 upgrade
- SAGE 1-Step™ GM-CSF Culture and Transfer Medium
- California Cryobank® - World's largest sperm bank

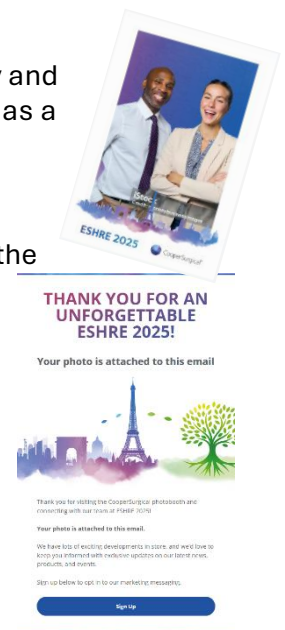
Photo booth

We will have a photo booth at our stand! Please encourage your customers to stop by and take pictures with you. These photos will be printed on the spot for them to take home as a memorable keepsake.

Capture the moment, share the joy!

All the customers can also get the picture sent to them. Then we are sending them the image with a thank you note and an option to opt-in to our marketing newsletter.

The photo booth has previous years created a queue of customers. Please engage with them all and make sure to take their lead. We will have a quick scan option ready for this.



On-stand demonstrations and expert sessions

We will hold a series of demo sessions on our stand to highlight our scientific credentials. Make sure that you are fully aware of the timings and subject areas and actively promote each session to your customers.

Monday, 30th June

Activity	Title	Time (CET)	Speaker	Description
Live Demo	Key factors in achieving optimal results in embryo transfer including simulator demonstration	09:30–10:00	Steve Levett, PhD	Observe our expert loading a catheter and performing a transfer on a simulator, while following good lab practice and learn about optimal loading volume, the procedure and other important aspects of embryo transfer.
Booth Talk	Invisible Errors, Visible Solutions: Harnessing RI Witness® for Safer IVF Monitoring lab KPIs through electronic witnessing	13:00–13:30	Teodora Popa*, PhD Aaron Lakmaker, MSc	Data can power in-lab decisions. Learn how clinics are using the RI Witness® system and RI Witness IQ® software to assist fact-based lab management and maintain chain of custody to meet clinic KPIs.
Booth Talk	The Embryo Options® platform: You think cryo billing – we think cryo management	13:30 – 14:00	Julia Thomas, BSc	From a cryo billing platform to a global cryo management platform. Ensuring you are following the requirements to meet regulations for cryo storage consent is complex, with a need for highly efficient due diligence process. This could lead to increased worry and workload for the clinic's team. Embryo Options® platform is a digital cryo preservation billing and management platform that may automate and streamline the notifications for cryo storage re-consent needs, thereby helping you in the facilitation of a compliance program, increased accuracy of information and a reduction in administration efforts.
Live Demo	How to load a carrier for vitrification	14:00–14:15	Dimitri Dogan Cornelia Meyer, MSc	Come and see our experts loading a VitriFit® carrier and discuss volumes, placing of embryos and timings and try the system yourself.

Tuesday, 1st July

Activity	Title	Time (CET)	Speaker	Description
Live Demo	Best practice in trophectoderm biopsy	09:30–09:45	Steve Fleming, PhD	Observe our experts perform a live trophectoderm (TE) biopsy on mouse embryos. They will discuss and provide strategies for the common issues faced when performing TE biopsy.
Live Demo	How to achieve optimal results in biopsy cell tubing to avoid “no-results”	09:45–10:00	Steve Fleming, PhD	Follow a live demonstration to optimize tubing in your laboratory.
Booth Talk	ZyMöt® Multi Sperm Separation Device: practicalities and benefits	13:15 – 13:45	David Morroll, PhD Emma Ebinger,* MSc	In this discussion, Emma Ebinger (National Manager of scientific operations, Adora Clinics) will give practical insights into how to introduce the ZyMöt® Multi Sperm Separation Device into the laboratory and how it impacts workflow and provides easy, reproducible sperm preps with high motility and low DNA fragmentation. In addition, we'll consider when ZyMöt® can be used, as well as reviewing the available evidence and giving their opinions on the potential clinical benefits.
Live Demo	How to quickly and effectively prepare sperm with the Zymöt Sperm Separation Device	13:45–14:00	Nick Campion, MSc	Follow a live demonstration of the ZyMöt® Multi Sperm Separation Device and discover how to simplify sperm preparation for use in IUI, IVF and ICSI procedures.

Wednesday, 2nd July

Activity	Title	Time (CET)	Speaker	Description
Booth Talk	The utility of GM-CSF to support embryo implantation in frozen embryo transfer cycles	09:30–09:45	Steven Fleming, PhD	Come and listen to our experts explaining how to protect embryos after warming by culturing and transferring in media containing the cytokine GM-CSF.
Live Demo	Sperm Selection using the PICS® dish.	10:00–10:15	David Morroll, PhD	A live demonstration on the setup and use of a PICS® dish for ICSI.

The demos will be broadcast virtually on our special ESHRE page:

<https://www.coopersurgical.com/eshre/coopersurgical-at-eshre-2025/>

Drop-in Sessions

Drop-in sessions with our experts are available most of the day, with time for breaks during live sessions and preparation.

Once our customers have been able to try hands-on themselves, they will receive a certificate of participation.

- Try a mouse TE biopsy on our RI Integra 3™ micromanipulator
- Work with our expert to achieve optimal results in biopsy cell tubing to avoid “no-results”
- Try to load our catheter with beads
- Try an embryo transfer with our Wallace® Sure-Pro® catheter on our simulator
- Work with our experts on the setup and use of SpermSlow™ medium to select sperm for ICSI
- Try the RI Witness® system for every step of your laboratory protocols
- Talk to Embryo Options® experts about cryo management, cryo billing, and helping you in the facilitation of a compliance program
- Try our ZyMöt® Multi Sperm Separation Device for sperm preparation
- Work with our expert in setting up a PICSI® dish to select sperm for ICSI
- Try loading beads onto a VitriFit® carrier

Meeting rooms

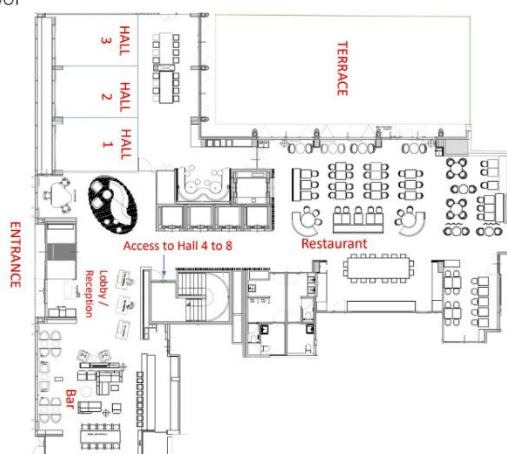
We have four meeting rooms booked at ESHRE, for internal and external meetings. Each room has a different purpose, and you can book meeting slots in the sheets linked below.

Please request access to the sheets you need, and we will grant it for you.

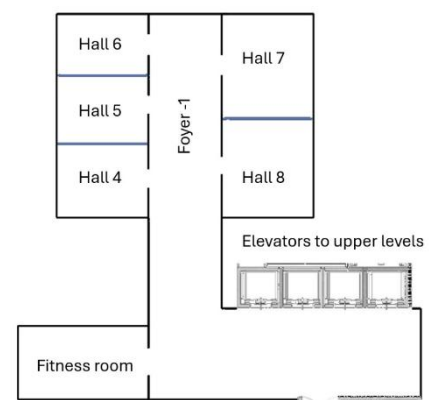
User	Room no.	Location	Available dates	Booking link
ELT & Key Accounts	Hall 1	At Courtyard by Marriott	Saturday 28. June - Wednesday 2. July	Meeting room Hall 1
ELT & Key Accounts	Pink 3	At ESHRE (In the exhibition hall)	Monday 30. June – Wednesday 2. July	Meeting room Pink 3
Sales + others	Hall 6	At Courtyard by Marriott	Sunday 29. June - Wednesday 2. July	Meeting room Hall 6
Sales + others	Pink 6	At ESHRE (In the exhibition hall)	Monday 30. June – Wednesday 2. July	Meeting room Pink 6

Meeting room map – At Courtyard by Marriott

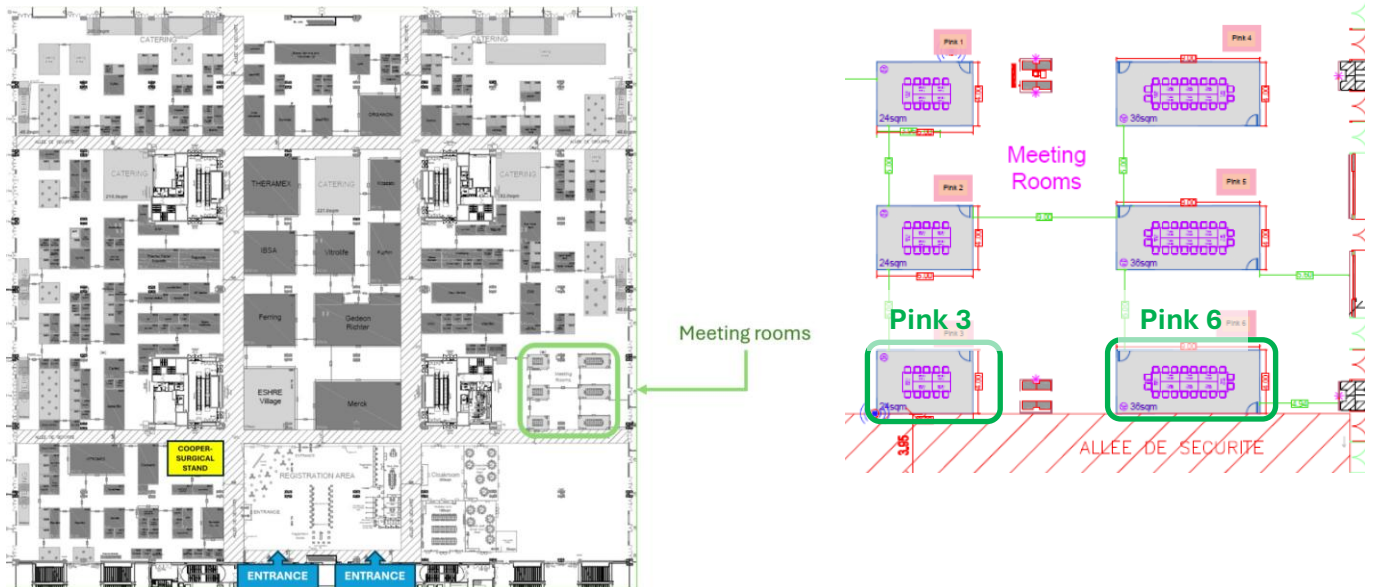
Ground floor



Floor -1



Meeting room map - At ESHRE (in the exhibition hall)



Giveaways on the Exhibition Stand

Bags

Our eco-friendly bags will be made available on the stand. There are 1900 bags to hand out, so we will be busy replenishing the bag rack and handing them out.

Branded Water

There will be two can-coolers located on the stand for branded recyclable water cartons.

If you see that the can-coolers are running low or are empty, it is your responsibility to replenish it when stocks run low. New supplies of water will be brought to the stand each morning.

Other Events

Channel Partner meeting & Awards – Saturday 28. June

This year the channel partner meeting and award ceremony will take place on Saturday 28. June all day, at the Hotel Courtyard by Marriott Paris Porte de Versailles.

Saturday, June 28th 2025 CooperSurgical Channel Partner Training & Award Celebration COURTYARD BY MARRIOTT PARIS PORTE DE VERSAILLES 3-5-7 Rue Ernest Renan 92130, Issy Les Moulineaux			
START	END	TOPIC	PRESENTERS
08:30	09:00	Arrival & Welcome Coffee	all
09:00	09:15	Welcome & Collaboration	Ben Rushton, Exec. General Manger, Nordics, Africa & Israel Eunice Lee, General Manager, Asia Emerging Markets Eveline Depoorter, Regional Sales Director, LATAM
09:15	09:45	Strategy & Innovation Update	Kristofer Karlsson, EVP Global Fertility Solutions Roula Halabi, SVP Global Fertility Services VP Global Marketing Fertility Solutions (TBD)
09:45	09:55	Introductions to the Workshops	Marcel Ubezio, Marketing & Sales Support Director EMEA
10:00	11:15	Workshop 1	See roster for individual participation
11:15	11:30	Coffee break & rotate	all
11:30	12:45	Workshop 2	See roster for individual participation
12:45	14:00	Lunch break & rotate	Lunch & announcement Award Nominees
14:00	15:15	Workshop 3	See roster for individual participation
15:15	15:30	Coffee break	all
15:30	15:50	Annual Compliance Update (HCLC)	Kim Shaffer, Asst. General Counsel, Cooper Companies
15:50	16:10	Routed in Excellence	Philip Damiani, PhD, Director, Laboratory Services - CSI RAQA
16:10	17:00	ESHRE Briefing: Innovations	Kayleigh & Global Product Managers (ZyMot, Sage 1-Step GM-CSF, RiW, other)
17:00	18:00	Award Celebration & Aperitive	Hosted by Kristofer Karlsson, EVP Global Fertility Solutions
WORKSHOPS*			
ORANGE	'Accelerating growth through Training Leadership'		Chuck: PECS/CAS support, HQ training initiatives, LeQuest training platform, Discussion: how to create training leadership in own region and accelerate sales growth: best practice CPs, discuss, define further support
GREEN	'Portfolio Selling: leveraging a larger part of our portfolio to gain share of wallet and establish a loyal partnership with focus clinics'		AK: integrate Voice of Customer (Rafael Fraile), commercial principles, share best practice from direct markets & from CP, discuss, define further support
BLUE	'Targeted Marketing Campaigns – turn Global Campaigns into local sales leads and opportunities'		Marcel: provide campaign toolbox overview, share best practice from direct markets & CPs, discuss, define further support

Fertility Executive Roundtable – Monday 30. June

The Fertility Executive Roundtable will take place on Monday 30th June at 5:30pm – 7:30pm at Le Poulprie. There will be 20-25 (customer and CSI executives)

The objective of this dinner is to discuss higher level challenges within the industry, deepen our relationship and partnership.

Important Staffing Information

Team Photo

ESHRE starts at 20.00 on Sunday evening (29. June) and all staff are **required** to meet at the stand **60 mins beforehand at 19:00** so we can take a team photo, run through the last points with the Product Managers and get familiar with the stand layout.

Dress code (for stand staff)

The dress code is black trousers or skirt, with a nice white shirt or blouse. This remains the dress code for the stand staff during the congress.

Please remember to wear your CooperSurgical lanyard and name badge. They will be distributed to you at our stand on Sunday evening from 19:00.

Stand Responsibilities and Rota

As ESHRE is always a busy and tiring congress we have split the staff duties into morning and afternoon shifts. This will allow you to organize customer meetings during times when you are not required to be on the stand. Please note, there will be no excuse for leaving the stand (apart from if you need to use the bathrooms) during your shift. Please find the detailed rota attached.

Whilst on the stand it is **everyone's** responsibility to ensure that water is made available, the bag stands are replenished, and the stand is kept tidy and free from rubbish.

Lead Retrieval Systems

We are using the app iCapture for lead collection. In this app you can collect all the lead information and submit it. The lead will go directly into Microsoft Dynamics, if the lead you are collecting is for one of our markets, who are using the CRM system. The lead form has been made simpler and faster to use this year.

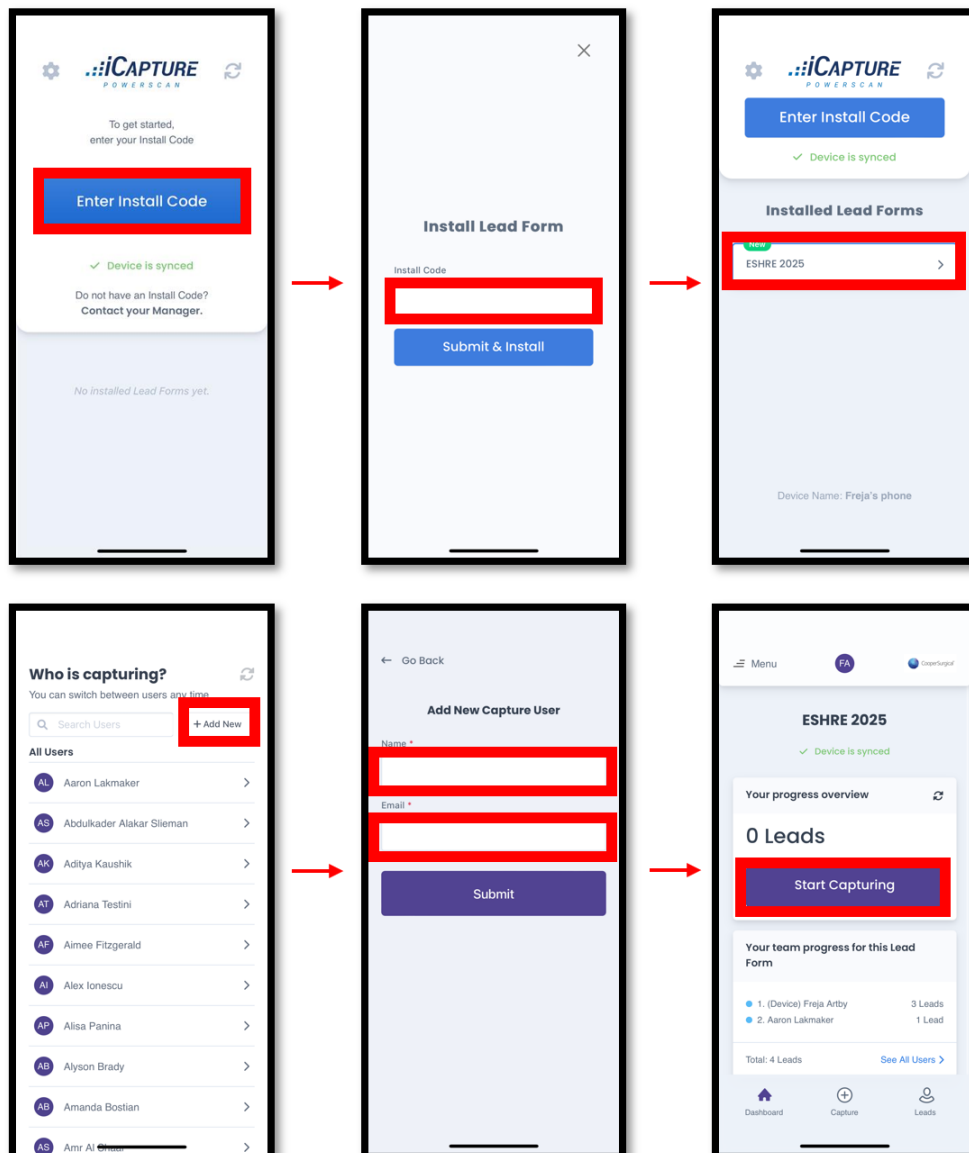
After the congress, we will allocate the leads in Microsoft Dynamics and send out all other leads to Country Managers manually.

If you haven't used iCapture before, please do these things before the congress:

1. Read the instructions attached to the email.
2. Download the "iCapture Powerscan" app (available in all app stores)
3. Enter the install code: **DDB5T4**
4. Create your account in the app.
5. Start capturing!

Please remember to be thorough when entering the lead information. You can enter your lead's contact information by scanning their badge, by taking a picture of their business card, or by entering the contact information manually. Please make sure you have all the required information, as this will help Sales when they follow up.

If you're a new user, please find a quick setup guide below:



Business Cards

Please do not forget to bring your business cards.

Refreshments and food on the stand

We will offer snacks and drinks to our stand staff at the stand. Lunch will be provided for all by ESHRE and served in the exhibition hall in the catering areas found in the exhibition hall.

Luggage on stand

Absolutely NO luggage should be stored on the stand. Luggage should be placed in the Congress Centre's checked luggage room.

Competitor & Customer - information you need to collect

We invest a lot of time and money into ESHRE, and it is essential that we get as big a return as possible.

Following the event, we will ask you to complete an online survey and provide information such as:

- Competitor or distributor information
- Customer news/information e.g., buyouts
- Sector trends, new scientific data
- Relevant facts/information from talks you have attended.
- Interesting posters (please take a photo which can be sent separately to Marketing), etc.

Compliance considerations

Please be aware of the value of the hospitality you offer/have offered to your customers during ESHRE. Make sure that it does not exceed the recommended amount. Any doubts please check.

Accommodation Information

We have rooms at three different hotels this year.
All hotels are within walking distance from the congress centre.

Courtyard by Marriott Paris Porte de Versailles

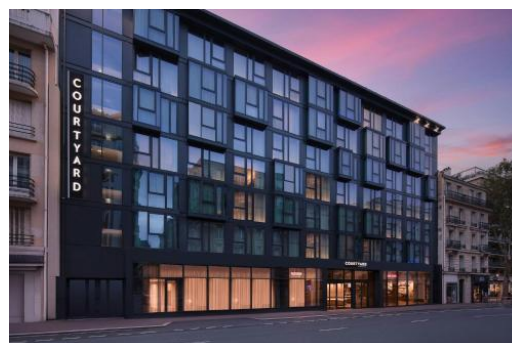
- Distance from the congress centre: 13 minutes walking (950 meters)
- Distance from the airport (Charles de Gaulle): 1 hour by car

Address: 5 Rue Ernest Renan, Issy-les-Moulineaux, 92130

Check-in: 15:00

Check-out: 12:00

Website: <https://www.marriott.com/en-us/hotels/parcv-courtyard-paris-porte-de-versailles>



Oceania Paris Porte De Versailles

- Distance from the congress centre: 13 minutes walking (900 meters)
- Distance from the airport (Charles de Gaulle): 1 hour by car

Address: 52 Rue d'Oradour-sur-Glane, 75015 Paris

Check-in: 15:00

Check-out: 12:00

Website: <https://www.oceaniahotels.com/en/oceania-paris-porte-de-versailles>



Hotel Mercure Paris 15 Porte de Versailles

- Distance from the congress centre: 22 minutes walking (1,5 km)
- Distance from the airport (Charles de Gaulle): 1 hour by car

Address: 6, rue Saint Lambert, 75015 Paris

Check-in: 12:00

Check-out: 12:00

Website: <https://all.accor.com/hotel/0903/index.en.shtml>

