



CooperSurgical®

Staff Information Pack

**This document provides all essential information for staff attending
and supporting ESHRE 2026.**

ESHRE 2026

London, UK

5. – 8. July



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ESHRE 2026 schedule

Saturday 4 July

Time	Programme
13:00 - 21:00	Channel Partner meeting and Awards Dinner (only for invited CooperSurgical staff)

Sunday 5 July

Time	Programme
13:00 - 18:00	Medical Affairs Advisory Board Meeting (only for invited CooperSurgical staff)
18:30	All stand staff on stand for briefing
19:00	All staff on stand for group photo
20:00 - 22:00	ESHRE welcome reception (exhibition hall open)

Monday 6 July

Time	Programme
08:30 - 17:00	Exhibition Open

Tuesday 7 July

Time	Programme
08:30 - 17:00	Exhibition Open

Wednesday 8 July

Time	Programme
08:30 - 17:00	Exhibition Open

Your To Do List - Quick Reminder

- ☐ Attend the online **staff briefing** on Monday 20. June at 14:00 (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 packed comfortable shoes!

ESHRE Overview

This year's ESHRE will be held at the congress venue ExCel, which is London's largest exhibition venue. It's located in East London, about 15 km from the city center.

Congress hall: N13 – N21
Booth number: A13
Address: 1 Royal Victoria Dock
1 Western Gateway
Postcode: E16 1XL
City: London



Website

<https://www.eshre.eu/eshre2026>



ESHRE 2026 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 2026 main program can be found at: <https://www.eshre.eu/ESHRE2026/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 5 July	20:00 to 22:00	-	-	-
Monday 6 July	8.30 to 17:00	09:30 to 10:00	13:00 to 14:00	16:30 to 17:00
Tuesday 7 July	8.30 to 17:00	09:30 to 10:00	13:00 to 14:00	16:30 to 17:00
Wednesday 8 July	8.30 to 14:00	09:30 to 10:00	13:00 to 14:00	-

ESHRE 2026 Exhibitor Badges

You have all 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 if you haven’t already done it. Afterwards you will 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/ESHRE2026/Registration>.
- If you indicated in your registration that you would both purchase a Scientific Badge and need an Exhibitor Badge, we have **not** purchased an Exhibitor Badge for you, as you only need one badge.

CooperSurgical ESHRE 2026 Presence and Activities

ESHRE Stand Location

Our stand at this year’s ESHRE will once again have a prime location (Stand no.: A13). We are located close to one of the entrances to the exhibition hall. In this location our visibility will be excellent, and we expect to have lots of traffic in our area.



Overall goal

At ESHRE 2026, our focus is on driving commercial impact, amplifying key product launches, and strengthening our position as an innovative partner in fertility care. We aim to generate high-quality leads by creating meaningful customer engagement and directing opportunities to our commercial teams.

Through targeted booth activities, product demonstrations, and scientific dialogue, we will increase awareness and interest in our latest offerings, ensuring measurable outcomes across all launch areas.

At the same time, we will bring our renewed innovation identity to life across every touchpoint—delivering a consistent, future-focused message that reinforces our role as a trusted, forward-thinking leader in the industry.

This Year's Stand Focus

Overall: Innovation (Rooted in Excellence and Eco System of innovation)

Launches: ViaBL (Freezing) + soft launch Wallace OPU (pump & needles)

Strategic products: RI Witness + ZyMot + ViaBL + Select Syndrome Screen + G210 + Integra 3

Our Stand Space

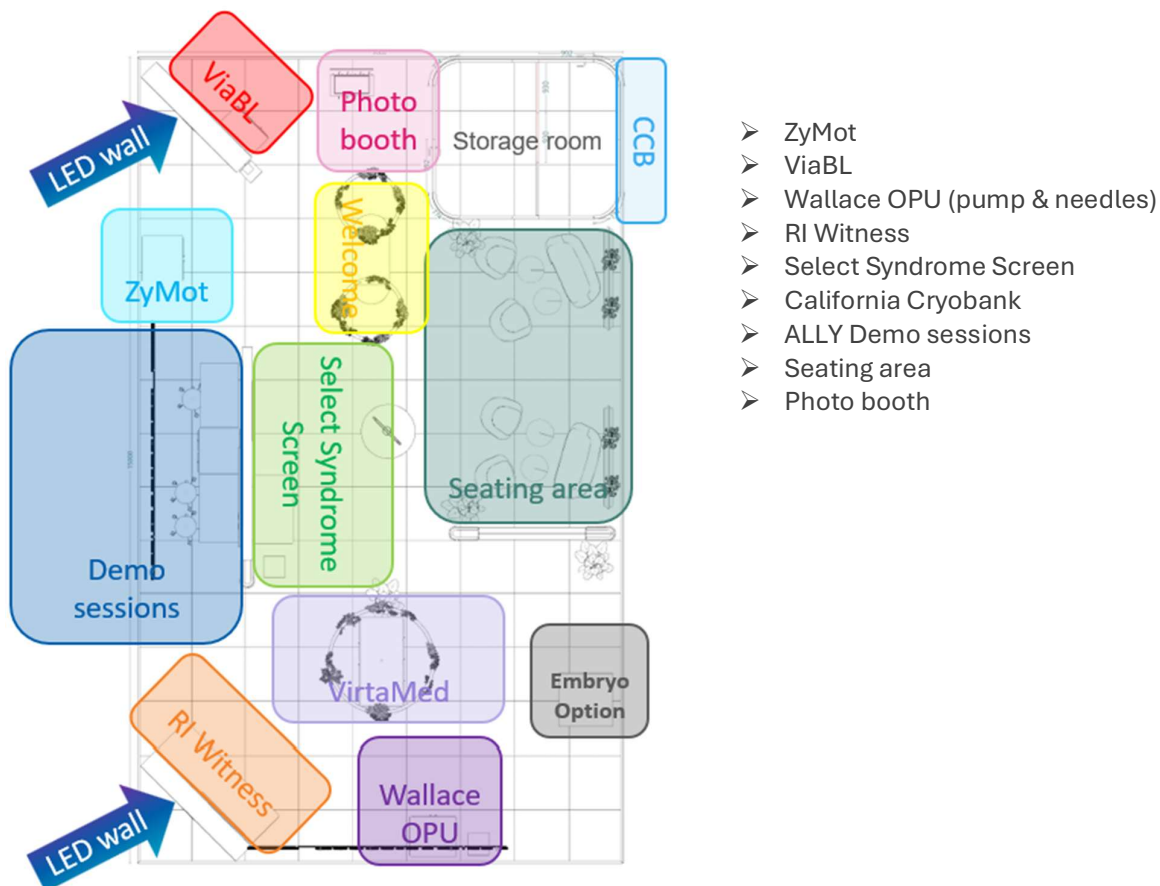




Photo booth

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.

Giveaways on stand

We will have the following branded items available this year. We expect them to be very popular and will help spread our logo across clinics and homes worldwide.

- Bags
- Lab hats in two different designs
- Lab bags in two different designs

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.

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, 6th July

Activity	Title	Time (BST)	Speaker	Description
Booth Talk	Built for the lab: the science and data behind Super-Fast Vitrification	09:30–10:00	Rita Vassena, PhD Medical Director – Fertility, CooperSurgical, Inc.	Join us for an engaging talk on our new super-fast vitrification. Rita Vassena will review the science and the clinical data behind ViaBL™, our new super-fast blastocyst vitrification medium. Discover how this innovation brings greater efficiency to vitrification workflows.
Live Demo Incl. a Talk	Key factors in achieving optimal results in embryo transfer, including embryo loading (blue beads) and a simulator demonstration	10:10–10:30	Steve Levett, PhD Director of Clinical Applications, CooperSurgical, Inc. Cornelia Meyer, MSc Clinical Application Scientist, CooperSurgical, Inc.	Come and listen to our expert sharing best practice and tips to achieve the optimal results in embryo transfer using our Wallace® Sure-Pro® catheters. After the talk there will be an embryo transfer demonstration using a simulator which you are invited to try.
Booth Talk	Driving Smarter IVF Lab Procedures and Workflows with Insights from Electronic Witnessing	13:00–13:30	Federica Innocenti,* MSc, PhD IVIRMA Global Research Alliance, Scientific and Research Coordinator, Genera, Italy	Discover how electronic witnessing does more than protect ART procedures—it redefines lab performance. Learn how the RI Witness® ART management system helps to eliminate errors, streamline workflow, balance workloads, and drive measurable gains in efficiency and quality.
Demo Drop-in Session	Sperm selection by hyaluronan binding Embryo transfer simulation Optimal use of the VitriFit™ carrier	15:30–17:00	PECS and CAS	Come work with our experts on the setup and use of SpermSlow™ medium and PICSi® dish to select sperm for ICSI. Try to perform an embryo transfer with our simulator. Watch and try our VitriFit™ carrier for vitrification loading and discuss ViaBL™, our new vitrification and warming solutions.

Tuesday, 7th July

Activity	Title	Time (BST)	Speaker	Description
Booth Talk	ZyMöt® Multi Sperm Separation Device: Practicalities, benefits and new data	09:30–10:00	Emma Ebinger,* MSc Scientific Director, Adora Fertility, Australia David Morroll, PhD Director of Clinical Support, CooperSurgical, Inc.	We will provide practical insights on integrating the ZyMöt® Multi Sperm Separation Device into the laboratory workflow. We will explore how the device enables consistent high-quality sperm preparations characterized by high motility and low DNA fragmentation. Additionally, we will discuss appropriate use cases for ZyMöt®, review the available evidence and share expert perspectives on its potential clinical benefits.
Live Demo	ZyMöt® Multi Sperm Separation Device	10:00–10:30	PECS and CAS	Come work with our experts on the ZyMöt® Multi Sperm Separation Device.
Live Demo Incl. a Talk	Best practice in trophectoderm biopsy (TE) Best practice in biopsy cell tubing to help avoid “no-results”	13:00–14:00	Steve Fleming, PhD Director of Embryology, CooperSurgical, Inc. Bodoor Qutish, BSc Clinical Application Scientist, CooperSurgical, Inc. PECS and CAS	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 this procedure. Get guidance and discuss trophectoderm biopsy with our experts. Follow a live demonstration to help optimise tubing in your laboratory. Try it yourself.
Booth Talk	Embryo Options®: Supporting Consent and Compliance in Cryo storage	14:45–15:30	James Lawford Davies,* LL.M. Partner at LDMH Partners Charlotte Wood*, BSc Senior Clinical Embryologist, Herts & Essex Fertility Centre, United Kingdom John Whitney, BSc Global Head of Product Management Fertility, CooperSurgical, Inc.	A digital approach to consent management in cryo storage. Long-term cryo-storage presents ongoing challenges for clinics in managing consent, communication, and regulatory compliance. Recent UK legal cases have highlighted how gaps in formal consent can emerge over time, despite best intentions. In this stand talk, James Lawford Davies, LL.M., will share the patient and legal perspectives following a recent UK High Court ruling on embryo and gamete storage. Charlotte Wood*, BSc, will then describe the practical impact of consent management challenges on clinics, including administrative workload and governance risk. The session will conclude a demonstration of Embryo Options®, a digital cryo management platform designed to support consent oversight by CooperSurgical, Inc., streamlining re-consent and, where applicable, statutory notifications (UK only), helping clinics reduce administrative burden and strengthen compliance.
Drop-in Demo Session	Sperm selection by hyaluronan binding Embryo transfer simulation ZyMöt® Multi Sperm Separation Device Trophectoderm biopsy and cell tubing	15:30–17:00	PECS and CAS	Come and work with our experts on the setup and use of SpermSlow™ medium and PICSI® dish to select sperm for ICSI. Try to perform an embryo transfer with our simulator. Come and work with our experts on the ZyMöt® Multi Sperm Separation Device. Get guidance from our experts and discuss trophectoderm biopsy and the tubing of blue beads.

Wednesday, 8th July

Activity	Title	Time (BST)	Speaker	Description
Drop-in Demo Session	Embryo transfer in a simulator ZyMöt® Multi Sperm Separation Device VitrifiFit™ carrier	All morning	PECS and CAS	Drop in and discuss embryo transfer with our experts and try yourself with our simulator. Come and work with our experts on the ZyMöt® Multi Sperm Separation Device. Watch and discuss ViaBL™, our new vitrification and warming solutions.

*Paid consultant for CooperSurgical, Inc.

The demos will be broadcast virtually on our external ESHRE page:
[CooperSurgical At ESHRE 2026 - CooperSurgical](#)

Drop-in Sessions

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

- Try a mouse TE biopsy on our RI Integra 3™ micromanipulator
- Work with our expert to achieve optimal results in biopsy cell tubing to help 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, helping to secure and monitor 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
- Try loading beads onto a VitriFit™ carrier

Meeting rooms

We have four meeting rooms booked at ESHRE, for internal and external meetings. 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 name	Location	Available dates	Booking link
ELT & Strategic Accounts	Private Dining Room	At Novotel. On ground floor (1 st floor).	Sunday 5. July	Private Dining Room
ELT & Strategic Accounts	London II	At Novotel. On ground floor (1 st floor).	Monday 6. July – Tuesday 7. July	London II
ELT & Strategic Accounts	North Gallery Room 16	At Excel. On 2 nd floor.	Monday 6. July – Tuesday 7. July	North Gallery Room 16
All	North Gallery Room 17	At Excel. On 2 nd floor.	Monday 6. July – Wednesday 8. July	North Gallery Room 17
All	Albert 1	At Excel. On 3 rd floor.	Monday 6. July – Tuesday 7. July	Albert 1

Be aware all participants must wear a valid congress badge at all times in order to access the meeting rooms at the congress.

1st Floor

Private Dining Room

Private Dining room

Restaurant

Kitchen

Reception

Staff canteen

Staff Gents

Staff Ladies

Accounts

HR

Sales

PABX

Reservations

Conference Kitchen

GM

PA to GM

Ladies Toilets

Gents Toilets

WC

F&B

Coffee corner

Bar

Conference room Surrey

Conference room London

Conference room Royal Wootton

Refuge point

Fire Fighting Lift

Conference room King George V

Conference room Royal Albert

Conference room Boardroom

Evac+Chair

Nearest Evac+Chair Located on the 2nd Floor

London II

EVENT HALLS

LEVEL 1

Key features

- Total capacity 88,750 guests
- 84,328m² column free space (divided into North & South event halls)
- 2,000m² hall modules N2-N22 & S2-S22:
 - 88.4m (L) x 23.6m (W) x 10m (H)
 - N2 & S2: 1,000m² x 10m (H)
 - N23 & S23: 694m² x 10m (H)
- ICC Maritime Hall modules
 - Hall 1: 1,672m² x 9.6m (H)
 - Hall 2: 1,693m² x 9.6m (H)
 - Hall 3: 2,044m² x 9.6m (H)
 - Hall 4: 2,189m² x 9.6m (H)
 - Hall 5: 2,054m² x 9.6m (H)
 - Hall 6: 1,940m² x 9.6m (H)

* Easy visitor access from 12,000m² (800m long central boulevard Level 2)

* Partitioned floor space with moveable walls

* Private lorryway accessing event halls with 7.5m (w) by 5.0m (h) drive-in doorways

* Event Hall floor weight loading 25 kN/m²

* Permanent cabling including IT, electric, water, waste, compressed air, gas – serviced by underfloor ducts every 5.0m North to South and 30m East to West

* Individually adjustable LED ceiling lights every 5.4m

Access point North Gallery

Exhibit halls

Access point North Gallery

Key

- Organiser offices
- Toilets
- Lifts
- Stairs

Locator map

Level 1

North Event Halls Level 1

South Event Halls Level 1

ICC Maritime Halls Level 1

ICC Capital Suite Level 2

ICC Corporate Centre Level 1

ICC Maritime Lounge Level 2

ICC Maritime Hall Level 1

ICC Maritime Hall Level 2

ICC Maritime Hall Level 3

ICC Maritime Hall Level 4

ICC Maritime Hall Level 5

ICC Maritime Hall Level 6

ICC Maritime Hall Level 7

ICC Maritime Hall Level 8

ICC Maritime Hall Level 9

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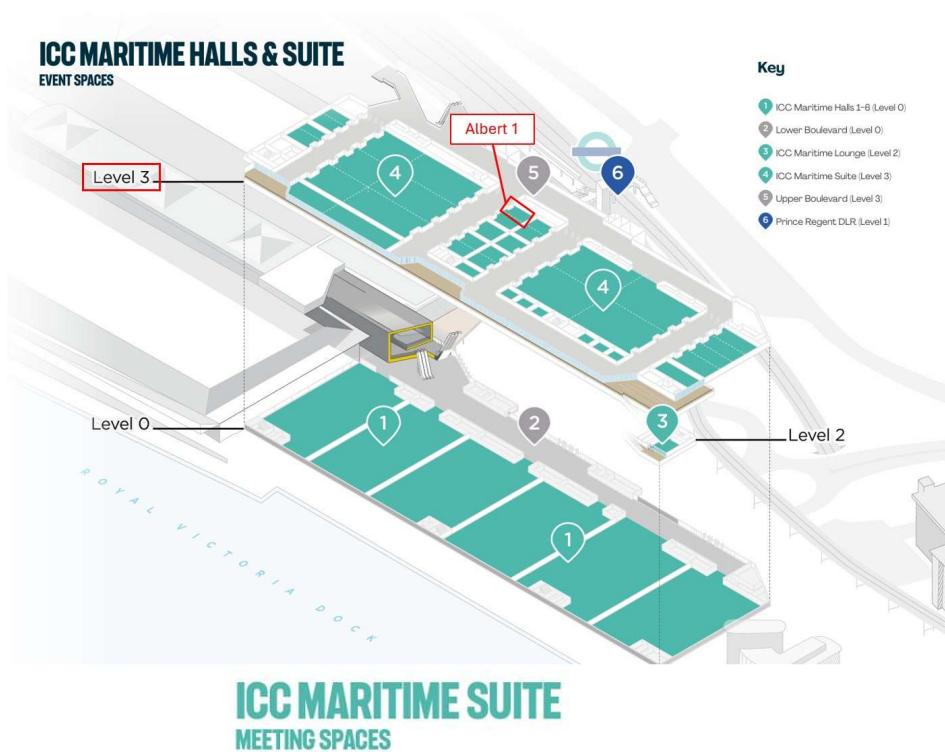
ICC Maritime Hall Level 253

ICC Maritime Hall Level 254

ICC Maritime Hall Level 25

Meeting room map – Albert 1

5-10 minutes walking from the exhibition hall.



Other Events

Channel Partner Pre-ESHRE Training & Award Dinner – Saturday 4. July

This year the channel partner meeting and award dinner will take place on Saturday 4. July, at London Museum Docklands.

This Year's programme includes sessions about the latest CooperSurgical company strategy, workshops, the annual Channel Partners dinner, and awards ceremony.

4 July 2026	
12:00 CET	Arrival & lunch 12:00-13:00
13:00 CET	Fertility Solution Strategy 13:00-13:20  Roula Halabi Global Head of Fertility Solutions CooperSurgical
13:20 CET	Maximize ESHRE customer engagement & impact 13:20-14:20 • Product launches / booth focus • Booth activities • Scientific presence: abstracts / posters  Rita Vassena Medical Director CooperSurgical  Inga Grote-Ebbs Head of Global Marketing Consuma... CooperSurgical
14:20 CET	Rooted in Excellence 14:20-14:50 • Ecosystem of Innovation • Quality Leadership • Supply Excellence  Philip Damiani Director, Laboratory Services - CSI ... CooperSurgical  John Whitney Head of Global Marketing Fertility Se... CooperSurgical
14:50 CET	Coffee Break 14:50-15:10
15:10 CET	Best Practice sharing workshops (based on sales rights) 15:10-16:20 <u>Please refer to the workshop tab for more details. No rotation:</u> Channel Partners should attend the workshops based their sales rights. If a Channel Partner holds sales rights for all, the team will be split to attend all workshops.  Cornelia Meyer Senior Clinical Application Specialist CooperSurgical  Linda Bort Global Product Manager, Dry Goods CooperSurgical
16:30 CET	Break 16:30-17:30
17:30 CET	Global Channel Partner Awards Dinner 17:30-20:30

Important Staffing Information

Team Photo

ESHRE officially begins at 20:00 on Sunday, 5 July. All staff are asked to meet at the stand at **19:00 (60 minutes before opening)** for a team photo and a brief introduction to the stand layout.

For stand staff only

All staff included in the **stand rota** are required to arrive earlier, at **18:30 on Sunday, 5 July** (30 minutes before the rest of the team).

This session will be used to efficiently review each product area with the relevant Product Managers, who will provide key messaging, product highlights, and important sales points to support you throughout the congress.

Dress code (for stand staff)

The dress code for all stand staff is:

- Black trousers or skirt
- White shirt or blouse

This dress code applies **for the full duration of the congress while working on the stand**.

Please ensure you also wear your **CooperSurgical lanyard and name badge at all times**. These will be distributed at the stand from **19:00 on Sunday evening**.

Stand Responsibilities and Rota

As ESHRE is a busy and demanding congress, staff duties have been divided **into morning and afternoon shifts**. This structure is designed to allow you to schedule customer meetings during your non-stand time.

Please note:

- You are expected to remain on the stand for the **entire duration of your assigned shift**
- The only exception for leaving the stand is for short bathroom breaks

A **detailed rota** is attached for your reference.

General stand Expectations

While on the stand, all team members share responsibility for maintaining a professional and welcoming environment. This includes:

- Ensuring water is readily available
- Replenishing bag stands as needed
- Keeping the stand tidy, clean, and free of rubbish

Lead Retrieval Systems

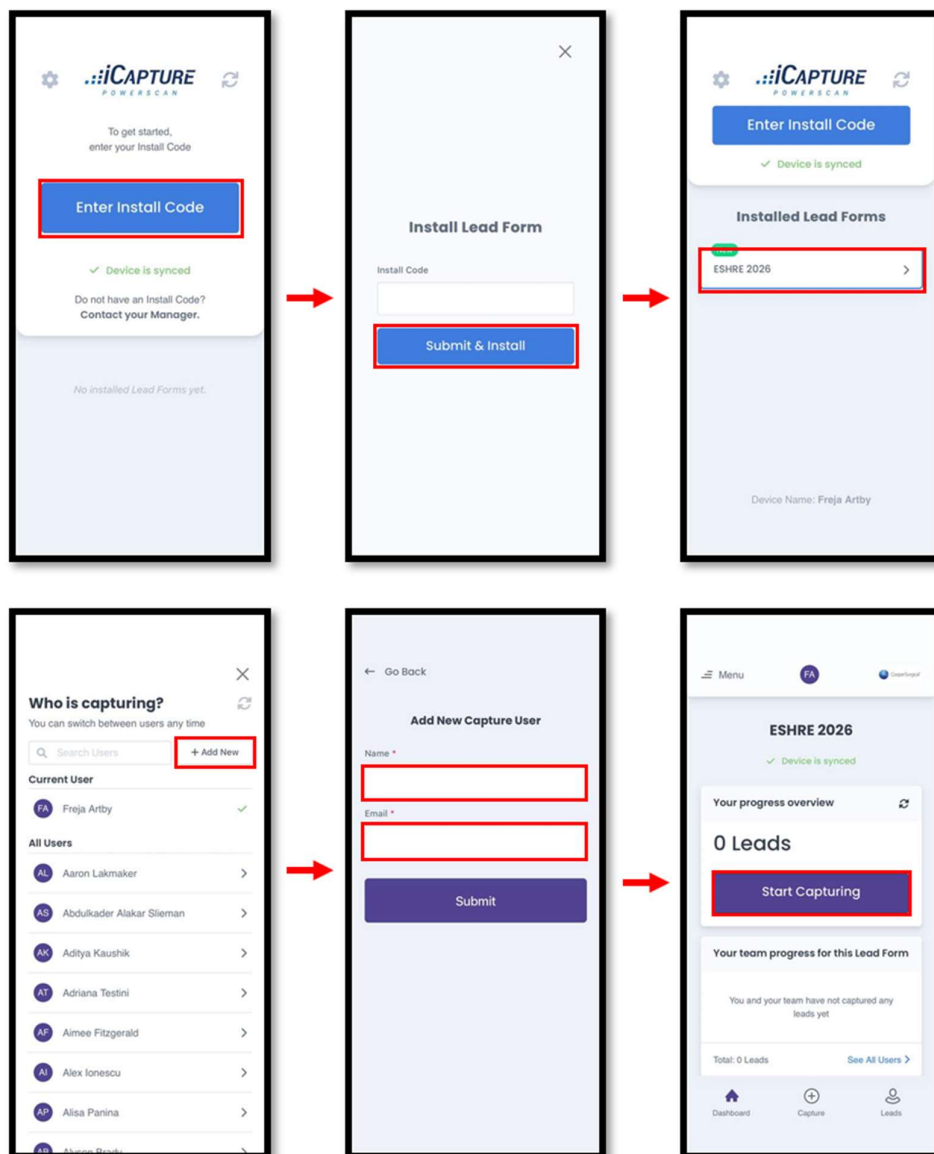
We are using the app iCapture for lead collection. In this app you can collect all the lead information and submit it. The lead will be sent directly into Marketo and CRM.

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 "Cvent iCapture" app (available in all app stores)
3. Enter the install code: **92CB13**
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 it's necessary for Sales when the follow up after EHSRE.

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.

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 two different hotels this year. The majority of you will be staying at the Ibis Hotel. Please check the attached rooming list to find out which hotel you're at.

Ibis London ExCel Docklands

Distance from the congress centre: 2 minutes walking (100 meters)

Address: 9 Western Gateway, Royal Victoria Dock, E16 1AB, London

Check-in: 15:00

Check-out: 12:00

Website: <https://all.accor.com/hotel/3655/index.en.shtml>



Novotel London ExCel

Distance from the congress centre: 2 minutes walking (100 meters)

Address: 7 Western Gateway, Royal Victoria Dock, E16 1AA, London

Check-in: 15:00

Check-out: 12:00

Website: <https://all.accor.com/hotel/3656/index.en.shtml>

