

61ST ERA
CONGRESS
STOCKHOLM & VIRTUAL
MAY 23-26, 2024
Inspiring Kidney Care

EUROPEAN RENAL ASSOCIATION
61st ERA Congress – Inspiring Kidney Care

Congress Toolkit



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ABOUT THE 61ST ERA CONGRESS

The 61st ERA Congress will take place both virtually and live in Stockholm on May 23–26, 2024.

Hosted by the European Renal Association, this event stands as the largest annual Nephrology Congress in Europe, welcoming thousands of attendees from across the globe. The Congress focuses on key learning features in the clinical field, as well as the scientific and latest innovations.

This year's theme is '**Rethinking kidney health, transforming kidney care**'. The Congress will feature seven main tracks:

1. Physiology, Cell Biology & Genetic Diseases
2. Glomerular & Tubulo-interstitial Diseases
3. Chronic Kidney Disease
4. Dialysis
5. Kidney Transplantation
6. Hypertension & Diabetes
7. AKI & Critical Care Nephrology

To discover more about this year's Scientific Programme, please visit our [website](#).

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BRANDING GUIDANCE

CONGRESS SLOGAN

'**Inspiring Kidney Care**' summarises ERA's commitment to providing *excellence* in kidney care, while motivating professionals to foster *innovation* in the field of nephrology. The slogan conveys the following key messages:

1. **Positive influence:** the term 'inspiring' suggests motivation and encouragement. It implies that ERA is not just providing a standard medical Congress but is striving to motivate and uplift professionals in their work.
2. **Focus on care:** by emphasising 'kidney care', the slogan highlights the organisation's dedication to the treatment of kidney-related issues, and, therefore, to patient care. It indicates a comprehensive approach that encompasses various aspects of care, including prevention, diagnosis, treatment and support.

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CONGRESS LOGO

The Congress logo is permitted for use within your event-related materials, including your presentation. The requirement is that no changes or additions are made to it.

STRUCTURE

The position and proportion of the logo are strictly fixed. They must not be changed or redrawn for any reason. It is important that any use of this logo is in accordance with these guidelines at all times.

Minimum size:

30mm is the minimum size for the logo in printed materials and 44px in digital materials.

TYPOGRAPHY

Dolce Vita Quite Regular

FURTHER SPECIFICATIONS

1. It must be clearly recognisable that you or your company, not ERA, is the author of any Congress-related materials you produce, including your presentation.
2. When incorporating both the Congress logo and your company logo, maintain equal positioning for both logos.
3. Preferably, the Congress logo should be presented against a white background, adhering to the colour specifications outlined on page 7.
4. Please ensure that on your own materials, you utilise the Congress logo provided in this toolkit and not the ERA society logo.

[DOWNLOAD HERE](#)



30 mm



Dolce Vita Quite Regular

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

COLOURS

The black text Congress logo should be used for digital and print materials. Preferably, this should be displayed against a white background:

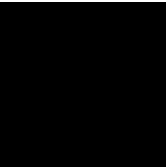


NUMBER



PANTONE: 116 C
RGB: 255/204/0
CMYK: 0/20/100/0

TEXT



PANTONE: Pantone Process Black
RGB: 0/0/0
CMYK: 0/0/0/100

FLAG



PANTONE: 641 C
RGB: 20/101/164
CMYK: 90/57/10/0



PANTONE: 116 C
RGB: 255/204/0
CMYK: 0/20/100/0

SOCIAL MEDIA

SOCIAL MEDIA CHANNELS

ERA has a variety of social media channels that will be posting about the latest news and developments over the course of the Congress.

We encourage you to follow ERA's channels and utilise the official Congress hashtag '#ERA24' when posting about any Congress-related activities.

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Congress social media rules

1. The use of social media is widely encouraged at the ERA Congress. [The general social media rules](#) also apply in this specific case.
2. Through the use of social media, we will promote an engaged online environment that is professional, respectful, and educational for all those interested in the ERA Congress.
3. We encourage people to like, comment and share the ERA social media posts as well as generate and share their own content (live-tweet, slides, posters, and exhibitor information, etc).
4. We encourage speakers and presenters to include their X handle in their introductory slides and on their posters. Institutional X handles can also be included at the discretion of the presenters and speakers.
5. Live tweets from the ERAkidney X account will include the personal and/or institutional social media handle of presenters and speakers where possible. If presenters or speakers do not wish to have accounts tagged in X posts, they should inform the Congress organisers at social@era-online.org 24 hours prior to their presentation.
6. We ask that comments and replies to the posts of @ERAKidney as well as those engaging with the conference are respectful towards the other participants.
7. Pictures and videos shared at the ERA Congress can be generally taken during scientific presentations, for personal use only, and can then be used on social media. This is provided the speaker or presenter has not indicated that they do not wish for their content to be shared as indicated below. The commercial use of pictures and videos taken during the annual ERA Congress is NOT allowed.
8. Speakers who do not want their content shared should do so in one of the following ways:
 - Presentation: For speakers who do not want any content from their presentation shared via social media they should post a slide at the beginning of their talk stating so.
 - Slide: For speakers who do not want content from a poster, specific slide or set of slides shared via social media they should share a 'No Social Media' icon.
9. We ask that all participants respect these requests but we cannot ensure adherence.
10. No content from the ERA Congress that could in any way identify a patient should be presented or shared on social media.

SHAREABLE BANNERS

ERA has developed shareable banners for use across X, Instagram, Facebook and LinkedIn to spread awareness of the Congress and amplify your presence at the event.

3x 'Join me at the 61st ERA Congress!'

3x 'I'm attending the 61st ERA Congress!'

3x 'I'm presenting my research at the 61st ERA Congress!'

3x graphical banners without additional text

Please note that these banners can only be used for event-related materials and activities and that no changes or additions can be made to them.



[DOWNLOAD HERE](#)

SAMPLE SOCIAL MEDIA POSTS

Join the movement to inspire kidney care at **#ERA24!**

Alongside the shareable banners, we encourage you to share personal messages across social media, inviting your network to explore the Scientific Programme and register. Make sure to tag your peers and nephrology network worldwide to spread the message.

Here are some sample posts to which you can add your own personal message:

- The #ERA24 Scientific Programme is live! bit.ly/47YHgqC
I'm looking forward to diving into sessions on [mention sessions/topics you're eager for].
Join me there! bit.ly/4beo9LY
- Eager to explore the #ERA24 Scientific Programme! bit.ly/47YHgqC
I can't wait to join forces with the global nephrology community this summer to discover the latest innovations inspiring kidney care – meet me there! bit.ly/4beo9LY
- I'm thrilled to announce that I will be presenting at #ERA24! Exciting discussions ahead on [insert session or topic].
Join us on our journey to inspire kidney care. Register today! bit.ly/4beo9LY
- I'm proud to be part of the global nephrology community at #ERA24!
Let's unite and inspire positive change in kidney care.
Be part of this experience by registering now! bit.ly/4beo9LY



ADDITIONAL MATERIALS

PRESENTATION SLIDES

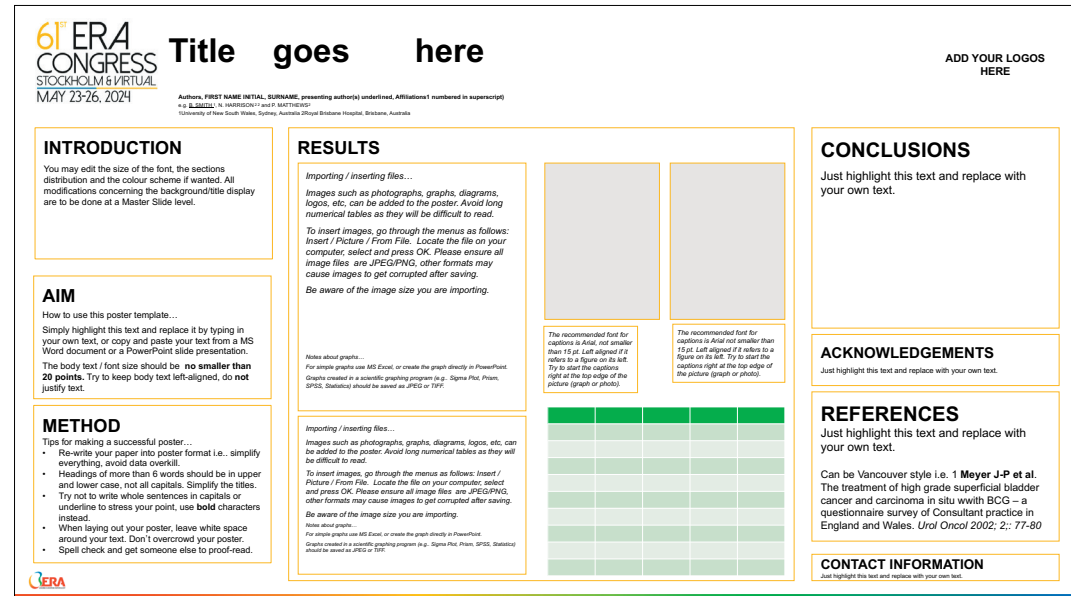
Dedicated slides have been created for this year's Congress.

You are invited to download and integrate these PowerPoint slides [16:9] into your presentations.



Main speaker template

DOWNLOAD HERE



Focused orals and e-posters template

DOWNLOAD HERE

THANK YOU

We look forward to welcoming you to the 61st ERA Congress!

If you have any queries or require further information, please contact secretariat@era-online.org

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