

XVII EUROPEAN SOCIETY OF HYPNOSIS CONGRESS

26TH – 30TH AUGUST
2026, UNIVERSITY OF
GLASGOW,
SCOTLAND

Exhibitor Prospectus

FOR MORE INFORMATION:

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LET HYPNOSIS GUIDE YOU TO INNER PEACE



HELD BY THE BRITISH SOCIETY OF
MEDICAL AND DENTAL HYPNOSIS



Conference website: <https://fitwise.eventsair.com/esh2026>



Invitation to participate

The European Society of Hypnosis (ESH) has over 14,000 members in 23 countries throughout Europe. ESH has chosen Glasgow in 2026 to hold the ESH's 17th Congress and it will be held at the University of Glasgow on 26-30th August 2026 (with the the main conference and exhibition running from the 28th - 30th). This is a prestigious event involving professionals from the world of medicine, dentistry, neuroscience, research and psychology. We also expect many delegates to attend from the International Society of Hypnosis, some of whom will be our guests.

With increasing focus on mental health and well-being and their effects on physical health outcomes being well documented, this Congress intends to focus on the well documented and academically researched outcomes proving that clinical hypnosis has an effective role in treatment for many of the health problems that patients suffer from and clinicians treat every day.

Scotland has a strong connection to hypnosis as it was the Scottish medical physician Dr James Braid who first coined the term 'hypnotism' in 1841. Dr James Braid is often called the father of hypnosis.

The ESH Congress attracts inquisitive and engaged attendees from medicine, dentistry, neuroscience and psychology and many researchers from all over Europe who share a ethos of evidence-based patient centered care. The development of AI and it's use in hypnosis therapy, the use of virtual reality, Apps as well as traditional face to face and online therapy give hypnosis a much larger audience than it commanded previously. Home grown researchers like Dr Alistair Dobbin in Edinburgh has shown that hypnosis is far more effective than CBT when it comes to dealing with many conditions.

The attendees as well as being clinical professionals are also interested in the simple things in life like tourism, whisky industry, fashion, Scottish cuisine, hospitality, etc and it is important to us as organisers to ensure that they have as 'Scottish' an experience as we can provide. Many will be interested in their genealogy and exploring our wonderful country as they have Scottish ancestry.

As part of the Congress we will also feature an exhibition for companies with an interest in the use of hypnosis in the fields of medicine, dentistry, psychology, and psychotherapy. We look forward to welcoming you as an Exhibitor at the 17th ESH Congress at The University of Glasgow on 26th - 30th August 2026.

Yours sincerely,



Dr Kathleen Long



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About The European Society of Hypnosis

The European Society of Hypnosis (ESH) is a confederation of National Societies specialising in the use of hypnosis in the fields of medicine, dentistry, psychology, and psychotherapy.



Our mission is to promote the highest professional standard in the practice of hypnosis for clinical and experimental purposes. The commitment is to evaluate and elaborate the newest developments in professional hypnosis and to disseminate such information among members.

ESH was founded in 1976, when a group of European medical professionals including Dietrich Langen, Peo Olof Wikström and Marjan Pajntar, proposed the setting up of a European section of the International Society of Hypnosis (ISH). ESH became independent from ISH on 20 August 1990, when the ESH Constitution was ratified.

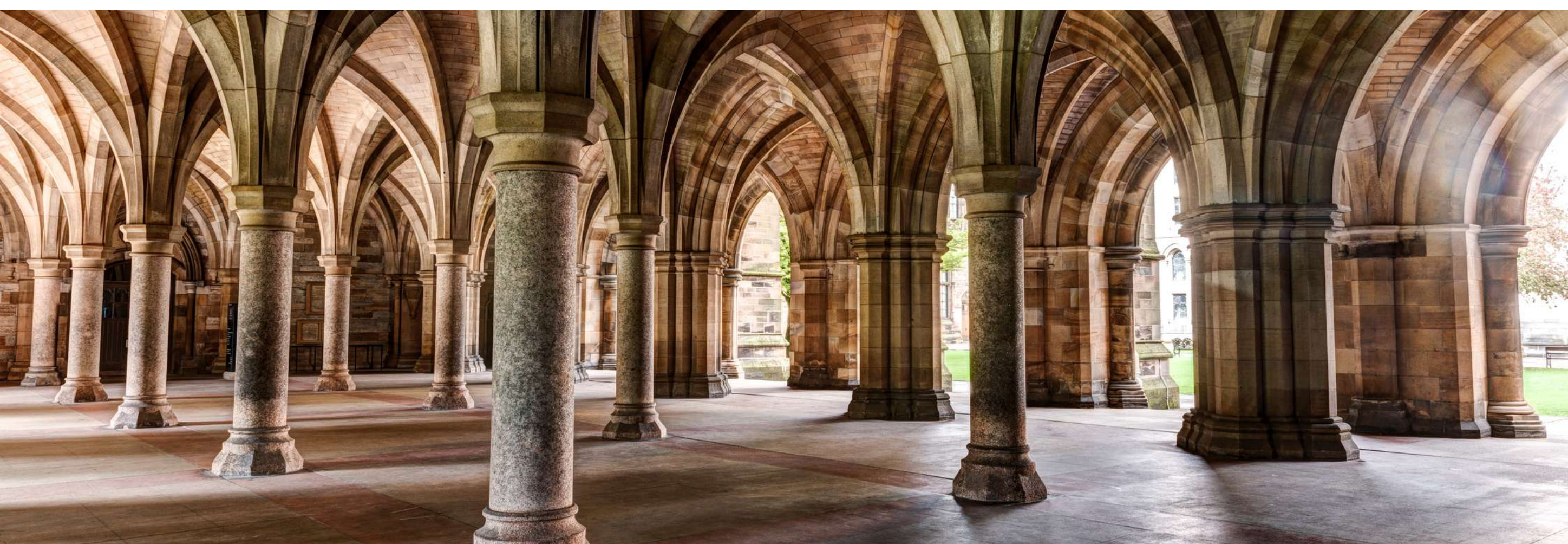
ESH presently consists of a large number of Constituent Societies from many Countries throughout Europe.

Who will attend?

Delegates will be healthcare professionals who specialize, or have an interest in, the use of hypnosis in the fields of medicine, dentistry, psychology, and psychotherapy.

Programme Overview

More information will be available in due course at: <https://fitwise.eventsair.com/esh2026/programme>





Why Participate?

- Connect directly to key influencers and decision-makers within the hypnosis fields of medicine, dentistry, psychology, and psychotherapy
- Reinforce and strengthen your brand position in the market place
- Collaborate with those who use your products whilst showcasing your company
- Foster new business relationships in a growing and fast paced industry
- Exposure to a community dedicated to paediatric oral and dental health
- Network with like-minded industry members and delegates
- Generate new ideas and gather new knowledge
- Enhance your credibility, expand your loyalty and build opportunities with new and existing clients



The Venue & Glasgow

University of Glasgow
University Avenue
Glasgow
G12 8QQ

0141 330 2000

<https://www.gla.ac.uk>



Exhibition and Sponsorship Opportunities:

EXHIBITION TABLE TOP STAND

£995 + VAT

- 2m x 1m (approx) of space for both days
- Table and 2 chairs for both days
- Registration with access to conference sessions for 2 reps*
- Tea/coffee and buffet lunch for 2 representatives for the main confernece (28-30 August)
- Lead management badge scanning
- Post-conference delegate list
- Profile on conference app

As this is a table top exhibition, power isn't guaranteed however we ask that you bring a long extension cable and we will do our best on the day to get you power.

Exhibition Opening Hours (subject to change)

Setting up time for exhibitors will be Friday 28th August from 07:00 – 08:00. All stands should be erected and dressed by 08:00 with all packaging and other materials removed from aisles and stands. Break down will begin on Sunday 30th August 2026 after the lunch break at 13:15 and all exhibitors should be clear of the building by 17:00.

Exhibition open times	Opening Friday 28th Aug 08:00	Closing Sunday 30th Aug 13:15
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*access to conference sessions will be subject to availability on the day

Additional Exhibition and Sponsorship Opportunities:

The European Society of Hypnosis (ESH) recognises that conferences and events have a direct impact on the local, regional and global environment. As a Society we are dedicated to providing a high quality conference, whilst minimising the environmental impact of the events we organise where possible. The Annual Scientific Meeting aims to reduce the environmental impact by offering the following sustainable sponsorship opportunities. With that in mind we endeavor to offer sponsorship options which have sustainability in mind. If you have your own suggestions we would love to hear them.



LECTURE SPONSORSHIP

£575 + VAT

Whilst companies will have no control over session content, they will be acknowledged as a sponsor by having the following:

- Acknowledgement on programme
- Company logo on holding slide
- Opportunity to hand out company flyers to attendees at the beginning or end of the session

CONFERENCE DINNER DRINKS RECEPTION

£1,635 + VAT

- Acknowledgement on programme
- Pull-up banners provided by your company located in the reception area
- Acknowledgement of your company's kind support during the evening

VIRTUAL DELEGATE BAG INSERT

£325 + VAT

A virtual delegate bag is sent to delegates in the form of an email in advance of the event. Your 'insert' can take the form of company information (max. 70 words) and/or a downloadable document of your choice and can include a link. Examples include information about a product or service or a voucher or offer the attendee can download.

POWERPOINT ADVERTISING (AVAILABLE FOR 2 COMPANIES)

£525+ VAT

Your advert will appear on continuous loop throughout breaks in session room



Terms and Conditions

- **Terms and Conditions** (*Full T&Cs can be found on your booking form*)
- **Payment terms** are strictly 30 days net from date of invoice. Invoices not paid within 30 day net will incur an 8.5% charge. If booking within 30 days of the event payment must be received 3 weeks prior to the event start date. If within this 3 week timescale, payment must be made at time of registration.
- **Cancellations:** Refunds for stands, which are cancelled, will only be made in the event of the cancelled stand space being resold. Every effort will be made to re-sell this stand space.
- **Additional charges:** Exhibitors will incur all costs accrued on-site for any additional requirement e.g. plasma screens or additional catering.
- **Insurance:** On the rare occasion of a Conference being cancelled only the value of your stand will be refunded. Travel, accommodation and any other expenses must be covered by your own insurance. We can provide you with details of an Insurance Broker if required.
- **IMPORTANT INFORMATION ON DELEGATE LISTS:** You will receive a full delegate list post conference to include name, job title, organisation, location and email address however it will be your responsibility to obtain unambiguous and positive consent from delegates to use this data for direct marketing purposes.

