

SUPPORT AND EXHIBITION PROSPECTUS

For more information, please visit our [Online Prospectus](#)

For bookings and further information, please contact:

Renata Gorinstein ▪ Industry Liaison & Sales Associate ▪ +41 22 908 0488 ext. 0601 ▪ rgorinstein@kenes.com

Educational Items

E-poster Area



Kenes e-Posters are a unique combination of scientific posters and interactive content. An e-Poster is an electronic version of the traditional paper poster and is shown at dedicated digital stations at the event.

E-Posters create unique networking and engagement opportunities, generate participants' interest, and are good exposure for authors. The highly trafficked e-Poster terminals, located in prime locations allow attendees to access the electronic presentations easily and conveniently. E-poster support includes:

- Signage at the entrance to the e-Poster area with "Supported by..." and a company logo only.
- Signage "Supported by..." and a company logo only on each individual e-poster station.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.

Educational Grant General



Educational Grant supported by industry.

- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.

Educational Grant for a Scientific Session



Educational Grant in support of an existing official Scientific Session organised by the Scientific Committee and supported by a grant from industry.

- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.



Educational Grant for the Virtual Platform



Educational Grant in support of the Virtual Platform by a grant from industry.

- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.

Mobile App



The Conference Mobile App engages attendees with personalised planning tools and real-time event updates. The App transforms smartphones, tablets, and laptops into tools for active participation and makes it easy for participants to access Conference information to connect with speakers and colleagues. The App includes the scientific programme, abstracts, speakers' information, participants' list, the rating/voting system for sessions and speakers, and a personalised scheduler. The App can be downloaded from the Apple App Store and Google Play. The Mobile App support includes:

- Supporter acknowledgement on the splash/pop-up screen of the App: "Supported by: company name/logo" (product logo not permitted).
- 2 "push notifications" included in the sponsorship package.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.

Travel / Participation Grant



As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for our Conference. The industry will entrust the Kenes Group and provide educational grants directly, and Kenes Group together with the Conference Committee will be responsible for participants (HCPs) pre-selection. Educational Participation Grants of any amount are appreciated and important to the success of our Conference.

Recipients (HCPs) will need to fulfil the criteria specified by the Committee in order to be eligible to apply for an educational participation grant. Accepted grant recipients will be contacted by the Conference Secretariat.

- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.



Promotional Items – Presence

Parallel Symposium



Opportunity to organise an official non-CME Industry Session (Programme subject to the approval by the Conference Committee).

- Includes hall rental, standard audio/visual equipment and display table.
- Permission to use the phrase “Official Symposium of ... Conference”.
- Sponsored Symposia Programmes will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Programme as: “Industry Session” not included in the main event CME/CPD credit offering”.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, mobile application, and with signage during the event.

The supporting company, in addition to the support fee, must cover all speakers’ expenses including registration, accommodation and travel expenses. This also applies in case the Sponsored Session speakers have already been invited by the event organisers and have made prior travel arrangements independently.

Plenary Symposium



Opportunity to organise an official non-CME Industry Session (Programme subject to the approval by the Conference Committee).

- Includes hall rental, standard audio/visual equipment and display table.
- Permission to use the phrase “Official Symposium of ... Conference”.
- Sponsored Symposia Programmes will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Programme as: “Industry Session” not included in the main event CME/CPD credit offering”.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, mobile application and with signage during the event.

The supporting company, in addition to the support fee, must cover all speakers’ expenses including registration, accommodation and travel expenses. This also applies in case the Sponsored Session speakers have already been invited by the event organisers and have made prior travel arrangements independently.



Pre-Conference Video Teaser



- Sponsors will be offered a dedicated webpage including a 4 min video on the official Conference Website.
- Opportunity for sponsors to connect with attendees before the Conference days and create anticipation with a pre-event promotional video/webpage hosted by Conference organisers.
- Product advertising is not permitted.
- Note: All pages are subject to review by the Conference Programme Committee.

Promotional Items – Visibility

Conference Bags



Supporter will provide funding of the participants' bags.

- The bag will bear the Supporter's logo and the Conference logo.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.

** The bag must be approved by the organising committee in advance.*

Charging Kiosk



Branded Charging Kiosk for multiple devices, including smartphones and tablets. It's a great way to leave a lasting impression on the participants.

- Opportunity to brand the Charging Kiosk with your company name and logo.
- Support will be recognised in the Industry Support and Exhibition section of the programme, on the event website, mobile application and with signage during the event.

Coffee Break



Coffee will be served during breaks in the exhibition area. Hospitality provided will be in compliance with all relevant industry codes.

- Opportunity to have a one-day display of company's logo at the catering point located within the exhibit area.
- Opportunity to provide items bearing company logo for use during the supported break.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.



Festival Chairs



The Festival Chairs are stylish and informal. This multipurpose cardboard stool can be customized to match whatever theme you have chosen for your event. The design is subject to approval of the Secretariat and must follow all compliance regulations.

- Opportunity to customize the seating cubes.
- 50 or 100 branded seats will be produced, price is according to the amount.
- Location of seating cubes onsite to be coordinated with Secretariat.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.

Lanyards



Opportunity to place company logo on the lanyards. The Organising Committee will select the type and design of the lanyards.

The support entitlements are as follows:

- Supporter's logo to be printed on the lanyards.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.

Notepads & Pens



Supporter will provide funding for the Notepads & Pens for the participants.

- Notepads & Pens will bear the Conference logo and the Supporter's company logo and will be distributed in the participants' bags.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application, and with signage during the event.

Photo Booth



The Photo Booth is an excellent tool to engage with attendees. It allows them to have fun and share their experience. Attendees are given the opportunity to take a photo of themselves and colleagues, using fun props provided by Kenes, and have the photo sent to them via email, text message or directly uploaded to their social media accounts.

- The booth attracts many attendees, and a sponsor would gain exposure by having their branding on the outside of the booth, including their logo on every photo taken.
- The exposure will last long after the Conference ends as these photos are shared with colleagues, friends and family.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application, and with signage during the event.



Welcome Networking Reception



Supporter will have the opportunity to promote itself through a networking reception on the first evening to which all registered attendees are invited. Hospitality and any activities provided will be in compliance with all relevant industry codes.

- Supporter's logo on sign at the entrance to the Welcome Reception.
- Opportunity to provide items bearing company logo for use at the event.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application, and with signage during the event.

Wi-Fi Landing Page



Wireless Network Provision: Delegates wishing to access the internet via their own laptop/ smartphone may do so by using the Conference' Wi-Fi. Supporter will receive strong visibility during the Conference.

- An initial branded splash screen will bear the supporter logo and company name.
- The card will be distributed with the Conference material.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application, and with signage during the event.

Branding Option in the Virtual Platform



A unique opportunity to brand the Virtual Platform in a various of ways from branding the waiting room to the virtual meeting themselves. For more information, please email me rgorinstein@kenes.com (Renata Gorinstein).

- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application, and with signage during the event.

Promotional Items – Network

Meeting Room



An opportunity to hire a room at the venue that may be used as a Hospitality Suite or Meeting Room. Supporter will be able to host and entertain its guests throughout the Conference. Supporters will have the option to order catering and AV equipment at an additional cost.

- Hospitality provided will be in compliance with all relevant industry codes and compliance guidelines.
- Opportunity to brand the hospitality suite.
- Acknowledgement on directional signage outside suite.



World Map



The World Map is a unique map providing viewers with extra info/data on participants from around the globe. The map is an interactive experience for participants to connect based on their geographical origins. The display can be placed in a central location at the venue and serves as an information and communications tool, ideal for enhancing participant networking.

- Support will be recognised on a separate printed sign/rollup located beside the World Map screen, with "Supported by..." and a company logo only.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.

Networking Lounge Support



An opportunity to support the Networking Lounge and promoting your company during the Conference days.

- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.

Promotional Items – Advertise

Advert in Final Programme



Full page colour advertisement (inside page/ inside back page/ spread page) in designated section of the Final Programme.

- The Final Programme will contain the timetable, information about the scientific programme and other useful information. It will be distributed to all registered participants in the bags.
- The advertisement will be printed in the designated industry section of the programme, according to compliance regulations.

Bag Insert



Promotional material (up to 4-page insert, A4 flyer) will be included in the bags.

- Material should be provided by the Supporter and approved by the Secretariat.
- Supporters' product information will be available for all participants.
- The distribution arrangement will be advised.



Post- Conference Mailshot



Connect with participants after the Conference days by sending out a post-Conference Exclusive Mail Blast to registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Conference Organiser.

- Mail blast will be exclusive for the supporting company. The designed mail blast (html format with Kenes design requirements) and the preferred "Subject" to be provided by the Supporter. "From" field will be Conference Acronym + Year.

Industry Support Disclosure – will be added to all mailshots

This event is supported, in part, by funding from industry. All support is managed in strict accordance with CME/CPD accreditation criteria and standards for commercial support. Industry Sponsored Symposia are organised by industry and not included in the main event CME/CPD credit offering.

Promotional Mailshot



Gain additional exposure for your industry session, company or exhibition booth by sending out a Mail Blast to the pre-registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Conference Organiser.

- **Exclusive:** Mail blast will be exclusive for the supporting company. The designed mail blast (html format with Kenes design requirements) and the preferred "Subject" to be provided by the Supporter and subject to receipt by 6 weeks prior to the Conference. "From" field will be Conference Acronym + Year.
- **Joint:** Mail blast will be shared with other supporting companies. Supporting company should provide the content for the mail blast following Kenes design requirements. Design of mail blast will be done by Kenes/Organiser.

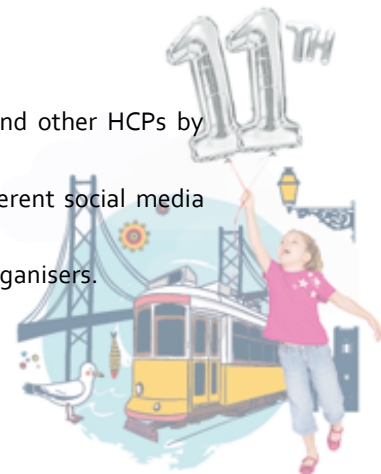
Industry Support Disclosure – will be added to all mailshots

This event is supported, in part, by funding from industry. All support is managed in strict accordance with CME/CPD accreditation criteria and standards for commercial support. Industry Sponsored Symposia are organised by industry and not included in the main event CME/CPD credit offering.

Social Media Post



- Increase your reach and connect with participants and other HCPs by using the Conference social media.
- The company will be able to send a post on the different social media platforms.
- Time and date to be confirmed with the Conference organisers.



Push Notification



- One “push notification” sent to all participants* onsite through the mobile app.
- Date and time to be coordinated with Conference organiser.
- Specifications will be provided by the Conference organiser.
- The Conference App will be available for all participants who download the app.

**Only for those participants who have opted to receive such information.*

Mobile App Advert



- Gain additional exposure for your company, industry session or booth by advertising it in a designated section of the Mobile App.
- The Conference Mobile App will be available for all participants who download the app.

