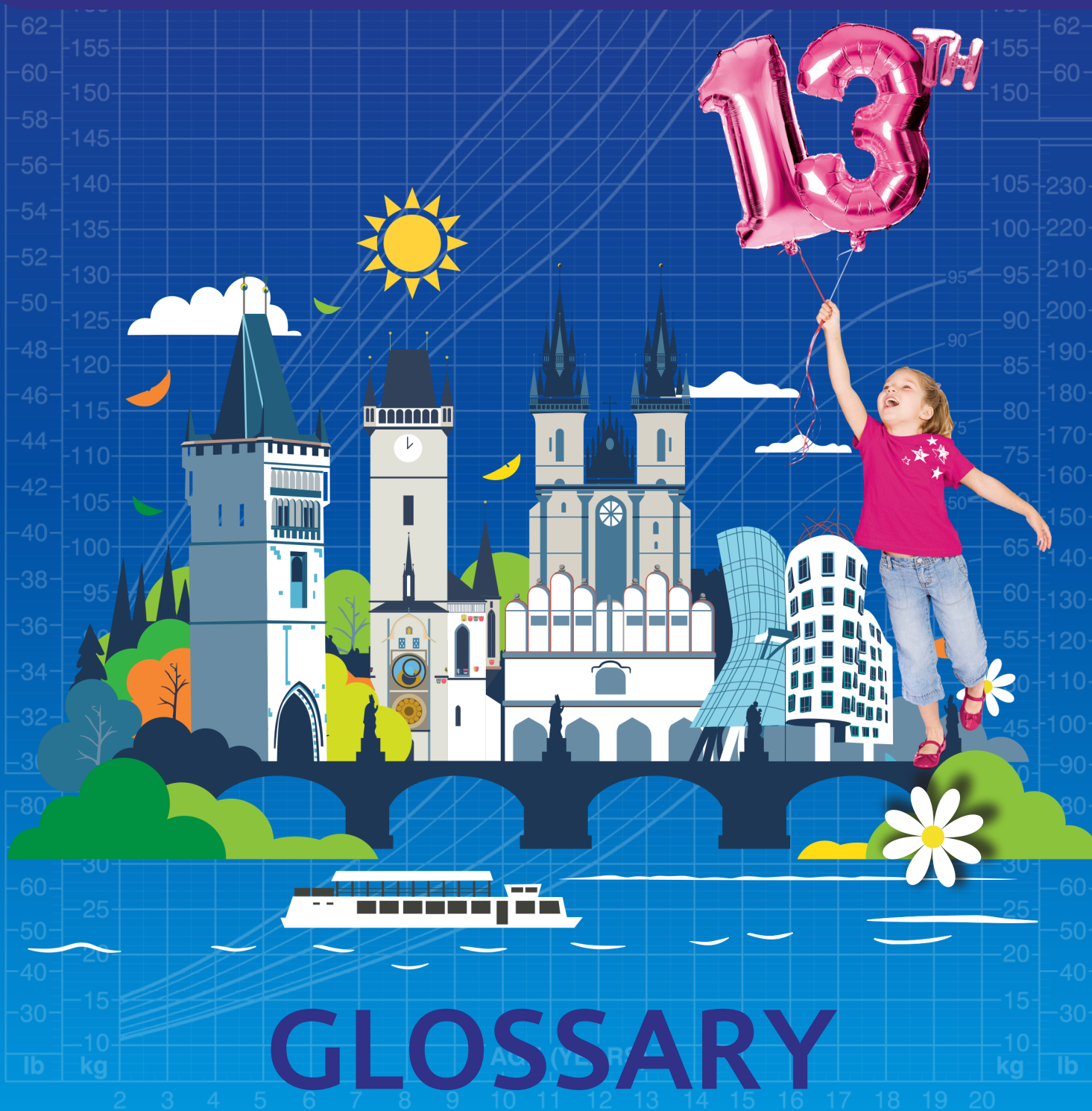


Mother's Stature		Father's Stature		AGE (YEARS)		cm	in
Date	Age	Weight	Stature	BMI*			76



# 13<sup>th</sup> International Conference on Nutrition & Growth

9-11 April | Prague, Czech Republic



## GLOSSARY

## SUPPORT & EXHIBITION



# EDUCATIONAL ITEMS



## E-POSTERS SUPPORT

Kenes e-Posters offer a dynamic blend of scientific content and interactive engagement, showcasing electronic versions of traditional posters at designated digital stations. This innovative format creates unique networking opportunities, increasing the attendee interest, and provides excellent exposure for authors. Strategically placed, high-traffic terminals ensure attendees can easily access these presentations.

Support includes:

- Signage at the entrance to the e-Poster area with 'Supported by...' and your company logo.
- 'Supported by...' and your logo displayed on each individual e-Poster station.



## MOBILE APP (exclusive)

The Conference Mobile App is an essential tool that enhances attendee engagement with personalized planning features and real-time event updates. It transforms smartphones, tablets, and laptops into interactive tools which enables participants to access conference information, while offering a platform for networking and active participation. The app includes the full scientific program, abstracts, speaker details, participant lists, session ratings/voting, and a personalised scheduler, and is available on both the Apple App Store and Google Play.

Mobile App sponsorship includes:

- Your company name/logo (excluding product logos) on the splash/pop-up screen with a "Supported by" acknowledgement.
- Two push notifications, providing a direct communication to attendees during the event.



## TRAVEL / PARTICIPATION GRANT

As a trusted partner, the Kenes Group will manage indirect sponsorship for our Conference. The industry will provide educational grants directly to the Kenes Group, which, in collaboration with the Conference Committee, will handle the pre-selection of participants (HCPs).

Educational Participation Grants, regardless of the amount, are greatly appreciated and play a vital role in the success of our Conference.

- Recipients (HCPs) must meet the criteria set by the Committee to apply for a grant. Accepted applicants will be notified directly by the Conference Secretariat.
- These grants are essential in ensuring broad participation and fostering educational growth at the event.





# PROMOTIONAL ITEMS



## PLENARY/PARALLEL SESSION (NON-SME) - 60 MIN

Organise an official non-CME Industry Symposium, subject to Conference Committee approval.

- Includes hall rental, standard AV equipment, and display table.
- Permission to use the phrase “Official Industry Symposium of [Conference Name].”
- Featured in the designated industry section of the Conference Programme.
- Indicated in the timetable as: “Industry Session” not included in the main event CME/CPD credit offering”.

### PLEASE NOTE:

The event will not cover the expenses for speakers in the industry session(s). In addition to the support fee, the sponsoring company is responsible for covering all expenses for their speakers, including registration, accommodation, and travel. This obligation remains even if the sponsored session speakers had previously been invited by the organisers and had made prior travel arrangements independently. MedTech/EFPIA regulations will be considered if applicable.



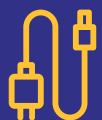
## PRODUCT THEATRE (NON-CME) – 30 MIN

Meet directly with attendees and industry leaders to showcase your latest research, share clinical protocols, and deliver live demonstrations of your innovative products and services. Product Theatre sessions, held during coffee breaks in a dedicated space within the exhibition hall, offer the perfect opportunity to captivate your target audience.



## ADVERT PRODUCT THEATRE SCREENS

- Your company's slide will be displayed in a rotating loop with other sponsors' slides and Conference information, ensuring maximum exposure.
- Each slide will appear for several seconds, providing a concise yet impactful way to promote your session or offerings.
- Content of the slide is subject to approval by the Scientific Committee to maintain event standards.



## CHARGING KIOSK

Power up your brand by sponsoring a Charging Kiosk at the event! This high-visibility opportunity allows you to leave a lasting impression on attendees by providing a dedicated space for charging smartphones, tablets, and other devices.

- Feature your company name and logo prominently on the Charging Kiosk, ensuring maximum visibility as attendees use it to recharge their devices throughout the event.
- Every time participants plug in their devices, they'll engage with your brand, creating continuous engagement and top-of-mind awareness.



# PROMOTIONAL ITEMS



## FESTIVAL CHAIRS (exclusive)

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 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, virtual platform, mobile application and with signage during the event.



## WATER BOTTLES (exclusive)

Keep attendees refreshed and showcase your brand with reusable water bottles distributed throughout the event.

- Your company name and logo will be prominently displayed on each bottle, ensuring continuous exposure as attendees carry them around the event and beyond.
- These reusable bottles offer ongoing visibility, extending your brand's reach as participants reuse them even after the event. Put your brand in the hands of every attendee, ensuring long-lasting engagement and visibility!



## COFFEE BREAK

Sponsor a coffee break in the exhibition area and enjoy prime brand visibility while attendees recharge and network.

- Showcase your company's logo at the catering point for an entire day, putting your brand front and centre where attendees gather.
- Maximise your impact by providing branded items, such as napkins or cups, ensuring continuous brand exposure.



## SELFIE CORNER

Create a fun and interactive experience with a Selfie Corner, allowing attendees to capture and share memorable moments.





# PROMOTIONAL ITEMS



## CONFERENCE NOTEPADS & PENS

Sponsor the official Notepads & Pens for the event and place your brand in the hands of every attendee.

- Your company's logo, alongside the event logo, will be prominently featured on the Notepads & Pens, ensuring visibility every time participants take notes.
- These branded items will be included in participants' bags, giving your brand continuous exposure throughout the event and beyond.



## HOSPITALITY SUITES / MEETING ROOMS

Boost your brand's visibility and connect with key decision-makers by reserving a dedicated hospitality suite or meeting room at the event.

- Host VIPs, conduct meetings, or organise private gatherings in a space designed to suit your specific needs.
- Enhance your room with catering and AV equipment (available at an additional cost) to create a tailored environment for meaningful interactions.
- All hospitality services adhere to industry standards, ensuring a professional and seamless experience.
- Directional signage will guide attendees to your room, maximising your brand's exposure.



## PHOTO BOOTH SPONSORSHIP (exclusive)

Engage attendees in a fun and interactive way with a branded Photo Booth experience, creating moments they'll share long after the event.

- Your logo will be featured on the booth and every photo, ensuring your brand is shared via email, text, and social media.
- Photos will reach not only event attendees but also their friends and family, expanding your brand's visibility beyond the conference.



## WI-FI SUPPORT

Utilize the event's Wi-Fi and make your brand the gateway to connectivity for all attendees.

- Your logo and name will be prominently featured on the Wi-Fi landing page, ensuring immediate brand visibility as participants log in.
- Branded Wi-Fi access cards included in the conference materials will extend your reach, placing your brand directly into the hands of every attendee.



# PROMOTIONAL ITEMS



## WELCOME RECEPTION

Start the event in style with the much-anticipated Welcome Reception, a gathering of all registered attendees on the opening evening.

- Your logo will be prominently displayed on entrance signage, maximizing visibility as attendees arrive.



## PRE-CONFERENCE VIDEO TEASER

- Showcase your brand with a dedicated page on the official event website, including a prominent 4-minute video to engage attendees.
- Maximise exposure by connecting with attendees before the event, building anticipation and drive interest in your session early.
- While product-specific advertising is not allowed, this is a prime opportunity to elevate your brand's presence.
- Please note, all pages will undergo review by the Program Committee to ensure quality and alignment. tion, a gathering of all registered attendees on the opening evening.



## BAG INSERT

Place your brand directly in the hands of every attendee with a high-visibility promotional insert in each delegate bag. This is a powerful way to ensure maximum exposure to a targeted and engaged audience.

- Your A4 flyer or up to 4-page insert will be included in every attendee's bag, giving you direct access to all participants.
- Attendees will engage with your product information as they explore their delegate materials, increasing awareness and driving interest in your brand.
- Simply provide your material, and we'll handle the rest. All content will be approved by the Secretariat, and you'll receive full guidance on the distribution process.



## E- ADVERT – N&G 2026 APP

Maximise your brand's impact with a featured advert in the official Conference Mobile App—an essential tool used by every attendee to navigate the event.

- Your advert will be prominently placed in a dedicated section of the app, ensuring continuous visibility as attendees plan their event experience.
- With the app downloaded by all participants, your brand gains a mobile presence that travels with them throughout the event.
- Promote your booth, industry session, or special offerings directly to attendees, driving traffic and increasing engagement at your event presence.



# PROMOTIONAL ITEMS



## PROMOTIONAL MAILSHOT

Enhance your visibility and drive engagement for your industry session, company, or exhibition booth by sending out a Mail Blast to pre-registered delegates who have opted to receive promotional material. Coordinate the timing with the Conference Organiser for optimal impact!

### EXCLUSIVE MAIL BLAST

- Gain exclusive access to a dedicated mail blast, ensuring your message reaches all opted-in delegates.
- Provide your HTML design (following Kenes design requirements) and a preferred subject line, to be submitted 6 weeks prior to the Conference.
- The “From” field will feature the Conference Acronym + Year, enhancing brand recognition.

\* In the case where the supporter cannot provide a compliant HTML file, they may provide one pdf/ image, that will be embedded into the Conference designed mailshot for an additional charge of \$250. Content received after the deadline may be processed for an additional fee of \$500.

### 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.



## POST MAILSHOT

Stay connected with participants after the Conference by sending a Post-Conference Exclusive Mail Blast to registered delegates who have opted to receive promotional material. Coordinate the timing with the Conference Organiser for maximum engagement!



## PUSH NOTIFICATION

Engage directly with Conference attendees to promote your company, booth, or session by sending a custom push notification through the official Conference Mobile App—an exclusive opportunity to capture attention in real-time!

- Reach participants instantly with a personalised message sent directly to their mobile devices.
- Your notification will reach all participants who have opted in, ensuring your message reaches a highly engaged audience at a key moment.
- Work with the Conference organiser to coordinate the ideal date and time for maximum impact.
- The Conference app will be downloaded by most attendees, giving your message wide exposure across the event.





# PROMOTIONAL ITEMS



## SOCIA MEDIA POST

Leverage the power of Conference social media to increase your brand's visibility and connect directly with participants and healthcare professionals worldwide!

- Gain exposure to a global audience by sharing your post across the Conference's official social media platforms, boosting your brand's visibility and engagement.
- Engage with participants and healthcare professionals in real time, fostering meaningful connections and increasing awareness of your products or services.
- Collaborate with the Conference organisers to select the optimal time and date for your post, ensuring maximum impact when your audience is most active.



## CHARGING AREA

You will be acknowledged as the supporter of the Charging Area with your company logo prominently displayed on signage in the area.

- The Charging Area will be located in a high-traffic, visible location within the conference venue, offering delegates a dedicated space to recharge their electronic devices.
- The Charging Area is open to all Conference delegates.



## SPEAKERS CENTRE

Facilities will be available at the Conference location for speakers and abstract presenters to check their presentations.

- Supporter's name or company logo to appear on all signs for this room
- Opportunity to display Supporter's logo on screensavers at each workstation
- Support will be acknowledged in the Industry Support & Exhibition section of the programme guide, on the event website and application, and with signage during the event



## ADVERT IN THE MINI PROGRAM

Full page colour advertisement:

**inside page / inside back page / spread page** (different pricing) in designated section of the Mini Program.

- The Mini Program will contain the timetable, information about the Scientific Program and other useful information
- The advertisement will be printed in the designated industry section of the program, according to compliance regulations
- Support will be acknowledged in the Industry Support & Exhibition section of the program guide, on the event website and application, and with signage during the event





# PROMOTIONAL ITEMS



## YEARBOOK LOUNGE AREA SUPPORT

- Company's logo on signage at the entrance to the executive lounge
- Support will be acknowledged in the Industry Support & Exhibition section of the program guide, on the event website and application, and with signage during the event



## SELF PRINTING STATION (exclusive)

As the registered participant approaches the onsite kiosks to print their event badges, the logo of your company will be prominently displayed on the kiosk monitors and your brand will enjoy significant exposure, making a lasting impression on attendees as they collect their badges.



## BRANDED PICK-UP STATION (exclusive)

- Your company will be acknowledged as the exclusive supporter of the Pick-Up Station, where attendees collect their conference materials (e.g., name badges, bags, or other items).
- Your company logo will be prominently displayed on signage at the station, ensuring maximum visibility to all participants as they arrive.
- This station is one of the first touchpoints for delegates, offering high exposure and a strong branding opportunity at a key moment in the conference experience.

