

Industry Manual

Dear Supporter,

We are happy to present you with the **E-INS 2025** Industry Symposia Manual which will take place in **Istanbul, Turkey on 22nd – 24th May, 2025** .

Venue Address:

Istanbul Congress Center

Harbiye, Darülbcdai Cd. No:3, 34367 Şişli/İstanbul, Türkiye

Website: <https://www.iccistanbul.com/>

This manual covers important information and is designed to assist in preparing for your Industry Session. We trust that you will find it helpful and suggest that you read all the information presented. It will take you very little time now and could save you a great deal of time later.

Please forward this manual to everyone who is working on this project.

For further support, please don't hesitate to contact us:

Aleksandra Sinapova

Exhibition & Industry Coordinator

E: asinapova@kenes.com | M: +359 895 76 0548 Each supporter will receive an e-mail with login details to access the Portal. The Portal enables supporters to:

- Submit a company logo and profile
- Submit deliverables as per contract
- Order lead retrievals/scanners

The login details will be sent to the person signing the

contract. This person is responsible for passing on the login details to third party if needed.

Access to all Portal services will be available only after submission of your company profile and logo.

Only deliverables as indicated in your contract, should be submitted via the Portal. Items not included in your contract will not be processed.

Lastly, Kenes Group is offering participants and supporters special rates for various hotels in Istanbul. Information, pictures, location and rates are available on the hotel accommodation page:

[click here](#) or email us at booking@kenes.com.

Please do not hesitate to contact me for further information or assistance.

We look forward to welcoming you in Istanbul and wish you a successful Industry Session!

Action Item (Please refer to your signed contract)	Deadline	Contact Person
Staff Hotel Reservation	As soon as possible	https://hotels.kenes.com/congress/EINS25 or email us to: booking@kenes.com
Payment of Invoice Balance	Must be received in full one week prior to the Conference	Pazit Hochmitz phochmitz@kenes.com

Symposium Final Program (for approval by Scientific Committee)	As soon as possible and no later than Tuesday, 08th April	Aleksandra Sinapova asinapova@kenes.com
Promotional E-mail Blast (Exclusive and Joint)	Tuesday, 15th April	
Promotional Post E-mail Blast	Tuesday, 15th April	
Text for Push Notifications	Tuesday, 22nd April	
Mobile app adverts	Tuesday, 22nd April	
K-Lead Retrieval System	Wednesday, 07th May	To reserve your Scanners, please refer to the on-line Exhibitor's Portal https://exhibitorportal.kenes.com/
Placing orders for Voting/ 'Ask the Speaker' and other Technology Products and Services	As early as possible, preferably before Thursday, 24th April	Olaya Espejo oespejo@kenes.com
Hostesses & Temporary Staff Hire	Please contact the company directly	My Staff Email: oguzhan@mystaff.com.tr
Catering Services	Thursday, 01st May	ICC Istanbul Email address: selin.oklu@iccistanbul.com Catalogue – click here
AV – scheduling Tech rehearsal, placing orders for extra AV for the Sponsored Symposia and AV for Meeting rooms ONSITE	Friday, 02nd May	Mike Perchig nest@nest-av.com
Shipping & Material Handling Services		

Door to door	Please contact Merkur	<div> Merkur Expo Logistics Patricia Zintel E-Mail: patricia.zintel@merkur-expo.com Mobile: + 49 (0) 170 2229525 For shipping instructions ,please click here For ATA CARNET EXCEL LIST click here Due to local traffic regulations, please note that unloading will only be permitted on the 20th May, starting from 10:00 PM and continuing through to 6:00 AM on the 21st. It is important to highlight that no traffic will be allowed on the 21st. </div>		
Airfreight shipments				
Truck shipments	5 working days prior to stand delivery date at MURATBEY TIR CUSTOMS / Mirlog warehouse			
Air shipments	5 working days prior to stand delivery date at ISTANBUL AIRPORT (IST).			
Exhibition goods – Direct Deliveries to Congress Venue	Subject to time slot, only full load trucks NB! Please note there should be a person from your side to receive your Deliveries.			
Company Name	Date	Time	Location	Session Details
Boston Scientific	Thu, 22 May	18:30-19:30	Hall B	Click here
Nevro	Fri, 23 May	10:30-11:00	Exhibition Hall	Click here
Medtronic	Fri, 23 May	13:15-14:15	Hall B	Click here

Timetable and halls are subject to changes. The most updated timetable is published on the [Congress website](#).

Important notes:

- **Industry Symposia are not included in the main Conference CME/CPD credit.**
- Please coordinate when you would like to set up the hall prior to the start of your Symposium with **Aleksandra Sinapova**. A member of the Kenes Operational team will be available should you need any assistance.
- Handouts can be distributed at the entrance to the

Symposium Hall; however, it is **NOT** permitted to place material on the chairs inside the hall.

- Printed tent cards placed on the head table are allowed and should be produced and provided by Supporter.
- We ask presenters to follow the time schedule precisely in order that the day's events may run smoothly. An updated scientific timetable can be found on the [E-INS 2025 Website](#).

Speaker's Expenses

E-INS 2025 will not cover Industry session(s) speaker expenses.

As indicated in the sponsorship agreement, the supporting company, in addition to the support fee, must cover all speakers' expenses, including registration fees, accommodation and travel expenses.

This also applies in the case where the Sponsored Symposium speakers have already been invited by the Conference and have made prior travel arrangements independently.

Technical Rehearsal Onsite

We strongly recommend scheduling a technical rehearsal in the hall itself and testing the Presentations during that rehearsal. Please make arrangements directly with the Conference Audio Visual Coordinator, Mike Perchig at: nest@nest-av.com

A technical rehearsal is offered free of charge; however additional charges may apply, depending on hall availability, rehearsal requirements and overtime of the technicians.

- Catering is **exclusive** to **ICC Istanbul** and should be ordered in advance. Supporters who wish to order food and beverages for their symposium, meeting room are welcome to do so directly with them.

ICC Istanbul

Email address: selin.oklu@iccistanbul.com

Catalogue – [click here](#)

Deadline: Thursday, 01st May

- Food and drinks are allowed to be taken into the symposium halls. No buffet is allowed.
- **Please foresee a break following the symposium of at least 30 minutes to clean the hall.**
- Please note that an additional charge might be applied for cleaning the hall immediately following the session.
- If you are planning to have catering together with the symposium, it is recommended to indicate in all publications that breakfast/lunch boxes will be served as long this does not contradict the supporter's internal compliance policy.

Hall Name	Location	Hall Capacity	Hall Layout
Hall B	B2 Floor	250 pax	Theater

Head Table in Hall B

Ø Total Head table Dimensions:
W 540cm x H 55cm

Ø The head table will be branded with general congress branding.
Self-branding is not permitted.

Sufficient seating
for
up to **6 people**



***Please inform us about the number of speakers you expect.**

Lectern in Hall B

Ø Lectern Banner Dimensions:

Width: 53 cm

Height: 95 cm

Ø The lectern will be branded with general congress branding. **Self-branding is not permitted.**



For demonstration only.



[Click here](#) for virtual tour. Coming soon... Due to CME/CPD accreditation criteria for this Conference, the following rules apply:

- **E-INS Logo** should NOT be used in any promotional materials created by the supporter.
- Materials created by companies should NOT utilize the main event marketing look and feel.
- When promoting your symposium, please always indicate on any of your promotional materials **“This session is not included in the main event CME/CPD credit”**
- When promoting your symposium, you are allowed to use the phrase: **“Official symposium of the 4th Joint Congress of the INS European Chapters ”**, which will take place in **Istanbul, 22-24 May, 2025.**

In addition, it is not permitted to use the **E-INS 2025 logo** on any of the symposia materials. The final session agenda should include the following information:

- Session Title (up to 110 characters including spaces)
- Session Description (up to 200 words, you can also include hyperlinks inside of it)
- Speaker Presentations Titles
- Timing – duration of each speaker presentation and full timing of the agenda
- Speaker/Moderator Full Name
- Speaker/ Moderator Country
- Speaker/ Moderator E-mail
- Speaker/ Moderator Affiliation
- Speaker/ Moderator Bio and Photo (please see specs below)

Please see below specs for Speaker Bio and Photo.

- Speaker **Bio** – up to 200 words.
- Speaker **Photo** – 180×240 px, JPG Format

Please [click here](#) in order to provide above requested information as soon as possible and no later than **Tuesday, 08nd April** if you need any assistance please contact the Industry Coordinator: Aleksandra Sinapova at asinapova@kenes.com. **Guidelines to follow when creating your promotional items and content:**

- When creating adverts for **mobile app, program book and mailshots** is allowed to promote product, symposia, or company promotion. Only when promoting symposia please add the following text inside: ***This session is not included in main Congress CME/CPD credit***
- When creating adverts for External and Internal lobby flags in the virtual platform is allowed to promote symposia or company promotion. Only when promoting symposia please add the following text inside: ***This session is not included in main Congress CME/CPD credit***

1.Mobile App Push Notification

For supporters entitled to a push notification as per their

signed contract, kindly submit the text by **Tuesday, 22nd April** to asinapova@kenes.com according to below guidelines:

- Message Title – Maximum 40 characters including spaces
- Message body – Maximum 150 characters including spaces
- Preferred date and exact local time, please with your industry coordinator
- *Note the final schedule will be determined closer to the conference, considering other push notifications.
- **Push notifications will be sent out during breaks in order not to disturb the participants who are inside the halls.**

2.Mobile App Advert

For Supporters sponsoring the App please send via email to and asinapova@kenes.com by **Tuesday, 22nd April**

File format: PNG or JPG (up to 800 KB)

Size: 780 x 1688px

Kindly be advised that the advertisement is presented as a static image; therefore please ensure your design does not include any clickable URLs. Also, for optimal readability on mobile devices, we suggest avoiding small text.



3. Email Blast – Exclusive and Post

Sponsors entitled to an Industry Mailshot as per their signed contract, please [click here](#) for the design requirements. Please make sure to forward these guidelines to your web-designer/programmer. Please upload the HTML version of your

mailshot and other relevant files together in zip folder and send us everything with the **subject line** to **Aleksandra Sinapova** at asinapova@kenes.com no later than **Tuesday, 15thApril**.

4. Joint E-mail Blast

For the joint e-mail blast, please prepare two files according to the following specifications:

- 1 Banner/Image Format: JPEG Width: 300 pixels Height: 250 pixels
- 1 PDF or any website (to be linked to the banner/image)

Please send the required file(s) to the **Industry Coordinator: Aleksandra Sinapova** at asinapova@kenes.com and no later than **Tuesday, 15thApril**.

The exact launch date of the joint e-mail blast will be advised closer to the Conference. It will be sent out to the preregistered participants who have agreed to receive promotional material from supporters.

Important notes for both Pre and Post, Joint Mailshots:

- In case the webmail is promoting a sponsored session, please include the following disclaimer: **This session is not included in main event CME/CPD credits.**
- It is not allowed to use the E-INS logo.
- The event's banner will be added to the webmail's header by Kenes.
- The "From" field will be "E-INS 2025 Supporters".
- The E-mail Blast will be sent out to the preregistered delegates who have agreed to receive promotional material from supporters.
- Content received after the deadline may be processed for an additional fee.

Symposium supporters have the option to create signage

promoting their symposium according to the guidelines below. The symposium signage should be **produced by the supporter**.

1.Session Hall Signage

- **Self-Standing Sign at the Entrance:**

One stand-alone sign to be placed at the entrance of the session hall **30 minutes** prior to the sessions published start time. Please make sure to indicate the following disclosure on the sign: ***This session is not included in main Conference CME/CPD credit.***

- **Stage Banners:**

1 x free standing vertical sign to be placed on/next to the stage. Maximum dimensions: 150cm wide x 250cm high.

Banner placed in front of the head table facing audience. (Dimensions are coming soon).

2.Self-standing signage in the Exhibition Area

The Supporter is entitled to place one sign (W85cm x H200cm) advertising the **Symposium on the day of the session only**. The sign may be placed in the *exhibition* area during exhibition opening hours. Please liaise onsite with the Kenes Staff.

Please note:

Due to CME/CPD accreditation criteria, you may not place signage advertising your symposium in any other locations unless coordinated with Kenes staff onsite.

Wi-Fi

Free Wi-Fi will be available at the Congress venue. Please be aware that public Wi-Fi capacity is limited. Therefore, it is restricted to email and web browsing activity. Should you require Wi-Fi or an internet line for your meeting room, please contact the industry coordinator at asinapova@kenes.com

Meeting Rooms / Hospitality Rooms

Supporters interested in renting a meeting room during EINS 2025 Congress should contact Industry Liaison & Sales, **Mrs. Victoria Eskenazi** at: veskenazi@kenes.com .

Waste Disposal

Please note that it is the supporter's responsibility to leave the symposium session hall in a clean and tidy manner once your symposium has finished. Any items such as leaflets, banners, roll-ups must be removed from the hall at the end of your session. Any discarded waste, including promotional material, left behind will be removed by the Conference organizers at the expense of the supporter concerned.

Onsite Badges

Each supporter is entitled to 10 Symposium badges which allow access to the supporter's symposium only (Individual names will not appear on the badges). Symposium badges can be collected 2 hours prior to the session from the Registration Desk and should be returned to the desk after the session ends.

Catering

Catering is **exclusive** to **ICC Istanbul** and should be ordered advance. Supporters who wish to order food and beverages for their symposium, meeting room are welcome to do so directly with **ICC Istanbul**

Email address: selin.oklu@iccistanbul.com

Deadline: Thursday, 01st May

For your information, refreshments, and lunches (included in the registration fee) will be served in the exhibition area as per times scheduled in the scientific program.

Hostesses & Temporary Staff Hire

My Staff

Email: oguzhan@mystaff.com.tr Lead Retrieval systems are a helpful tool for receiving participants' contact information when they visit your booth. Information obtained by the lead retrieval system enables Exhibitors to enhance their database by securing valuable leads for further marketing and communication.

We are pleased to offer you the "K-Lead" Application. Exhibitors can download the "K-Lead" app onto their own smart phone or tablet and transform their device into an instant, easy lead retrieval system and capture participants' full contact information with a quick scan of their badge.

Advantages of the K-Lead application:

- **Seamless Integration:** Download directly to your device; no extra hardware needed!
- **Effortless Scanning:** Quickly scan attendee badges to capture leads.
- **Customizable Notes:** Add personal comments to each lead for better follow-up.
- **"Quick Scan" Function:** Ability to quickly scan delegates as they enter the symposium hall.
- **Instant Access:** Get real-time lead information for immediate engagement.
- **Universal Compatibility:** Download from the Apple Store or Google Play using "Kenes K-Lead App."

Cost per unit: 700 EUR (excluding 4% credit card charges fees, excluding VAT if applicable).

Device is NOT included!

Deadline: Wednesday, 07th May

Onsite rate of 850 EUR will be applied for order received

after above deadline.

Unlock the Power of K-Lead Plus:

- **Automated Follow-up Emails:** Immediately after scanning, send personalized emails to every lead. Make every connection count without lifting a finger!
- **Tailored Email Customization:** Craft the perfect message with customizable subject lines, email content, and signatures. Attach PDFs to add a polished, personal touch that stands out.
- **Timely Engagement:** Say goodbye to the hassle of manual follow-ups. K-Lead Plus handles it by sending tailored emails right after each scan, keeping your brand top of mind.
- **Trackable Insights:** Monitor how your emails perform with engagement metrics. Learn what works and refine your strategies for maximum impact, ensuring you're always improving.
- **Compatibility:** K-Lead Plus requires at least one K-Lead license purchased.

Cost for K-Lead Plus: 750 EUR

Key Notes for K-Lead and K-Lead Plus:

- **Device Not Included:** The application must be installed on your personal or company device (tablet/smartphone).
- **Reliable Data:** Participant badge barcodes carry contact details as provided by registrants or their agencies. Note: Group registration may contain generalized information.
- **Content Responsibility:** Information content is managed by the registrant or their agency, not Kenes Group or the Organizing Committee.
- **Easy Reservation:** Secure your Wireless Barcode Reader in the Exhibitor's Portal <https://exhibitorportal.kenes.com>.

- **GDPR Compliance:** We've updated our [privacy policy](#) in compliance with GDPR. Your personal data won't be shared without consent. Presenting your badge for scanning implies consent to share your details.
- By purchasing the K-Lead and the K-Lead Plus, Exhibitors and Sponsors agree to [Data Processing Agreement](#).

How to **order K-Lead and K-Lead Plus?** -> Please access the **Exhibitor's Portal**

<https://exhibitorportal.kenes.com> **Maximize your Participant Experience – Use our innovative technologies for your Symposium**

Kenes is proud to deliver a wide variety of quality onsite technology products and services.

We offer:

- **Live Streaming** and many more products designed for capturing and recording symposium content.
- **Voting, Evaluations,** and more products designed for increasing participant's interaction during symposium sessions.
- **Translation services for any language** are available in two options. The conventional approach involves local interpreters and the use of headphone receivers. Alternatively, we offer a cutting-edge AI-powered solution. With this innovative method, participants can access live translations and captions seamlessly by scanning a QR code on their mobile phones.

We also provide tailor made customized solutions – [contact us](#) to make it happen!

PLEASE NOTE: All product solutions are offered exclusively by Kenes Group.

Please contact us to discuss your needs and our relevant

solutions.

Please submit your order by **Thursday, 24th April**. Orders received after the deadline will incur rush fees.



Merkur Expo Logistics GmbH has been appointed by Kenes as the sole official freight forwarder, customs broker, and handling agent for **e – ins Istanbul 2025** .

The services offered by **Merkur Expo Logistics GmbH** include:

- Transport, national and international
- Temporary or permanent customs clearances
- Coordination of deliveries, delivery time and slot management
- Unloading, delivery to exhibition-stands, forklifting
- Storage of empty boxes and crates during the event
- On-site assistance and supervision

Instructions shipments via warehouse

- The venue does not accept shipments that are sent directly
- **Merkur Expo Logistics GmbH's** responsibility ends with the delivery of the exhibitor's consignment to the stand during the set-up phase, regardless of whether the exhibitor is present or not. Items remaining on the stands after the official dismantling time will be removed at the exhibitor's expense.
- You can arrange your shipment to the warehouse with any carrier or courier service or contact Merkur to get a quote for door-to-door shipping. We recommend door-to-

door service to avoid too many parties involved.

- All shipments are subject to customs clearance and must be accompanied by a commercial invoice for customs purposes. For shipments of high value that need to be returned after the event, we recommend opening a carnet in the country of origin.
- All shipments must be sent on a prepaid basis, Incoterm DDP (Delivered, Duties Paid).
- Handling costs according to official tariff.
- Kindly note that 19 May 2025 Monday is holiday, Customs-offices are closed and sure there can be specific traffic restrictions in the city center

Courier shipments

- We strongly recommend sending your courier shipment to the advance warehouse only. Couriers face problems delivering shipments to the venue on a regular basis.

Instructions direct deliveries

- Only full truckloads of stand construction materials can be delivered directly to the venue (subject to the confirmed time slot and only within the official set-up times)
- Due to the limited space and tight schedule, all unloading operations will be carried out exclusively by **Merkur Expo Logistics GmbH**.
- You can organize this transport yourself or contact us for a quote for the door-to-door trucking service.
- Please make sure that you register for a time slot for your truck within the specified deadline

Merkur Expo Logistics GmbH

Patricia Zintel

E-Mail: patricia.zintel@merkur-expo.com

Mobile: + 49 (0) 170 2229525

For shipping instructions and tariff please [click here](#)

For ATA CARNET EXCEL LIST click [here](#)

IMPORTANT INFORMATION FOR ALL EXHIBITORS/ STAND BUILDERS!!!

CUSTOMS CLEARANCE:

Below important points concerning trucks to be cleared at Turkish BORDERS;

- ROAD / BULGARIA – KAPIKULE BORDER TURKIYE
- RoRo / Trieste ITALY – Istanbul Pendik Border TURKIYE

Only ATA CARNET shipments can be cleared directly at the border.

Items under Invoice (consumables /permanents AND/OR Temporary) can NOT be cleared at border,

So do not load them into the same truck!

No issuance of T1 or T2 document for dedicated truck with only ata carnet cargo (ata carnet clearance 36 hrs at border)

Also, no issuance of MRN, no other export declaration → **only ata carnet**

In case of arrival with T1 document or MRN, truck must drive to inland customs and unload complete cargo:

Groupage or any trucks with T1 / T2 or who issued MRN must be consigned to our company name and address only,

Means that hauler must unload and register their complete cargo manifest to Istanbul MURATBEY inland customs to close their T document as consignee = GRUPTRANS, this mainly takes m/m 1 x working day for the hauler ;

Afterwards we as consignee will be able to start our 1 x week clearance at MURATBEY inland truck customs.

Please send documents no later than May 5th

All papers are to be pre-checked before packing,

Documents are to be pre-issued and pictures are to be taken before packing them, as the pictures are to be provided to customs.

The customs office may ask to change some descriptions or change HS codes for smooth clearance issues.

Serbia is not in EU and trucks should not leave EU and not cross via Serbia, as then it will be not possible to clear at the border,

Because customs in Serbia taking all export pages from the ATA CARNET, Bulgaria Border cannot close the Ata Carnet which leads to very serious problems and delays all the customs procedure.

Sample Route :

France – Germany – Austria – Hungary – Romania – Bulgaria – Türkiye / **Kapikule Border**

Or any EU country down to Italy / Trieste via RoRo to **Istanbul Pendik Border / Türkiye**

IMPORTANT for ATA CARNET;

- **ATA CARNET – must show GRUPTRANS as representative (section B) otherwise attached POA requested.**
- **Serial numbers, clear description, model / brand name must be mentioned on ATA CARNET**
- **ATA CARNET excel – is to be filled in same way as the ata carnet general list**
- **POA – only attached format will be accepted. MUST be stamped + SIGNED by same COC issuing ATA CARNET**
- **PACKING & LIST – packages must be easily opened for exam and need list with dimensions + weights / per each**

- PHOTOS of all items clearly showing serial no/brand name + model numbers to be attached to the ATA CARNET

ATA Carnet section A → should be the exhibitors name / if not ; than contracted exhibitor must issue letter, confirming that this shipper issued ata carnet for their goods concerning this event, so this will be than the proof to the organizer that this ATA Carnet is for the stand of their contracted exhibitor, based on this organizer can mark real exhibitors name and ata carnet holders name on the official participation letter for customs authorities, so that GRUPTRANS can clear the ata carnet for this event with organizers proof to customs.

TRAFFIC REGULATIONS

Some streets could be closed by the municipality or governorship for **19 May 2024 / Commemoration of Atatürk, Youth and Sports Day**, there are also general traffic restrictions & limits for trucks entering city center from 07:00 hrs – 22:00 hrs (can also be changed by the municipality or governorship in Istanbul)

If you need further informations, please contact Merkur-Expo Logistics GmbH.

Ms. Irit Sofer – Irit.sofer@merkur-expo.com



Due to local traffic regulations, please note that **unloading will only be permitted on the 20th May, starting from 10:00 PM and continuing through to 6:00 AM on the 21st.** It is important to highlight that no traffic will be allowed on the 21st. **Kenes Contacts:**

Conference Organiser

Kenes Group

Rue François-Versonnex 7
1207 Geneva, Switzerland

Tel: +41 22 908 0488

Fax: +41 22 906 9140

Hotel Sales Manager

Karen Resnick

E-mail: kresnick@kenes.com

Industry Coordinator

Aleksandra

Sinapova

Tel: +41 22 908 0488 Ext: 217 | E-mail: asinapova@kenes.com

Audio Visual Coordinator

Mike

Perchig

E-mail: nest@nest-av.com

Industry Liaison & Sales

Judit Gondor

Tel: +41 22 908 0488 Ext: 531 | E-mail: jgondor@kenes.com

Registration Specialist

Yousef Zaiter

E-mail: reg_attd25@kenes.com

Product Marketing Coordinator

Olaya Espejo

E-mail: oespejo@kenes.com

Contractors:

Catering

ICC ISTANBUL

Email address: selin.oklu@iccistanbul.com

Catalogue – [click here](#)

Deadline: Thursday, 01st May

Onsite Logistic Agent, Material Handling & Customs Clearance Agent

Merkur Expo Logistics GmbH

Merkur is the **exclusive** handler inside the venue.

Hostesses & Temporary Staff Hire

My Staff

Email: oguzhan@mystaff.com.tr[printfriendly]