

PROSPECTUS

Educational Items

ABSTRACTS ON USB THUMB DRIVE



The USB Thumb Drive will contain all scientific abstracts. Each participant will receive a voucher that can be exchanged for a thumb drive at the Supporter's exhibition booth.

- Exclusive advertisement on the back of the exchange voucher (optional).
- 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.

BLENDED LEARNING



Funding support for the development of a blended learning programme. To improve physician competencies and ultimately improve patient care, we are offering blended learning opportunities. This interactive and well-received learning method combines face-to-face learning with online learning.

Training and educational activities can be blended in many ways. Blended learning courses have proven to be a popular choice for learners as it allows learners to take advantage of much of the flexibility and convenience of an online course while retaining the benefits of the face-to-face experience.

A blended learning programme includes:

- Online pre/post-test and/or online pre-/post e-learning course/ case-study linked to a Symposium/Educational Session* at the Congress for a face-to-face session.
- Support will be disclosed in the Industry Support section of the Congress website and Programme Guide.
- Support will be acknowledged within the online learning activity.

**Needs to be requested separately as it is not included in the cost.*

CONGRESS YEARBOOK



- Supporter's logo will appear on the back page of the cover of the Yearbook.
- Company Banner with hyperlink on Yearbook webpage.
- Full page colour advertisement in the Final Programme, promoting the Yearbook and acknowledging that the Yearbook is supported by the Company.
- A Bag Insert in the Congress Bags, promoting the Yearbook and acknowledging that the Yearbook is supported by the Company.
- Company logo on the Congress mailshots announcing the Yearbook will be sent to a mailing list of 30,000 experts from all over the world.
- Acknowledgement onsite as Yearbook supporter.
- 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.

E-POSTER ARCHIVE

The E-Poster Archive increases poster visibility after the event. The archive offers an effective platform for promoting education and extending the



meeting lifecycle. The E-Poster Archive is a cutting-edge platform that has been developed to offer the ultimate user interface following feedback from both authors and viewers.

All posters will be kept online on the Congress website platform for one year.

- Supporter acknowledgment on the E-Poster Online Archive platform as: "Supported by..." and the Company Name only (no logo).
- Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, mobile application and with signage during the event.
- The supporter will not have any input regarding the content which will be accessed at the E-Posters.

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.

E-PROGRAMME BOOK



An electronic version of the traditional final programme will be available to all participants to access the scientific programme and other congress information easily and conveniently online.

With e-Books, participants can use the intuitive Search button, bookmark sessions, events and other information, share information with colleagues and if desired, even print the programme. Supporter will not have any input regarding the content.

- Supporter acknowledgement on the cover of the e-Book: "Supported by: company name/logo" (product logo not permitted).
- 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 PORTAL



We welcome you to our new online educational portal which will act as the repository of scientific materials of all our conferences and more. Participants will be able to access our materials and get in touch with other healthcare professionals in the field.

- Support for the development of the online portal with an educational grant.
- Company will be able to reach participants all year round.
- Create your own Module, share webcasts, studies and more!

MEDICAL EDUCATION GRANT



Independent medical grants dedicated to the educational mission of the Congress are appreciated and important to the Congress' success.

- 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 Congress 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 congress 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.

ONLINE LEARNING PORTAL



By providing an educational grant towards an online educational portal, you are making a vital contribution to the efforts our Congress to improve the quality of healthcare delivered across the globe. This educational grant will be used for development of an online learning portal and will support the mission to improve awareness, treatment, education, and understanding of care for patients.

- Support will be disclosed in the Industry Support section of the Congress website and Programme Guide.
- Support will be disclosed in the Industry Support section of the online learning portal and on the footer of the online learning portal.

POSTER BOARD



Area with the traditional scientific paper posters.

- Support will be acknowledged with signage at the entrance to the Poster area 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.

PROMOTION OF INDUSTRY
SESSION



Companies can rent a space on the Congress website for period of 12 months (or until the next congress) and use it as a hosting partner to broaden the audience of their Supported Symposium.

- The webcast will be displayed in an Industry dedicated page on the website.
- Webcast will be clearly indicated as: "Webcast of an industry symposium session" on the Congress Website.
- The company will need to provide a written agreement with the speakers, which allows the webcast to be placed there.
- Webcast needs to be provided by the supporting company.

TRAVEL/ PARTICIPATION
GRANT



As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for our Congress. The industry will entrust the Kenes Group and provide educational grants directly, and Kenes Group together with the Congress Committee will be responsible for participants (HCPs) pre-selection.

Educational Participation Grants of any amount are appreciated and important to the success of our Congress.

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 Congress 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.

WEBCASTING OF
SCIENTIFIC SESSIONS



The ability to attend all congresses, or even all sessions at a given congress, is impossible for the busy medical professional. Webcasting provides a means of sharing knowledge and learning opportunities beyond the dates of the actual event and thus serves a vital educational need. Materials are saved locally, but at the same time, can be distributed over the web to viewers around the world via a robust cloud server. Viewers can access the broadcasts using PCs, tablets, or smartphones live (as streamed video) or later, as on-demand webcasts.

Kenes offers two types of webcasting options:*

- Video includes a video screen of the speaker during the session, PowerPoint slides (in sync with the speaker), and audio.
- Digital Imaging includes PowerPoint slides with audio.
- Support will be recognised on the home 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.

**Webcasted sessions to be designated by the Congress Planning Group. Supporters will have no influence on content. Congress retains the copyright of all of the enduring materials in all media formats arising from the main Congress, including the use and distribution rights for webcasting of all congress accredited programming.*



Promotional Items - Presence

MEET THE EXPERT SESSION



- Opportunity to organise an official non-CME Meet the Expert Session (Programme subject to the approval by the Congress Committee).
- Includes hall rental, standard audio/visual equipment and display table.
- Permission to use the phrase "Official Meet the Expert Session of ... Congress".
- 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 Meet the Expert speakers have already been invited by the event organisers.

MOVIE SCREENING



Opportunity to organise a Movie Screening Session (Video/ content subject to the approval by the Scientific Committee).

- Includes IT support.
- Time and date to be coordinated with the Congress Organiser.
- Movie Screening Session will be included in a designated industry session of the Programme.
- Video can be available on the Congress App to be viewed on demand.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, mobile application and with signage during the event.

PARALLEL SYMPOSIUM



- Opportunity to organise an official non-CME Industry Session (Programme subject to the approval by the Congress Committee).
- Includes hall rental, standard audio/visual equipment and display table.
- Permission to use the phrase "Official Symposium of ... Congress".
- 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 Symposium speakers have already been invited by the event organisers.

PIPELINE SESSION



Join us in this Pipeline Session (not included in the main CME/CPD credits of the event) to find out about the latest developments in the pharmaceutical industry.

- The main goal: an opportunity for pharmaceutical companies to present their pipeline.
- Limited number of companies: up to four companies per session.
- Date and time slot to be advised.
- Session Chair to be decided by the Congress Organising Committee.
- Content to be presented to the Organising Committee prior to the beginning of the Congress.
- The companies participating in the pipeline session will be recognised as supporters in all official congress publications.
- The logos of the companies participating in the pipeline session will display on the screen during the session.
- 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 fee, accommodation and travel expenses. This also applies in the case where the speakers have already been invited by the Congress. In this case, the company will support the amount of nights as per congress policy.

PLENARY SYMPOSIUM



- Opportunity to organise an official non-CME Industry Session (Programme subject to the approval by the Congress Committee).
- Includes hall rental, standard audio/visual equipment and display table.
- Permission to use the phrase "Official Symposium of ... Congress".
- 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 Symposium speakers have already been invited by the event organisers.

PRE-CONGRESS VIDEO TEASER



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

PRODUCT THEATRE SESSION



Meet with attendees and key decision makers to share your new research outcomes, discuss your clinical protocols, and conduct product demonstrations of your new products and services. Product Theatre sessions will take place during the coffee breaks and will be held in a designated area in the virtual and/or physical exhibition hall.

Product Theatre provide a high value educational opportunity for hosts to reach engaged healthcare professionals. These sessions deliver a platform to gather and discuss issues on patient education, specific products and therapeutic areas.

Located in the Exhibition hall, Product Theatre provides an opportunity to:

- Highlight and demonstrate new and existing products.
- Provide up-to-date research findings.
- Give product details in-depth.
- Demonstrate products.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, mobile application and with signage during the event.

WORKSHOP SESSION



- Opportunity to organise an official Workshop Session (Programme subject to the approval of the Congress Scientific Committee).
- Includes: hall rental, standard audio/visual equipment, display table.
- Permission to use the phrase: "Official Workshop of the ... Congress".
- Workshop Programmes will be included in a designated industry section of the Final Programme (subject to receipt by publishing deadline).

- Supporters will be acknowledged in a designated section of the Programme.
- Time Slots: allocated on a "first come, first served" basis.
- 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 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 Workshop speakers have already been invited by the event organisers.

WORKSHOP SUPPORT



Supporters have the opportunity to have their equipment used in an existing Workshop Session.

- Supporter must supply the equipment for the Workshop.
- Supporter should bring a technician to ensure correct use of the equipment in the Workshop.*
- Workshop speaker(s) is (are) chosen by the Scientific Committee.
- 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.

Sponsor will not have any input regarding the content of the workshop. The support is only for the opportunity to provide equipment.

***All expenses of the technician to be paid by the supporting company, as well as shipping and insurance.**

Promotional Items – Visibility

BAGS



Supporter will provide funding of the participants' bags.

- The bag will bear the Supporter's logo and the Congress 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.*

CHARGER PICK-UP LOUNGE



Portable chargers will be available to participants for pick up at this Lounge!

- Special company branded lounge area for participants to rent a power bank to charge their smartphones and tablets.
- Carpet and roll up with branding of Sponsor.
- Branded power banks.
- Comfortable furniture to mingle with participants – your company representatives can be present here as well.
- Hostess included to take care of all administrative matters.
- 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.

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.

CONGRESS DAY



- Opportunity to support a Congress Day of your choice.
- Logo of the supporting company will be placed with onsite signage during the event.
- Push notifications will be sent to all attendees on the mobile app with the message "This Congress Day is being supported by..." and Company name.

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

CONGRESS TV



Congress TV is a unique, branded television channel dedicated to the Congress that delivers a daily TV show with congress news and event coverage. Congress TV includes journalist-led reports on the event's central themes and issues, interviews with key conference figures, up-to-date news from the event, reactions/opinions from participants, thought leadership films, short documentary style reports, programmes and initiatives from the field and a focus on innovation, research and development in specific market sectors.

Congress TV features:

Onsite: Branded for each congress, live studio, multiple TV screens, programme updated daily, live prior to main conference sessions, distribution to delegate hotel rooms.

Online: Video player provide for congress website, share your video coverage on a global scale via social media, including Twitter, YouTube, Facebook, and LinkedIn.

- Support will be recognised on a separate printed sign/rollup located beside the Congress TV screen, with "Supported by..." and a company logo only
- Acknowledgement on Congress TV 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, application and with signage during the event.

EXECUTIVE LOUNGE



Facilities will be available at the venue for speakers and members of the organising committee. Hospitality provided will be in compliance with all relevant industry codes.

- Company's logo on signage at the entrance to the executive lounge.
- Opportunity to provide company's mouse pad at each workstation.
- Opportunity to display company logo on screensavers.
- 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.

FACE MASKS



Be seen and brand the reusable masks!

- Reusable masks will be available for all participants during the Congress days.
- The reusable masks have a neck band in elastic material integrated, for easy and comfortable portability. At the same time, it provides quick and easy access to the mask when it's needed to use it.
- Sponsor will have the possibility to add the company's logo to the face mask.

- 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.

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.

GEL2GO BOTTLE



- Hand cleanser gel in a refillable bottle with flip cap and carabiner.
- Hand Cleanser Gel will be available for all participants during the Congress days.
- Sponsor will be able to brand the bottle with the company's 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.

HAND CLEANSER



- Hand cleanser gel in refillable bottle with flip-cap.
- Hand cleanser gel will be available for all participants during the Congress days.
- Sponsor will be able to brand the bottle with the company's 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.

KEY RING



Make an impression with this practical and long-lasting key ring!

- Key rings will be available for all participants during the Congress days.
- Specially designed to avoid touching public usage surfaces with your hands (door handles, switches, public use taps, ATMs...).
- Sponsor will be able to brand the key ring with the company's 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.

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.

LAPTOP LOUNGE &
WI-FI CARD



- 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.

There will be a laptop lounge where attendees may check e-mails using their own laptops. Wi-Fi cards will be distributed to all participants from Supporter's booth.

- Opportunity to design your own laptop lounge.
- Opportunity to place signage in the lounge area.
- Company's advertisement on the Wi-Fi Access Card.
- Opportunity to provide additional branded items in the laptop area, such as memory stick, mouse, etc.
- 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.

MASK CASE



Leave an impression and brand the face mask cases that will be gifted during the Congress.

- Mask cases will be available for all participants during the Congress days.
- Ideal for the portability and protection of all types of masks.
- Sponsor will be able to brand the case with the company's 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.

NOTEPADS & PENS



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

- Notepads & Pens will bear the Congress 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 congress 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.

PROMOTION ON PLASMA
SCREENS

- Supporter may provide a slide that will appear on the plasma screens. The plasma screens will provide a platform for companies to promote their sessions.



- Your company's slide will appear for a few seconds and will be shown in a loop with other companies' slides and Congress information (content of slide is subject to the approval by the Scientific Committee).
- 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.

**"RECAP OF THE DAY"
VIDEO**



- Opportunity to sponsor the "Recap of the Day" video.
- This is a great way to get exposure at the end of each day.
- Logo of the supporting company will be placed in the video with the message "This video is being supported by..." and Company name.
- 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.

SELFIE CORNER



The selfie corner is an excellent opportunity 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. This corner attracts many attendees, and a sponsor would gain exposure by having their logo on every photo taken. The exposure will last long after the congress ends as these photos are shared with colleagues, friends and family.

- Supporter's company logo would be placed on the Selfie Corner.
- 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.

SHUTTLE BUS



- Supporter will provide the funding for their company's advertisement on the shuttle bus, which will transport participants from their hotels to the venue.
- Bus Routes are allocated on a "first come, first serve" basis.
- Supporter's company advertisement on the bus.
- 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.

SPEAKER'S READY ROOM



Facilities will be available at the venue 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 and Exhibition section of the programme guide, on the event website, mobile application, and with signage during the event.

STAY SAFE KIT

A Stay Safe Kit will be available for all participants during the Congress days.

- Sponsor will have the opportunity to brand the items included in the Stay Safe Kit.



- Content of the Stay Safe Kit:
 - Antibacterial Pen
 - Hygienic Wipes
 - Three Face Masks
 - Hand Cleansing Gel 50 ml
 - Anti-contact Key Ring
- 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 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 Congress' Wi-Fi. Supporter will receive strong visibility during the congress.

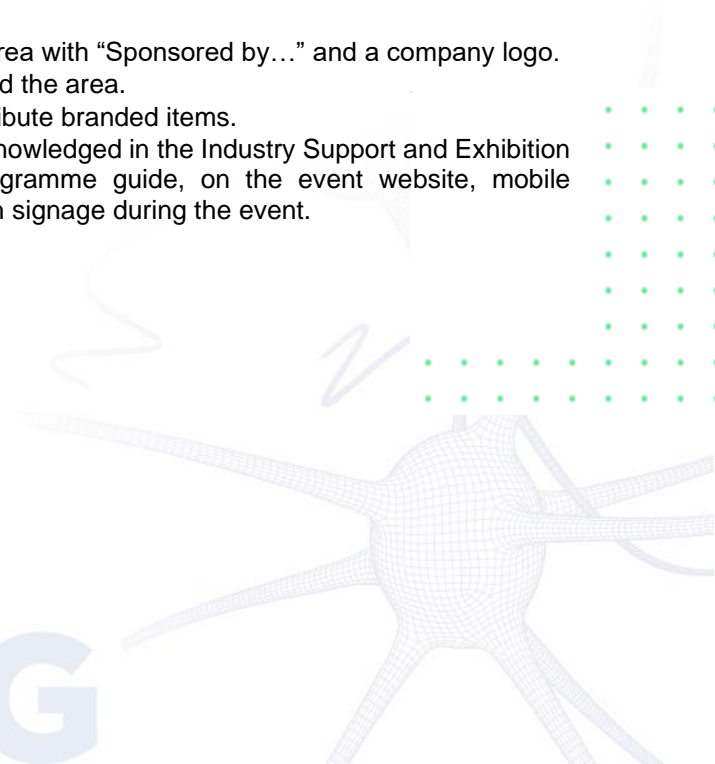
- An initial branded splash screen will bear the supporter logo and company name.
- The card will be distributed with the congress material.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application, and with signage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

ZOOM AREA



There will be a Zoom Area where attendees will be able to connect to the virtual platform, work or even have a quiet corner. Your company's logo will be prominently displayed.

- Signage near the area with "Sponsored by..." and a company logo.
- Opportunity to brand the area.
- Opportunity to distribute branded items.
- 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

CYCLONE CYLINDER



Just catch the coloured target balls or paper, and place them in the tube...how hard can it be? Oh, and they are flying around, and you are racing against the clock, and avoid the negative colours so that you don't lose points! Be warned, this game is addictive!

- The Cyclone Cylinder is the ultimate interactive experiential marketing game. It will give you the opportunity to interact with people and build genuine connections.
- Each Cyclone Cylinder Ball Game can be branded with your logo and preferred colour theme.
- 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.

MEETING POD



We all need a quiet spot during a hectic Congress and exhibition.

- Offer participants and your clients a company branded (sticker, screen, app etc.), private and fully technology enabled meeting space at Congress.
- Flexible on-demand booking, calendar integration through a company branded app
- Fractional meeting scheduling (by the hour)
- "Smart Pods" – Wi-Fi Internet connectivity, video display, smart lock, smart lights, power and USB
- Technician to support onsite is included
- 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.

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 Congress. 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.

SOCIAL MEDIA PROMOTION



- Increase your reach and connect with participants and other HCPs by using the Congress 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 Congress organisers.

SPORT GAMES

Keep the participants fresh with a Giant Football Pool or Mini Golf Course!

- It's a great idea to have a football pool or mini golf course around/at your booth as it creates a draw to your booth and gives attendees a



THE RIPPLE MAKER



reason to linger around it, increasing your chances of engaging with them.

- Tables are fully customizable so we can tailor to suit your requirements and meet your branding.
- 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.

Ripples™ is a pioneering platform: print on foam-based drinks in 10 seconds! From coffee lattes to nitro cold brew, beer, cocktails, milkshakes and more. Delight your audience with our dynamic feed of customizable content and use your drinks to share a beautiful image, promote a product, or just say hi. Whatever you need to build personal interactions with new and existing customers – one cup at a time.

Printed with 100% natural ingredients!

- Create an unforgettable, personalised experience for your guests
- Build massive real-time viral buzz on all social media channels
- Convey marketing messages on a new, innovative medium
- Get 100% of attendee eyeballs and at least 66% more photos taken at your activation
- Boost booth attendance and lead acquisition from your event

Please note: Professional Coffee Machine must be ordered if Ripple maker is ordered.

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.

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, A5 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.

CONGRESS MAILSHOT ADVERT



Broaden your reach by placing and advert in the Congress mailshot.

- Company advert in a designated area of the official Congress mailshot.
- Product advertisement is not allowed.
- Subject to review by the Congress Programme Committee.

CONGRESS TV ADVERT



- Advert in the Official TV of the Congress.
- The TV will be accessible from the Lobby for all registered participants.
- Note: Adverts are subject to review by the Congress Programme Committee.
- Product advertisement is not allowed.

CONGRESS WEBSITE BANNER



Promote your company to all visitors of the Congress website.

- Banner advert in a designated area of the official Congress website.
- No product advertisement is allowed.
- Subject to review by the Congress Programme Committee.

E-BOOK ADVERT



- Full inside page colour advertisement in designated section of the E-Book.
- The E-Book will contain the timetable, information about the scientific programme and other useful information.
- It will be available to all registered participants in the mobile app.

MINI PROGRAMME



- Support will be acknowledged on the inside back cover as: "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.

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 Congress Mobile App will be available for all participants who download the app.

POST-CONGRESS MAILSHOT



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

** In the case where the supporter cannot provide a compliant HTML file, they may provide one pdf/ image, that will be embedded into the congress 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.

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 Congress 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 Congress. "From" field will be Congress 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.

** In the case where the supporter cannot provide a compliant HTML file, they may provide one pdf/ image, that will be embedded into the congress 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.

PUSH NOTIFICATION

- One "push notification" sent to all participants* onsite through the mobile app.



- Date and time to be coordinated with Congress organiser.
- Specifications will be provided by the Congress organiser.
- The Congress App will be available for all participants who download the app.

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

**REGISTRATION LETTER
ADVERT**



- Banner-advertisement in the footer of the registration Confirmation Letter.
- Banner advertisement can be linked to supporter's website.
- Note: Banners are subject to review by the Congress Programme Committee.

TWITTER WALL ADVERT



A large screen will appear in a main area of the venue showing all social media interactions that include the Congress hashtag.

- Your company advert will be shown on the social media plasma screen in a loop with the social media interactions and other companies' adverts.
- Content of the advert subject to the approval by the Congress Scientific Committee.

