

# Glossary

## Educational Items

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 program guide, on the event website, mobile application and with signage during the event.

### For US Congresses

The USB Thumb Drive will contain all the scientific abstracts.

- The USB Thumb Drive will be distributed to all participants in the Congress bag.
- USB cover will be provided by the event organiser with the event branding.
- Support will be recognized in the CME/CPD Accreditation page of the program, on the event website, mobile application and with signage during the event.

Funding support for the development of a blended learning program.

In order 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 program 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 Program Guide.
- Support will be acknowledged within the online learning activity.

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

- Supporter's logo will appear on the back page of the cover of the Yearbook.
- Company Banner with hyperlink on Yearbook webpage.
- Full page color advertisement in the Final Program, 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 on-site as Yearbook supporter.
- Support will be recognized in the Industry Support and Exhibition section of the program, on the event website, mobile application and with signage during the event.

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 program, 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.

### **For US Congresses**

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 acknowledgement on the E-Poster Online Archive platform as: "Supported by... "and the Company Name only (no logo).
- Support will be acknowledged in the CME/CPD Accreditation page of the program, on the event website and with signage during the event.
- The supporter will not have any input regarding the content which will be accessed at the E-Posters.

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 program guide, on the event website, mobile application and with signage during the event.

### **For US Congresses**

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 name only (No logo).
- Support will be acknowledged in the CME/CPD Accreditation page of the program, on the event website, mobile application and with signage during the event.

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

With e-Books, participants can use the intuitive Search button, have the ability to bookmark sessions, events and other information, share information with colleagues and if desired, even print the program. 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 program guide, on the event website, mobile application and with signage during the event.

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

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

**For US Congresses** – only support for the entire Congress, not per session 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!

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 program guide, on the event website, mobile application and with signage during the event.

### **For US Congresses:**

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 CME/CPD Accreditation page of the program, on the event website, mobile application and with signage during the event.

The Congress Mobile App engages attendees with personalized 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 program, abstracts, speakers' information, participants' list, the rating/voting system for sessions and speakers, and a personalized 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 program guide, on the event website, mobile application and with signage during the event.

**For US Congresses** – Mobile App (USA) (cannot be supported by industry unless through an educational grant). If supported by an educational grant, acknowledgment should be done in a separate tab.

The Congress Mobile App engages attendees with personalized 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 program, abstracts, speakers' information, participants' list, the rating/voting system for sessions and speakers, and a personalized scheduler. The App can be downloaded from the Apple App Store and Google Play.

- Mobile App support to be done through an educational grant.
- Support will be acknowledged on the event website, mobile application and with signage during the event.

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

Area with the traditional scientific paper posters.

- Support will be recognised 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 program guide, on the event website, mobile application and with signage during the event.

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.

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 program guide, on the event website, mobile application and with signage during the event.

**For US Congresses** – not possible.

Can be possible for non-US companies for international/world congresses held in the US?? DIANA to advise. Independent grants dedicated to the educational mission of the Congress are appreciated and important to the success of the Congress' virtual platform.



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

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 recognized 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 program 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. **For US Congresses**

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 recognized on the webcast library/listing page as: "Supported by... "and the Company Name only (no logo).
- Support will be acknowledged in the CME/CPD Accreditation page of the program, the event website, mobile application and with signage during the event.

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

## **Promotional Items**

### **Presence**

Opportunity to have an additional live Q&A connected to your industry session, in the 3-month period after the Congress days. Companies will have the possibility to engage with new participants in different time zones and expand the reach of their symposium by bringing their experts for an additional

live Q&A.

- Includes IT support.
- Time and date to be coordinated with the Congress Organizer.
- Opportunity to organize an official non-CME Meet the Expert Session (Program 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 the ... Congress".
- Meet the expert session's program will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline).
- Support will be acknowledged in the Industry Support and Exhibition section of the program 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 Meet the Expert speakers have already been invited by the event organizers.***For Hybrid Congresses

- Opportunity to organize an official non-CME Meet the Expert Session (Program subject to the approval by the Congress Committee).
- Physically, it includes hall rental, standard audio/visual equipment and display table.
- Possibility to have your session available in the Congress' virtual platform – with live Q&A and IT support included.
- Permission to use the phrase "Official Meet the Expert Session of ... Congress".
- ☐Sponsored Symposia Programs will be included in a

designated industry section.

- Industry sessions will be clearly indicated in the meeting timetable/Program 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, virtual platform, 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 organizers.*** Opportunity to organize 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 Organizer.
- Movie Screening Session will be included in a designated industry session of the Program.
- 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.
- Opportunity to organise an official non-CME Industry Session in a Parallel Hall (Program 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 the ... Congress".
- Sponsored Symposia Programs will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline).

- Time Slots: allocated on a first come, first served basis.
- 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 of the program 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 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. For US Congresses***

- Team- Satellite symposium must be clearly separated from other sessions, cannot overlap/compete with CME sessions. If an industry session is taking place in the same hall as a CME/CPD session add at least 15 minutes break before and/or after CME session/s
- Possible text for sessions – ALWAYS to be confirmed by CME provider chosen!!!
- Opportunity to organise an official educational non-CME Industry Session.
- The topic and speaker selection is to be submitted to Congress Committee for approval at least two months prior to the activity.
- All food and beverage is arranged and paid for directly to the facility by supporting company.
- Educational non-CME Industry Session will be clearly indicated in meeting materials as: "Non-CME Industry Session organised by: Company Name (not included in the main event CME/CPD credit offering)".

- Promotional/marketing materials created by the company must include: “Non-CME Industry Session supported by: Company Name”
- Time slots and preferred halls will be allocated on a first come, first served basis
- We will provide the following disclaimer information to all participating companies. The disclaimer must be printed on all promotional materials for industry sessions supported by any group other than the Organizing Committee.

“The (Congress) has provided space for this non-CME industry session. The program was independently produced, not subject to review by (Congress Committee), and is not part of the scientific/educational program offered by (Congress).”

***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.***For Hybrid Congresses

- Opportunity to organise an official non-CME Industry Session (Program subject to the approval by the Congress Committee).
- Physically, it includes hall rental, standard audio/visual equipment and display table.
- Possibility to have your session available in the Congress’ virtual platform – with live Q&A and IT support included.
- Permission to use the phrase “Official Symposium of ... Congress”.
- ☐Sponsored Symposia Programs will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Program 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, virtual platform, 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.”*** 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 Organizing Committee.
- Content to be presented to the Organizing Committee prior to the beginning of the Congress.
- The companies participating in the pipeline session will be recognized 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.

***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.***

- Opportunity to organise an official non-CME Industry Session in a Plenary Hall (Program 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 the ... Congress".
- ☐Sponsored Symposia Programs will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline).
- Time Slots: allocated on a first come, first served basis.
- Industry sessions will be clearly indicated in the meeting timetable/Program as: "Industry Session" not included in the main event CME/CPD credit offering"☐.
- Support will be acknowledged in the Industry Support and Exhibition section of the program 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 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.***For US Congresses

- Team- Satellite symposium must be clearly separated from other sessions, cannot overlap/compete with CME sessions. If an industry session is taking place in the same hall as a CME/CPD session add at least 15 minutes break before and/or after CME session/s
- Possible text for sessions – ALWAYS to be confirmed by CME provider chosen!!!
- Opportunity to organise an official educational non-CME Industry Session.
- The topic and speaker selection is to be submitted to



the Organizing Committee for approval at least 2 months prior to the activity.

- All food and beverage is arranged and paid for directly to the facility by supporting company.
- Educational Non-CME Industry Session will be clearly indicated in meeting materials as: "Non-CME Industry Session organised by: Company Name (not included in the main event CME/CPD credit offering)".
- Promotional/marketing materials created by the company must include: "Non-CME Industry Session supported by: Company Name"
- Time slots and preferred halls will be allocated on a first come, first served basis
- We will provide the following disclaimer information to all participating companies. The disclaimer must be printed on all promotional materials for industry sessions supported by any group other than the Organizing Committee.

"The (Congress) has provided space for this non-CME industry session. The program was independently produced, not subject to review by (Congress Committee), and is not part of the scientific/educational program offered by (Congress)."

***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.***For Hybrid Congresses

- Opportunity to organise an official non-CME Industry Session (Program subject to the approval by the Congress Committee).
- Physically, it includes hall rental, standard audio/visual equipment and display table.
- Possibility to have your session available in the

Congress' virtual platform – with live Q&A and IT support included.

- Permission to use the phrase “Official Symposium of ... Congress”.
- □Sponsored Symposia Programs will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Program 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, virtual platform, 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.***

- 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 organizers.
- Product advertising is not permitted.
- Note: All pages are subject to review by the Congress Programme Committee.

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(s) in the exhibit hall, which is set up in theater style for approximately 50 attendees. No other sessions of the scientific programme will run in parallel but may run

concurrent with other corporate sponsors.

Product Theaters provide a high value, live 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 Exhibit 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.
- Distribute branded materials.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, mobile application and with signage during the event.

**For Hybrid Congresses:**

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 Theaters 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, both physically and virtually, 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, virtual platform, mobile application and with signage during the event.
- Opportunity to organise an official Workshop Session (Program 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 Programs will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline).
- Supporters will be acknowledged in a designated section of the Program.
- Time Slots: allocated on a “first come, first served” basis.
- Support will be acknowledged in the Industry Support and Exhibition section of the program 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.*** 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 program 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.**

## **Visibility**

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 program guide, on the event website, mobile application and with signage during the event.

\* The bag must be approved by the organizing committee in advance. Several branding opportunities are available in the virtual platform:

- **Logo in the Lobby** – Supporting company will have their logo placed in one of the screens in the virtual lobby. A great exposure, as participants can click on the logo and be directed to the company's booth or a web page. Possibility to upgrade your logo in the lobby to a pop-up video or advert. In this case, by clicking on the logo, a pop-up will show with your advert or video.
- **Advert or Video in the Lobby** – Supporting company will have the opportunity to add an advert or a video in one of the screens in the lobby of the virtual Congress. By clicking on the screen, a pop-up will show your advert or video.
- **Banner in the Industry Auditorium** – Opportunity to brand

the virtual industry auditorium with company's logo. Participants can click on the banner and be directed to an external page.

- **Banner in the Exhibition Floorplan** – The Virtual Exhibition will include four advertisements – Two as roll ups in front of the product theatre and another two in the back wall. The advertisements can be linked to a pop-up video, document or a hyperlink of your choice.
- **Banner in the Networking Lounge** – Opportunity to brand the Networking Lounge with company's logo. Participants can click on the banner and be directed to an external page.

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 program guide, on the event website, mobile application and with signage during the event.

ILS INFO: Procurement is in charge of this item. IC to coordinate with Asi. One station includes 6-8 power banks. Amount to be considered based on estimated expected participants (24-30 recommended for bigger events). Price to be checked based on countries. ILS to check hostess, furniture and branding costs with PM. 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 program, on the event website, virtual platform, mobile application and with signage during the event.

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 program guide, on the event website, mobile application and with signage during the event.
- Opportunity to support a Congress day of your choice.
- Logo of the supporting company will be placed with onsite signage during the event and throughout the virtual platform.
- Push notifications will be sent to all attendees on the virtual platform 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, virtual platform, mobile application, and with signage during the event.

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, program 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 recognized 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 program guide, on the event website, mobile application and with signage during the event.

Facilities will be available at the venue for speakers and members of the organizing 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 program guide, on the event website, mobile application and with signage during the event.

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 program, on the event website, mobile application and with signage during the event.

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 program guide, on the event website, mobile application and with signage during the event.
- 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 program, on the event website, mobile application and with signage during the event.

- 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 program, on the event website, mobile application and with signage during the event.

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 program, on the event website, mobile application and with signage during the event.

Opportunity to place company logo on the lanyards. The Organizing 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 program 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 WiFi 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 program guide, on the event website, mobile application and with signage during the event.

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 program, on the event website, mobile application and with signage during the event.

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 program guide, on the event website, mobile application, and with signage during the event.

**\*Team note- this can be supported in kind.** 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. □□□□
- By sponsoring the Photo Booth, the company will be the official supporter of the Photo Contest taking place virtually.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, virtual platform, mobile application, and with signage during the event.

Confirm details with Meeting Planner before adding this description.

- 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 program guide, on the event website, mobile application, and with signage during the event.
- 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 program guide, on the event website, mobile application, and with signage during the event.

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 program guide, on the event website, mobile application, and with signage during the event.
- Supporter will provide the funding for their company's advertisement on the shuttle bus, which will transport participants from their hotels to the Expo Center.
- 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 program guide, on the event website, mobile application, and with signage during the event.

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 program guide, on the event website, mobile application, and with signage during the event.

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 program guide, on the event website, mobile application, and with signage during the event.
- Opportunity to brand the virtual waiting room of your virtual session.
- The waiting room is a great opportunity to connect with attendees and create anticipation – you can share a slide or a video while attendees are waiting for your session to start.

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 program guide, on the event website, mobile application, and with signage during the event.

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 program guide, on the event website, mobile application, and with signage during the event.

**\*Team- check with SAM and procurement that this item is possible in your congress.**

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.
- Banner with the company logo in the Networking Lounge in the virtual platform.
- 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.

## Network

Just catch the colored 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 colors 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 color theme.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application, and with signage during the event.

ILS INFO: please follow [this link](#) for full description of this product and provide more information to clients. Once you sold this item, Hila's team will handle the production. Have IC involved as well. We all need a quite 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 program guide, on the event website, mobile application, and with signage during the event.

ILS INFO: please follow [this link](#) for full description of this product and provide more information to clients. Once you sold this item, Hila's team will handle the production. Have IC



involved as well. 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.

### **For Hybrid Congresses**

#### **Physical Hospitality Suite or 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.

#### **Virtual Hospitality Suite or Meeting Room:**

- Opportunity to hire a virtual room that may be used to host and entertain guests throughout the Virtual Congress.
- Technical support will be provided.

Missing the face to face interaction? MultiHub is a service that connects groups of participants in different locations in a high-tech and dynamic way, allowing face to face interaction in a limited environment. With the MultiHub technology you can increase the number of participants and have more impact.

Connect and network by having the opportunity to:

- Share viewing space
- Have 1:1 meetings with hub and virtual attendees
- Have live and direct contact with local participants

The MultiHub service will be customized to your needs, so don't hesitate to contact me to discuss the possibilities. It can include:

- IT technician onsite
- All pre-event preparations □
- Set-up and testing of locations□
- Equipment, including basic recording and editing
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application, and with signage during the event.
- 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 organizers.

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 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 program guide, on the event website, mobile application, and with signage during the event.

ILS INFO: please follow [this link](#) for full description of this product and provide more information to clients. Once you sold this item, Hila's team will handle the production. Have IC involved as well. 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, personalized 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.

ILS INFO: please follow [this link](#) for full description of this product and provide more information to clients. Once you sold this item, Hila's team will handle the production. Have IC involved as well. The World Map is a unique touchscreen 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 touchscreen 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 recognized 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 program guide, on the event website, mobile application, and with signage during the event.

### **For Hybrid Congresses**

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 recognised with World map signage within virtual Lobby including "Supported by..." and a company logo only.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, virtual platform, mobile application and with signage during the event.

### **Advertise**

Full page color advertisement (**inside page/ inside back page/ spread page**) in designated section of the Final Program.

- The Final Program will contain the timetable, information about the scientific program 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 program, according to compliance regulations.

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.

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 Program Committee.
- 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 Program Committee.
- Product advertisement is not allowed.

For ILS: Check with SAM/ Society if this can be done. 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 Program Committee.
- Full inside page color advertisement in designated section of the E-Book.
- The E-Book will contain the timetable, information about the scientific program and other useful information.□

- It will be available to all registered participants in the virtual platform.
- 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 program guide, on the event website, mobile application, and with signage during the event.

### **Notes to ILS- Alternative option:**

We can sell an actual full page (just tiny size) advertisement in the Mini Program to companies if we place the ad in the inside back cover page and next to the page of acknowledgements (separate from the timetable and all other educational/scientific and conference information). You can limit the number of ads to 2 and sell it for a high price. Alternatively, you can offer the usual "mini program was supported by + logo" option.

### **Make sure to agree on this with the team before selling it.**

- 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.

### **For US Congresses – Carousel images**

- Gain additional exposure for your 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.
- It is allowed to promote industry activities (session/symposia, exhibition, etc.).
- No company logo allowed

- Company product allowed if done in a separate tab

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 Organizer.

- 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 organized by industry and not included in the main event CME/CPD credit offering. 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 Organizer.*

- **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/Organizer.

*\* 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 organized by industry and not included in the main event CME/CPD credit offering.*

**Please note Mailshots sent prior to the beginning of the virtual congress can not be linked to activities within the virtual platform as this one is not live/available yet. i.e Industry sessions/exhibition booths/product theatre sessions.**

- One “push notification” sent to all participants\* onsite through the mobile app and online via the virtual platform.
- Date and time to be coordinated with Congress organizer.
- Specifications will be provided by the Congress organizer.
- The Congress App will be available for all participants who download the app.
- \*Only for those participants who have opted to receive such information.
- 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



## Program Committee.

For ILS: Check with SAM/ Society if this can be done. Only for non-medical events. 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.
- Your company's advert will also be available in the virtual platform's lobby.