

# Promotional & Advertising Opportunities

- Opportunity to organise an Official *Non-CME Industry Session* in a Plenary Hall, up to xx minutes (Program subject to the approval by the xxx Committee).
- Includes hall rental, standard audio/visual equipment, and display table.
- Permission to use the phrase “Official Symposium of the xxx Congress”.
- ☐ Sponsored Symposia Programs will be included in a designated industry section of the Final Programme (subject to receipt by publishing deadline).
- Time Slots: allocated on a first come, first served basis – see time slots here.
- 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 and application, and with signage during the event.

***NOTE: 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.***

## US VERSION:

- 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*, up to 60 minutes.

- The topic and speaker selection is to be submitted to XXX for approval at least XXX months prior to the activity.
- All food and beverage is arranged and paid for directly to the facility by supporting company. [\[DvB1\]](#)
- 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 ABC”
- Time slots and preferred halls will be allocated on a first come, first served basis
- XXX provides 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 XXX.

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

***NOTE: 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.***

# Hybrid

- Opportunity to organise an Official *Non-CME Industry Session*, up to xx minutes (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 Meeting's virtual platform – with live Q&A and IT support included.
- Permission to use the phrase "Official Symposium of Congress + Year".
- Sponsored Symposia Programs 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, virtual platform and 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.***

- Opportunity to organise an Official *Non-CME Industry Session* in a Parallel Hall, up to xx minutes (Program subject to the approval by the xxx Committee).
- Includes hall rental, standard audio/visual equipment, and display table.
- Permission to use the phrase "Official Symposium of the xxx Congress".
- Sponsored Symposia Programs will be included in a designated industry section of the Final Programme

(subject to receipt by publishing deadline).

- Time Slots: allocated on a first come, first served basis – see time slots here.
- 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 and application, and with signage during the event.

***NOTE: The supporting company in addition to the support fee must cover all speakers’ expenses including:***

- ***Registration fee***
- ***Accommodation***
- ***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.***

## **Hybrid**

- Opportunity to organise an Official *Non-CME Industry Session*, up to **xx** minutes (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 Meeting’s virtual platform – with live Q&A and IT support included.
- Permission to use the phrase “Official Symposium of **Congress + Year**”.
- ☐ Sponsored Symposia Programs 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, virtual platform and 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.***

- Company workshop session up to 90 minutes, Program subject to the approval of the Conference Scientific Committee.
- Includes: hall rental, standard audio/visual equipment, display table.
- Permission to use the phrase: “Official workshop of the 9th International Conference on Advanced Technologies and Treatments for Diabetes”.
- Workshop Programs 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 Program.
- Time Slots: allocated on a “first come, first served” basis.
- **Wednesday, 15 February, 2017 – 15:00-16:30 / 16:45-18:15**
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.
- ***NOTE: The supporting company in addition to the support fee must cover all speakers’ expenses including:***
  - ***Registration fee***
  - ***Accommodation***

- ***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.***

Supporter has the opportunity to have their equipment used in an existing parallel 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 and 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.**

- Opportunity to organise an Official *Non-CME Meet the EXPERT Session* in a Parallel Hall, up to xx minutes (Program subject to the approval by the xxx Committee).
- Includes hall rental, standard audio/visual equipment, and display table.
- Permission to use the phrase "Official Meet the Expert Session of the **xxx** Congress".
- Meet the experts session's program will be included in a designated industry section of the Final Programme (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 and application, and with signage during the

event.

***NOTE: The supporting company in addition to the support fee must cover all speakers' expenses including:***

- ***Registration fee***
- ***Accommodation***
- ***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.***

## **Hybrid**

- Opportunity to organise an Official *Non-CME Meet the Expert Session*, up to **xx** minutes (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 Meeting's virtual platform – with live Q&A and IT support included.
- Permission to use the phrase "Official Meet the Expert Session of **Congress + Year**".
- ☐ Sponsored Symposia Programs 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, virtual platform and 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 AND R&D IN SUPPORTIVE CARE IN CANCER

Join us in this Plenary Satellite Symposium (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 (two sessions possible).
- Plenary session during lunch, up to 60 minutes, time slot to be advised.
- Session Chair to be decided by the meeting Organizing Committee.
- Presenting companies to cover all expenses of their speakers in this symposium
- Content to be presented to the Organizing Committee prior to the beginning of the MASCC meeting.
- 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.

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 are 30 minutes in length and will be held in a designated area(s) in the exhibit hall, which is set up in theater style for 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.
- Only 2016 Supporters/Exhibitors are eligible to support a Product Theater. □

## Hybrid

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 are 20 minutes in length 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 and mobile application.

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 and application, and with signage during the event.

Supporter will provide funding of the Conference bags.

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

\* The bag must be approved by the organizing committee in advance. □ Supporter will provide funding for the Notepads & Pens for the participants.

- Notepads & Pens will bear the ATTD logo and the Supporter's company logo and will be distributed in the participants' Conference bags. **\*Team note- this can be supported in kind.**
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event

Be seen at **Congress + Year** 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.

(ILS: In case additional information is needed, see below)

- Print is only possible with one solid pantone colour on one face side (max 60 x 50mm)
- Mask Specifications:
  - Made of cotton and polyester double layer, with inside layer in matching color.
  - Fabric processed with HeiQ Viroblock NPJ03 technology, a high efficiency treatment proven to neutralize bacteria and viruses, COVID-19 included, with OEKO-TEX Class I certification.
  - Certified by EU Notified Body and manufactured according to UNE 0065 specification.
  - Finishing and durability according to the CWA 17553 standard.
  - Treatment properties analysed according to ISO 20743 and ISO 18184.
  - Additive HeiQ Viroblock NPJ03, certified as safe and sustainable, all components with cosmetic grade, bio-based and recycled.
  - Bacterial filtration efficiency: = 90%. Highly resistant, up to 25 washing cycles.

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.

(ILS: If more information is needed, see below)

- Print is possible with two solid pantone colour print on one side (max 20 x 15mm).
- Item according to the ISO 22196 standard.

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.

(ILS: If more information is needed, see below)

- Print is possible with a full colour digital print on one side (max 80 x 45mm).
- Size of the case: 19x 1.2 x 10.5 cm. Colour: white.
- 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.

(ILS: in case you need more information, see below)

- Print is possible with a full colour digital label.
- Capacity 50ml. 70%-alcohol formulation. Made in EU. This product is classified as a cosmetic item.
- 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.

(ILS: in case you need more information, see below)

- Print is possible with a digital label on one side (max 50 x 20mm).
- Non-alcohol formulation. Capacity 30 ml.
- 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

(ILS: in case you need more information, see below)

- Antibacterial Pen (one-colour print)
- Hygienic Wipes (full colour print)
- Three Face Masks (disposable – not branded)
- Hand Cleansing Gel 50 ml (full colour print)
- Anti-contact Key Ring (one-colour print)

Branded Charging Kiosk for multiple devices, including smart phones and tablets. It's a great way to leave a lasting impression on the congress delegates.

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

**NOTE: (Generic description)**

**Fast Charge Technology:** Featuring exclusive fast charge technology for 14 devices, with the latest charging standards and utilize integrated circuitry to ensure your phone or tablet are never overcharged. We keep you always charged and

always ready.

**Fully Customizable:** Place your company name and logo/movies on the LCD screen which is attached to the charging station. It's a great way to leave a lasting impression on the congress delegates.

**Works with All Mobile Devices:** Compatible with everything from the Apple iPhone and Android to Amazon Kindle and Blackberry.

- Opportunity to brand the Charging Kiosk with your company name and logo
- Support will be acknowledged in the Industry Support and Exhibition section of the Final Program, on the event website, and with signage during the event

**NOTE: description above if this is the KENES SUPPLIER** 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 and 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. The Photo Booth is an excellent

tool to engage with congress 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 program guide, on the event website and application, and with signage during the event.

## Hybrid

The Photo Booth is an excellent tool to engage with Meeting 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, on the event website, virtual

platform and application, and with signage during the event.

The selfie corner is an excellent opportunity to engage with congress 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.

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

The branded Seating Cubes or 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 and application, and with signage during the event

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

- Supporter's name/or company logo to appear on all signs for this room.



- Opportunity to display Supporter's logo on screensavers at each workstation
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and 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 and application, and with signage during the event.

There will be a laptop lounge where attendees may check e-mails using their own laptops. Hospitality and any activities provided will be in compliance with all relevant industry codes.

- Opportunity to design your own laptop lounge.
- Opportunity to place your own carpet .
- Opportunity to place signage in the lounge area.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

## Hybrid

There will be a Zoom Lounge Area equipped with comfortable chairs where attendees can network and watch sessions online. Ipads will be available with information about **Society** and the

Meeting. Your company's logo will be prominently displayed.

- Signage near the area with "Sponsored by..." and a company logo.
- Opportunity to brand the area.
- Splash screen on the ipads.
- 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 and 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 your own carpet .
- 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 and application, and with signage during the event.

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 and 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. 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 and 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 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

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 Ripples Experience**

- 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

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!**

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. Confirm details with Meeting Planner before

adding this description.

- Supporter may provide a slide that will appear on plasma screens. The plasma screens will provide a platform for companies to promote their sessions. They will be located at the entrance to the **exhibition area and ?**
- Your company's slide will appear for **60 seconds**, and will be shown in a loop with other companies' slides and Conference 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 and application, and with signage during the event

Congress TV is a unique, branded television channel dedicated to conference that delivers a daily TV show with conference 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 conference 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 and application, and with signage during the event.

The Social Media Wall is an exciting and modern item which encourages delegates to post messages related to **WSAVA 2017**.

This item provides you great exposure!

The on-site social media specialist will moderate the interactions to ensure that only appropriate and Congress related interactions are shared on the main screen.

Your company logo will be placed on the social media wall.

- A large screen will appear in a main area of the convention center (or in **WSAVA booth**) showing all social media interactions that include the Congress hashtag **#WSAVA2017**.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

The World Map is a unique touchscreen map of a 2D atlas providing viewers with extra info/data on conference 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 conference 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 and application, and with signage during the event.

## Hybrid

The World Map is a unique map of a 2D atlas providing viewers with extra info/data on Meeting 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 meeting 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 and mobile application, and with signage during the event.

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

Hospitality provided will be in compliance with all relevant industry codes and compliance guidelines.

- Opportunity to brand the hospitality suite.
- Acknowledgement on directional signage outside suite.

## Hybrid

**Physical Hospitality Suite or Meeting Room:**

- An opportunity to hire a room at the Meeting venue that may be used as a Hospitality Suite or Meeting Room. Supporter will be able to host and entertain its guests throughout the Meeting. 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 Meeting.
- Technical support will be provided.

Wireless Network Provision: Delegates wishing to access the internet via their own laptop/ smartphone may do so by using the Meeting Wi-Fi. Supporter of this piece of technology will receive strong visibility during the meeting.

- 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 and application, and with signage during the event.

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

Supporter will provide the funding for their company advertisement on the shuttle bus, which will transport participants from their hotels to the Congress 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 and 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 and application, and with signage during the event.

□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 and application, and with signage during the event.

Virtual exhibitions are 3D online environments for virtual conferences and events. The virtual exhibition increase exhibitors' exposure throughout the year and enables those unable to attend, to experience the exhibition as if they were there.

Kenes' Virtual Exhibition platform [\[AA1\]](#) is easy to set up and ready to use, quickly adapted to specific customization, with optional added features to create a unique experience and environment. The platform is fully web-based and can be accessed from any browser and any computer, integrating real-time communications tools, social media and data mining in a 3D environment.

**Each exhibitor can build their own virtual booth with an easy-to-use back office system. The back office options include booth branding, booth design and data upload, such as documents and videos. Exhibitors also have an option for “live chat” with online visitors.**

## **ADVERTISING SUPPORT OPPORTUNITIES**

Full page color advertisement:

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

- The Final Programme will contain the timetable, information about the scientific Program and other useful information. It will be distributed to all registered participants in the Conference bags.
- The advertisement will be printed in the designated industry section of the programme, according to compliance regulations.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

Promotional material (up to 4-page insert, A5 flyer) will be included in the Meeting bags.

- Material should be provided by the Supporter and approved by the Secretariat.
- Supporters' product information will be available for

all Conference participants.

- The distribution arrangement will be advised.

□ Gain additional exposure for your Symposium, 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.*

An example to a joint mailshot:

- Support will be acknowledged on on 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 and 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.**

- One “push notification” sent to all participants\* onsite through the mobile app, to be coordinated with Meeting Organizer. Specifications will be provided by the congress organizers.
- \*Only for those participants who have opted to receive such information.

**ILS: For US BASED CONGRESSES:**

**Push notifications (US):**

- Industry content push notifications not allowed
- Promotion of a specific exhibitor not allowed
- Promoting a promotional talk not allowed
- General e.g. “Please visit the exhibit hall” is allowed
- Announcing items on the CME agenda (accredited content) is allowed
- Gain additional exposure for your Symposium by advertising it in a designated section of the Meeting App.
- The Meeting App will be available for all participants

who download the app.

## **ILS: For US BASED CONGRESSES**

### **Carousel images/advert (US):**

- Allowed to promote industry activities (session/symposia, exhibition, etc.);
- No company logo allowed
- Company product allowed if done in a separate tab

Please note that it is the Exhibitors'/ Supporters' responsibility to comply with the local authority's regulations, EFPIA (European Federation of Pharmaceuticals Industries & Associations) [www.efpia.org](http://www.efpia.org), Medtech Europe (represents Medical Technology industry) <http://www.medtecheurope.org/> and IFPMA (International Federation of Pharmaceutical Manufacturers & Associations) [www.ifpma.org](http://www.ifpma.org) Code of Practice on the promotion of medicines. Failure to comply with these regulations may not be used as a ground to declare the contract void. Failure to comply with the rules and regulations will not expose the Organizer to any suits, demands by the Exhibitor/Supporter or any other third party.

### **ADD THIS FOR US:**

## **REGULATIONS**

Please note that it is the Exhibitors' and/or Supporters' responsibility to comply with the local authority's regulations, including, without limitation, IFPMA, the International Federation of Pharmaceutical Manufacturers & Associations Code of Practice on the promotion of medicines ([www.ifpma.org](http://www.ifpma.org)), as well as FDA restrictions on the promotion of investigational and preapproved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses. Any product not FDA-approved for a particular

use or not commercially available in the U.S. may be exhibited only if accompanied by easily visible signs indicating the status of the product.

Failure to comply with these regulations may not be used as a ground to declare the contract void. Failure to comply with the rules and regulations will not expose the Organizer to any suits, demands by the Exhibitor/Supporter or any other third party.

## SPECIAL REQUESTS

Tailored packages can be arranged to suit your objectives. Please do not hesitate to contact the Support and Exhibition Sales Department to discuss your needs.

## ACKNOWLEDGEMENTS

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

### NOTES:

\*All pictures are illustrations only.□□□□□□□□□□

[DOWNLOAD PRINTABLE PROSPECTUS](#)[PAYMENTS, CANCELLATION TERMS & CONDITIONS](#)

## Contact us now

for pricing, bookings and customized packages.

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