

## PROSPECTUS

### Educational Items

#### CONGRESS JOURNAL



- Supporter's logo will appear on the inside back page of the cover of the Journal.
- Full page color advertisement in the Program, promoting the Journal and acknowledging that the Journal is supported by the Company.
- Acknowledgement on-site as Journal supporter.
- Support will be recognized in the Industry Support and Exhibition section of the program, on the event website, virtual platform, mobile application and with signage during the event.

#### E-POSTER AREA



Kenes e-Posters are a unique combination of scientific posters and interactive content. An e-Poster is an electronic version of the traditional paper poster and is shown at dedicated digital stations at the event.

E-Posters create unique networking and engagement opportunities, generate participants' interest, and are good exposure for authors. The highly trafficked e-Poster terminals, located in prime locations allow attendees to access the electronic presentations easily and conveniently. E-poster support includes:

- Signage at the entrance to the e-Poster area with "Supported by..." and a company name only.
- Signage in the virtual platform with "Supported by..." and a company name 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.

#### EDUCATIONAL GRANT FOR A SCIENTIFIC SESSION



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

## EDUCATIONAL GRANT FOR THE MOBILE APP



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

## MEDICAL EDUCATION GRANT



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

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

## MINI PROGRAM



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

## PROMOTION OF INDUSTRY SESSION



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

- The webcast will be displayed in an Industry dedicated page on the website.

- Non-CME Industry Session organized by: COMPANY NAME (not included in the main event CME/CPD credit offering).”; no company logo.
- 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.
- Examples can be found [here](#).

#### TRAVEL/ PARTICIPATION GRANT



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

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

Recipients (HCPs) will need to fulfil the criteria specified by the Committee in order to be eligible to apply for an educational participation grant. Accepted grant recipients will be contacted by the Congress Secretariat.

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

#### YOUNG INVESTIGATOR AWARD SUPPORT



Educational Grant in support of the Young Investigator Award.

- Includes registration fee, accommodation for two nights and travel expenses for 10 awardees.
- For more information about the award, please click [here](#).
- 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.

## Promotional Items - Presence

### MEET THE EXPERT SESSION



- 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: “Non-CME Industry Session organized by: COMPANY NAME (not included in the main event CME/CPD credit offering).”; no company logo”.
- 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.
- NOT to appear within the preliminary or final program agenda, programs or proceedings, homepage, calendar of events, delegate bags, announcements, etc.

*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.*

### PARALLEL SYMPOSIUM



- Opportunity to organize 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: “Non-CME Industry Session organized by: COMPANY NAME (not included in the main event CME/CPD credit offering).”; no company logo .
- 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.
- NOT to appear within the preliminary or final program agenda, programs or proceedings, homepage, calendar of events, delegate bags, announcements, etc.

*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 organizers.*

#### PRE-CONGRESS VIDEO TEASER



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

#### PRODUCT THEATER SESSION



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

Product Theater 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.

## Promotional Items – Visibility

### BRANDING OPPORTUNITIES IN THE VIRTUAL PLATFORM



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.

### CHARGING KIOSK



Branded Charging Kiosk for multiple devices, including smartphones and tablets. It's a great way to leave a lasting impression on the participants.

- Opportunity to brand the Charging Kiosk with your company name and logo.
- Support will be recognized in the Industry Support and Exhibition section of the program, on the event website, virtual platform, mobile application and with signage during the event.
- Due to Canadian compliance, the kiosk will not be located near the Registration desk.

### COFFEE BREAK



Coffee will be served during breaks in the exhibition area. Hospitality provided will be in compliance with all relevant industry codes.

- Opportunity to have a one-day display of company's logo at the catering point located within the exhibit area.
- Opportunity to provide items bearing company logo for use during the supported break.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, virtual platform, mobile application and with signage during the event.

## LOUNGE AREA



There will be a Lounge 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 program guide, on the event website, virtual platform, mobile application and with signage during the event.

## PHOTO BOOTH



The Photo Booth is an excellent tool to engage with attendees. It allows them to have fun and share their experience. Attendees are given the opportunity to take a photo of themselves and colleagues, using fun props provided by Kenes, and have the photo sent to them via email, text message or directly uploaded to their social media accounts.

- The booth attracts many attendees, and a sponsor would gain exposure by having their branding on the outside of the booth, including their logo on every photo taken.
- The exposure will last long after the congress ends as these photos are shared with colleagues, friends and family.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, virtual platform, mobile application, and with signage during the event.
- Due to Canadian compliance, the photo booth will not be located near the Registration desk.

## SELFIE CORNER



The selfie corner is an excellent opportunity to engage with attendees. It allows them to have fun and share their experience. Attendees are given the opportunity to take a photo of themselves and colleagues, using fun props. This corner attracts many attendees, and a sponsor would gain exposure by having their logo on every photo taken. The exposure will last long after the congress ends as these photos are shared with colleagues, friends and family.

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





- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, virtual platform, mobile application, and with signage during the event.
- Due to Canadian compliance, the selfie corner will not be located near the Registration desk.

#### SPEAKER'S READY ROOM



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

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

#### WELCOME RECEPTION



Supporter will have the opportunity to promote itself through a networking reception on the first evening to which all registered attendees are invited. Hospitality and any activities provided will be in compliance with all relevant industry codes.

- Supporter's logo on sign at the entrance to the Welcome Reception.
- Opportunity to provide items bearing company logo for use at the event.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, virtual platform, mobile application, and with signage during the event.

## Promotional Items – Network

### MEETING ROOM



#### 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.

### SOCIAL MEDIA PROMOTION



- Increase your reach and connect with participants and other HCPs by using the Congress social media.
- The company will be able to send a post on the different social media platforms.
- Time and date to be confirmed with the Congress organizers.

### THE RIPPLE MAKER



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.*

## WORLD MAP



The World Map is a unique map providing viewers with extra info/data on participants from around the globe. The map is an interactive experience for participants to connect based on their geographical origins. The display can be placed in a central location at the venue and serves as an information and communications tool, ideal for enhancing participant networking.

- Support will be recognized on a separate printed sign/rollup located beside the World Map screen, with “Supported by...” and a company logo only.
- Support will be recognized 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.

## Promotional Items – Advertise

### ADVERT IN MINI PROGRAM



Full inside page color advertisement in designated section of the Mini Program.

- The Mini Program will contain the timetable, information about the scientific program and other useful information. It will be available to all registered participants.
- The advertisement will be printed in the designated industry section of the program, according to compliance regulations.

### CONGRESS MAILSHOT ADVERT



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

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

### CONGRESS WEBSITE BANNER



Promote your company to all visitors of the Congress website.

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

### MOBILE APP ADVERT



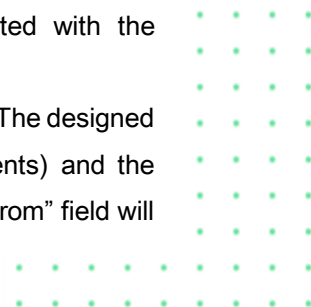
- Gain additional exposure for your company, industry session or booth by advertising it in a designated section of the Mobile App.
- The Congress Mobile App will be available for all participants who download the app.

### POST-CONGRESS MAILSHOT



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

PROMOTIONAL  
MAILSHOT



Gain additional exposure for your industry session, company or exhibition booth by sending out a Mail Blast to the pre-registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Congress 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.
- **Please note:** Mailshots sent prior to the beginning of the virtual congress cannot be linked to activities within the virtual platform as this one is not live/ available yet, i.e Industry sessions and booths.

*\* 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.*

#### PUSH NOTIFICATION



- One “push notification” sent to all participants\* onsite through the mobile app and online via the virtual platform during the sessions’ breaks.
- 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.*