



## PROSPECTUS

### Educational Items

#### E-POSTER AREA



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

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

- Signage at the entrance to the e-Poster area with "Supported by..." and a company logo only.
- Signage "Supported by..." and a company logo only on each individual e-poster station.
- Signage in the virtual platform 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, 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.

#### 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.

#### 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.

#### 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.

#### 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.

#### WEBCASTING OF SCIENTIFIC SESSIONS



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



PCs, tablets, or smartphones live (as streamed video) or later, as on-demand webcasts.

Kenes offers two types of webcasting options:\*

- Video includes a video screen of the speaker during the session, PowerPoint slides (in sync with the speaker), and audio.
- Digital Imaging includes PowerPoint slides with audio.
- Support will be 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, virtual platform, mobile application and with signage during the event.

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

## Promotional Items - Presence

### LIVE Q&A



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.

### 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: "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 Session speakers have already been invited by the event organizers and have made prior travel arrangements independently.*

#### PLENARY 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: "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 Session speakers have already been invited by the event organizers and have made prior travel arrangements independently.*

#### 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: "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 Session speakers have already been invited by the event organizers and have made prior travel arrangements independently.*

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

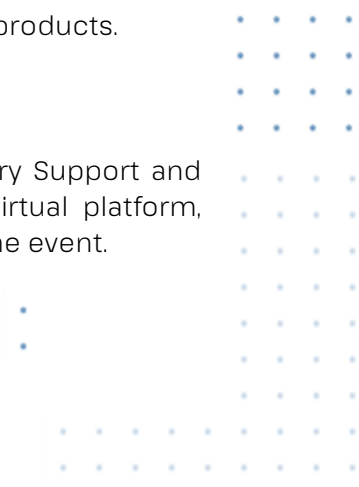
#### PRODUCT THEATER SESSION



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 provides a high value educational opportunity for hosts to reach engaged healthcare professionals. These sessions provide 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.
- 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.

### 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.

### 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.

### LANYARDS



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.



### PHOTO BOOTH



- 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.

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.

### 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.

### 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.

### Promotional Items – Advertise

#### ADVERT IN FINAL PROGRAM



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





CONGRESS MAILSHOT  
ADVERT



- 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.

CONGRESS WEBSITE  
BANNER



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.

MINI PROGRAM



Promote your company to all visitors of the Congress website.

- Full colour banner in a designated area of the official Congress website.
- Banner can serve as link to supporter's website.

MOBILE APP ADVERT



- 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.

- 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.*

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PUSH NOTIFICATION



- 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.*