

Promotional & Advertising Opportunities

- Opportunity to organise an Official *Non-CME Industry Session*, up to **xx** minutes (Program subject to the approval by the **xxx** Committee).
- Includes live Q&A and IT support.
- Permission to use the phrase “Official Symposium of the **xxx** Congress”.
- ☐Sponsored Symposia Programs will be included in a designated industry section of the Programme.
- 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, on the event website and mobile application.

NOTE: The supporting company in addition to the support fee must cover the registration fee of the speakers. This also applies in the case where the speakers have already been invited by the Congress.

- Opportunity to organise an Official *Non-CME Industry Session*, up to **xx** minutes (Program subject to the approval by the **xxx** Committee).
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NOTE: The supporting company in addition to the support fee must cover the registration fee of the speakers. This also applies in the case where the speakers have already been invited by the Congress.

- Company workshop session up to xx minutes, Program subject to the approval of the Congress Scientific Committee.
- Includes live Q&A and IT support.
- Permission to use the phrase: “Official workshop of the xx Congress”.
- Workshop Programs will be included in a designated industry section of the Programme.
- 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, on the event website and mobile application.

NOTE: The supporting company in addition to the support fee must cover the registration fees of all speakers. This also applies in the case where the speakers have already been invited by the Congress.

- Opportunity to organise an Official Non-CME Meet the Expert Session, up to xx minutes (Program subject to the approval by the xxx Committee).
- Includes live Q&A and IT support.
- 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 Programme.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.

NOTE: The supporting company in addition to the support fee must cover the registration fees for all speakers. This also applies in the case where the speakers have already been invited by the Congress. Meet with attendees to share the latest developments in the pharmaceutical industry.

- Opportunity for pharmaceutical companies to present their pipeline.
- Session Chair to be decided by the meeting Organizing Committee.
- Content to be presented to the Organizing Committee.
- Pipeline session’s program will be included in a designated industry section of the Programme.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.

NOTE: The supporting company in addition to the support fee must cover the registration fees for all speakers. This also applies in the case where the speakers have already been invited by the Congress. 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 in the virtual exhibition hall.

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 virtual Exhibition hall, Product Theatre provides an opportunity to:

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

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

- Includes IT support.
 - Movie Screening Session will be included in a designated industry session of the Programme.
 - Video can be available on the Meeting App to be viewed on demand.
 - Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.
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- Opportunity to replay your industry session in the interactive pre-recorded* format during the 3 months after the Congress that the platform is available.
 - Companies will have the possibility to engage with new participants and expand the reach of their symposium by bringing their experts for a live Q&A.
 - Includes IT support.
 - Time and date to be coordinated with the Congress Organizer.

* The main presentation will be pre-recorded and will include a scheduled live Q&A and chat with the speakers. An electronic

version of the traditional final program will be available to participants to access the scientific program and other congress information easily and conveniently online and as a download on mobile phones or computer.

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 programme. Supporter will not have any input regarding the content.

- Supporter acknowledgement on the cover of the e-Book: "Supported by: company name/logo" (product logo not permitted).
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.

E-Posters create unique networking and engagement opportunities, generate participants' interest and are good exposure for authors in the virtual environment, as participants can interact with them via chat. E-poster support includes:

- Signage in the virtual Lobby to the e-Poster page with "Supported by..." and a company logo only.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application

The Meeting App engages attendees with personalized planning tools and real-time event updates. The App transforms smartphones, tablets, and laptops into tools for active meeting participation and makes it easy for participants to access meeting information to connect with speakers and colleagues. The App includes the scientific program, abstracts, speaker information, participant lists, 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.

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

The World Map is a unique 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, ideal for enhancing participant networking in the virtual environment.

- 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, on the event website and mobile application.

The briefcase is the virtual Congress bag where attendees can save promotional and educational materials collected across the virtual congress.

- Participants can email the documents to their personal accounts, and the support will be recognized by including "Supported by..." and a company logo only, in the body of the email.
- Template of the email to be shared with the supporting company and to be approved by Congress Organizer.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.

- Opportunity to hire a virtual room that may be used to host and entertain guests throughout the Conference.
- Technical support will/can be provided.
- Opportunity to have a dedicated Chat room within the group chat area.
- Participants can network in the group among themselves or with company representatives for that specific topic.

There will be a Networking Lounge where attendees can interact and connect with each other, by group, 1x1 or video call.

- Support will be recognized with the company logo at the entrance of the Networking Lounge.
- 2 public chat rooms included in the support package.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.

Opportunity to send printed programs via mail for the virtual event.

- Support will be recognized with the company logo in the printed program.
- 2 adverts included in the support package.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.

Games are a great way to capture attendees' attention and make their experiences memorable.

- Opportunity to have a virtual scavenger hunt or a passport competition using the Congress platform.

Just because attendees are at home or at work, it doesn't mean that they won't need a coffee break! Possibility to offer attendees a voucher for a ☕coffee of their choice.

- Opportunity to have your logo and a message for the

attendees on the voucher.

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

Send branded items to attendees and boost your brand on social media. Attendees will receive a branded item, such as a t-shirt or a baseball cap, in their home so they can wear them during the virtual networking or welcome event.

- Opportunity to promote your brand and increase your exposure.
- Opportunity to host competitions on social media where attendees can share pictures of themselves wearing your branded items.

Host a VIP Pre- or Post-Event and connect with attendees in an exclusive gathering. Branding the virtual waiting room before your session starts is a great opportunity to connect with attendees and create anticipation.

- Opportunity to brand the virtual waiting room with company's logo.
- Opportunity to share a text or a video while attendees are waiting for your session to start.

Branding the virtual auditorium before your session starts is a great opportunity to connect with attendees and create anticipation.

- Opportunity to brand the virtual auditorium with company's logo.
- Opportunity to share a text or a video while attendees are waiting for your session to start.
- Supporting company will have the opportunity to brand the flags, zeppelin, rotating signage or parking lot signage in the welcome page of the virtual Congress/Conference/ Meeting.

- This page is the first page participants will see before each login to the platform, giving your company big exposure even before entering the virtual venue.
- Supporting company will have their logo placed in once 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.
- Supporting company will have the opportunity to add a video in one of the screens in the lobby of the virtual Congress/Conference/Meeting.
- By clicking on this video ad, a video streamer pop-up will show in the screen.

ADVERTISING SUPPORT OPPORTUNITIES

- Promotional material of the supporting company will be included in the virtual briefcase.
- Attendees will be able to view and download it.
- Full inside page color advertisement in designated section of the E-Book.
- The E-Book will contain the timetable, information about the scientific programme and other useful information. It will be available to all registered participants in the virtual platform.
- 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.
- 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.

- One “push notification” sent to all online participants through the virtual platform, to be coordinated with Meeting Organizer.
- Specifications will be provided by the congress organizers.

□ 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 an image and it will be coded to HTML 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. Gain additional exposure for your repeat industry session 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 an image and it will be coded to HTML for an additional charge of € 250. Content received after the deadline may be processed for an additional fee of € 500. □ [Download Printable ProspectusPayment, Cancellation Terms & Conditions](#)*

Contact us now

for pricing, bookings and customized packages.

[CONTACT US](#)