



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 programme 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 Meeting are appreciated and important to the Meeting' success.

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

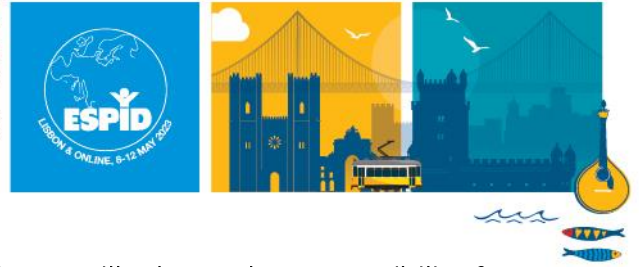
PROMOTION OF INDUSTRY SESSION



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

- The webcast will be displayed in an Industry dedicated page on the website.
- Webcast will be clearly indicated as: "Webcast of an industry symposium session" on the Meeting 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.





TRAVEL/ PARTICIPATION GRANT



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

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

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 Meeting Secretariat.

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

INDUSTRY SUPPORTED ESPID MEETING ATTENDANCE SCHEME -

Please click [here](#) for Application process and Selection Criteria.

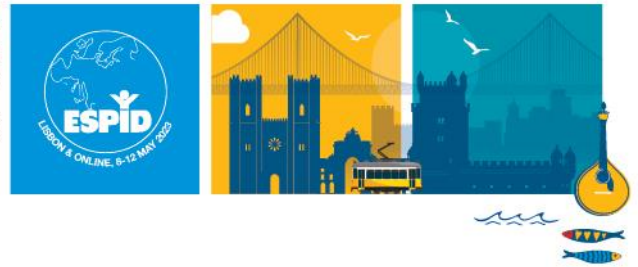
VIRTUAL PLATFORM EDUCATIONAL GRANT



Independent grants dedicated to the educational mission of the Meeting are appreciated and important to the success of the Meeting' virtual platform.

- 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 - Presence

MOVIE SCREENING



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

- Includes IT support.
- Time and date to be coordinated with the Meeting Organiser.
- 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, virtual platform, mobile application and with signage during the event.

PLENARY SYMPOSIUM

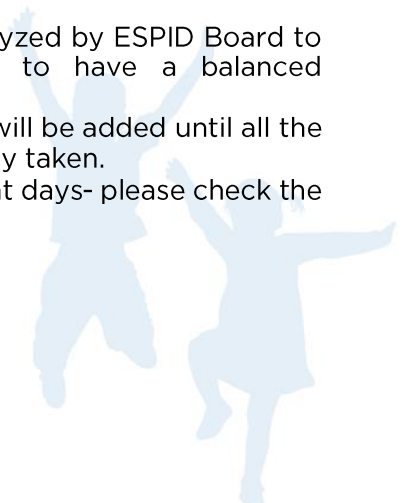


- Opportunity to organise an official non-CME Industry Session (Programme subject to the approval by the Meeting Committee).
- Physically, it includes hall rental, standard audio/visual equipment and display table.
- Possibility to have your session available in the Meeting' virtual platform – with live Q&A and IT support included.
- Permission to use the phrase “Official Symposium of ... Meeting”.
- Sponsored Symposia Programmes 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, 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.

Rules for booking symposia:

- Symposia Bookings will be analyzed by ESPID Board to avoid clashes in topics and to have a balanced programme.
- No new symposia slots/timing will be added until all the ones available have been already taken.
- Costs will vary between different days- please check the price list for more information.





- Priority on Tuesday symposium slot will be given to companies who also support ESPID Travel Grant as part of its package. More information can be found [here](#).
- Companies can only book one symposium on Tuesday.
- Companies won't be allowed to book more than 2 sessions in a row.
- Slots will be allocated according to the Sponsorship Level / Total Contribution to the Meeting.
- All bookings will be confirmed after review of the ESPID Board.

**ESPID 2022 Industry Symposia Attendance can be found [here](#).
ESPID CODE OF PRACTICE can be found [here](#).**

PRE-MEETING VIDEO TEASER



- Sponsors will be offered a dedicated webpage including a 4 min video on the official Meeting Website.
- Opportunity for sponsors to connect with attendees before the Meeting days and create anticipation with a pre-event promotional video/webpage hosted by Meeting organisers.
- Product advertising is not permitted.
- Note: All pages are subject to review by the Meeting Programme Committee.

PRODUCT THEATRE SESSION



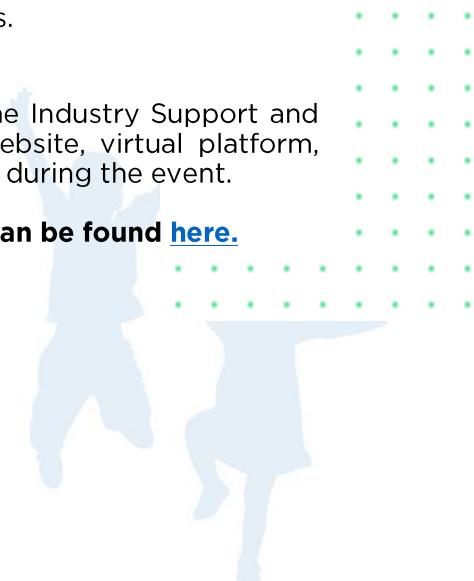
Meet with attendees and key decision makers to share your new research outcomes, discuss your clinical protocols, and conduct product demonstrations of your new products and services. Product Theatre sessions will take place during the coffee breaks and will be held in a designated area in the virtual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

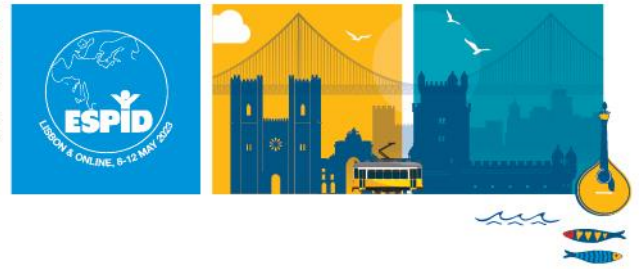
Product Theatre provide a high value educational opportunity for hosts to reach engaged healthcare professionals. These sessions deliver a platform to gather and discuss issues on patient education, specific products and therapeutic areas.

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.

ESPID 2022 Product Theatre Attendance can be found [here](#).





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

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 recognised in the Industry Support and Exhibition section of the programme, on the event website, virtual platform, mobile application and with signage during the event.

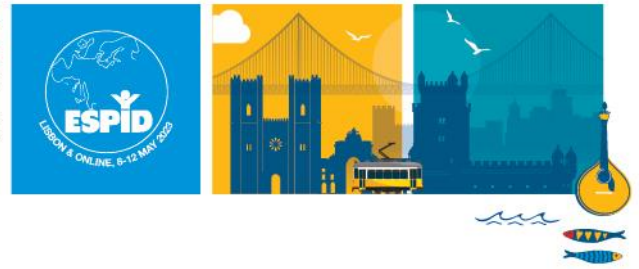
COFFEE BREAK



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 programme guide, on the event website, virtual platform, mobile application and with signage during the event.





MEETING DAY



- Opportunity to support a Meeting Day of your choice.
- Logo of the supporting company will be placed with onsite signage during the event and throughout the virtual platform.
- Push notifications will be sent to all attendees on the virtual platform with the message “This Meeting Day is being supported by...” and Company name.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, virtual platform, mobile application, and with signage during the event.

FACE MASKS



Be seen and brand the reusable masks!

- Reusable masks will be available for all participants during the Meeting days.
- The reusable masks have a neck band in elastic material integrated, for easy and comfortable portability. At the same time, it provides quick and easy access to the mask when it's needed to use it.
- Sponsor will have the possibility to add the company's logo to the face mask.
- Support will be recognised in the Industry Support and Exhibition section of the programme, on the event website, virtual platform, mobile application and with signage during the event.

HAND CLEANSER



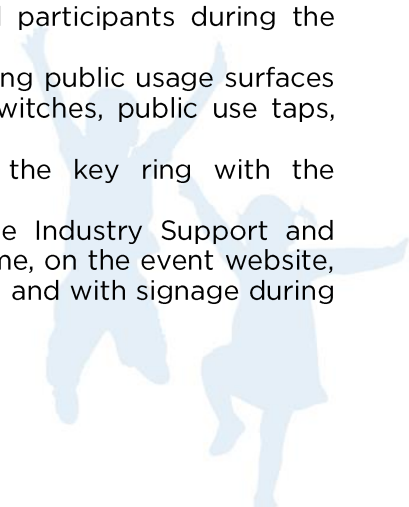
- Hand cleanser gel in refillable bottle with flip-cap.
- Hand cleanser gel will be available for all participants during the Meeting days.
- Sponsor will be able to brand the bottle with the company's logo.
- Support will be recognised in the Industry Support and Exhibition section of the programme, on the event website, virtual platform, mobile application and with signage during the event.

KEY RING



Make an impression with this practical and long-lasting key ring!

- Key rings will be available for all participants during the Meeting days.
- Specially designed to avoid touching public usage surfaces with your hands (door handles, switches, public use taps, ATMs...).
- Sponsors will be able to brand the key ring with the company's logo.
- Support will be recognised in the Industry Support and Exhibition section of the programme, on the event website, virtual platform, mobile application and with signage during the event.





LANYARDS



Opportunity to place company logo on the lanyards. The Organising 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 programme guide, on the event website, virtual platform, mobile application and with signage during the event.

MASK CASE



Leave an impression and brand the face mask cases that will be gifted during the Meeting.

- Mask cases will be available for all participants during the Meeting days.
- Ideal for the portability and protection of all types of masks.
- Sponsor will be able to brand the case with the company's logo.
- Support will be recognised in the Industry Support and Exhibition section of the programme, 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.

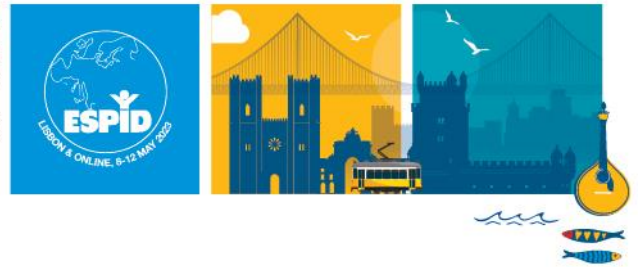
- The booth attracts many attendees, and a sponsor would gain exposure by having their branding on the outside of the booth, including their logo on every photo taken.
- The exposure will last long after the Meeting ends as these photos are shared with colleagues, friends and family.
- By sponsoring 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 programme guide, on the event website, virtual platform, mobile application, and with signage during the event.

SYMPOSIUM BRANDING IN THE VIRTUAL PLATFORM



- Opportunity to brand the virtual waiting room of your virtual session.
- The waiting room is a great opportunity to connect with attendees and create anticipation – you can share a slide or a video while attendees are waiting for your session to start.





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.

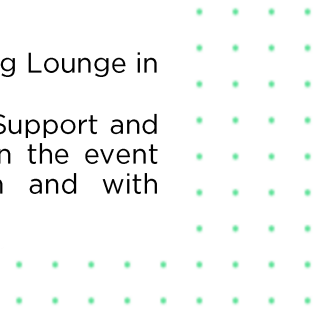
- Supporter's logo on sign at the entrance to the Welcome Reception.
- Opportunity to provide items bearing company logo for use at the event.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, virtual platform, mobile application,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

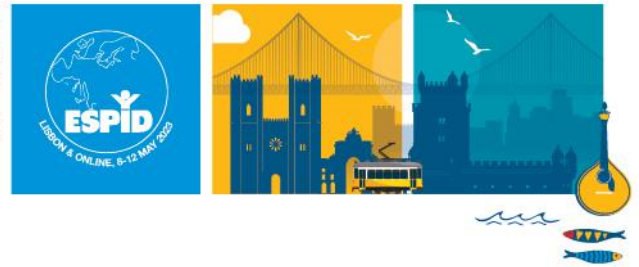
ZOOM AREA



There will be a Zoom Area where attendees will be able to connect to the virtual platform, work or even have a quiet corner. Your company's logo will be prominently displayed.

- Signage near the area with "Sponsored by..." and a company logo.
- Opportunity to brand the area.
- Opportunity to distribute branded items.
- Banner with the company logo in the Networking Lounge in the virtual platform.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, virtual platform, mobile application and with signage during the event.





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 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.

MULTI HUB



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

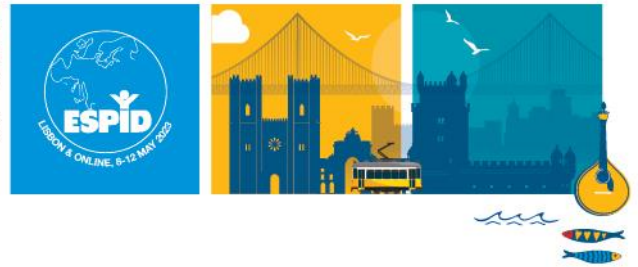
Connect and network by having the opportunity to:

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

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

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



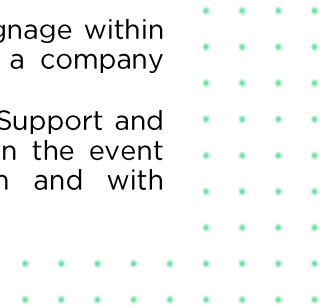


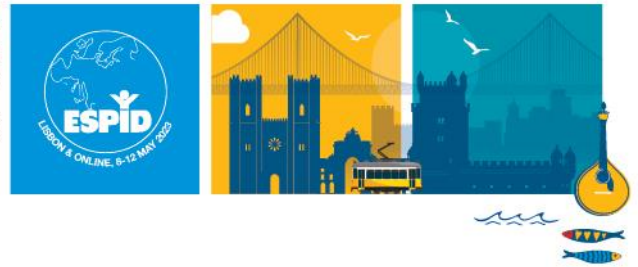
WORLD MAP



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 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 programme guide, on the event website, virtual platform, mobile application and with signage during the event.





Promotional Items – Advertise

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 Meeting Mobile App will be available for all participants who download the app.

POST-MEETING MAILSHOT



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

- 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 Meeting 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 Meeting 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 organised by industry and not included in the main event CME/CPD credit offering.



PROMOTIONAL MAILSHOT

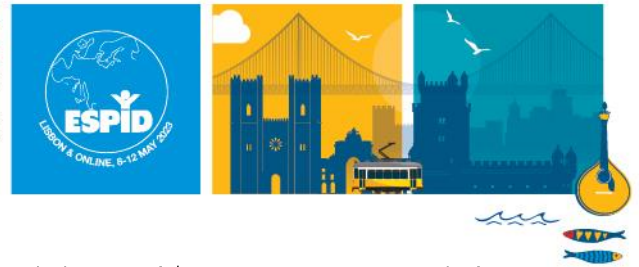


Gain additional exposure for your industry session, company or exhibition booth by sending out a Mail Blast to the pre-registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Meeting Organiser.

- **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 Meeting. “From” field will be Meeting 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/Organiser.
- **Please note:** Mailshots sent prior to the beginning of the virtual Meeting 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 Meeting*





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 Meeting organiser.
- Specifications will be provided by the Meeting organiser.
- The Meeting App will be available for all participants who download the app.

**Only for those participants who have opted to receive such information.*

TWITTER WALL
ADVERT



A large screen will appear in a main area of the venue showing all social media interactions that include the Meeting hashtag.

- Your company advert will be shown on the social media plasma screen in a loop with the social media interactions and other companies' adverts.
- Content of the advert subject to the approval by the Meeting Scientific Committee.
- Your company's advert will also be available in the virtual platform's lobby.

CONTACT

Please contact me for details, pricing and booking form:

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Email: menes@kenes.com

