

PROSPECTUS

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.

TRAVEL/ PARTICIPATION
GRANT



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

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

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 Conference 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.

VIRTUAL PLATFORM
EDUCATIONAL GRANT



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

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 “Supported by…” and a company name only on each individual e-poster station.
- 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.

PROMOTION OF
INDUSTRY SESSION

Companies can rent a space on the Conference website for period of 12 months (or until the next Conference) 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 Conference 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.

EDUCATIONAL GRANT
FOR THE MOBILE APP



The Conference 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 Conference 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.

Promotional Items – Presence

PLENARY SYMPOSIUM



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

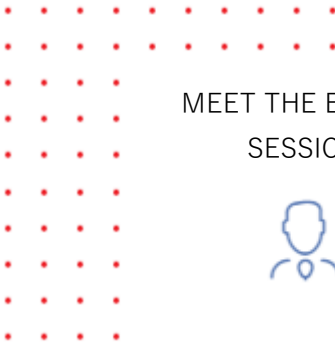
The supporting company, in addition to the support fee, must cover all speakers' expenses including registration, accommodation and travel expenses. This also applies in case the Sponsored Symposium speakers have already been invited by the event organizers.

PARALLEL SYMPOSIUM



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




MEET THE EXPERT SESSION



- Opportunity to organize an official non-CME Meet the Expert Session (Program subject to the approval by the Conference Committee).
- Physically, it includes hall rental, standard audio/visual equipment and display table.
- Possibility to have your session available in the Conference' virtual platform – with live Q&A and IT support included.
- Permission to use the phrase “Official Meet the Expert Session of … Conference”.
- 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.



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.

PRE-CONFERENCE
VIDEO TEASER



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



Promotional Items

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 program guide, on the event website, virtual platform, mobile application, and with signage during the event.
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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 Conference 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.
- Due to Canadian compliance, the photo booth will not be located near the Registration desk.

BAGS



Supporter will provide funding of the participants' bags.

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

** The bag must be approved by the organizing committee in advance.*

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:

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

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.

FESTIVAL CHAIRS



The 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. Due to Canadian compliance, they will not be located near the Registration desk.
- 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.

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.

SOCIAL MEDIA
PROMOTION



- Increase your reach and connect with participants and other HCPs by using the Conference 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 Conference organizers.

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 Conference. 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.

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 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.

Virtual Hospitality Suite or Meeting Room:

- Opportunity to hire a virtual room that may be used to host and entertain guests throughout the Virtual Conference.
- Technical support will be provided.

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 Conference 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.

Promotional Items – Advertise

ABSENT EXHIBITOR



This opportunity is available for companies who would like to distribute information about their products and solutions to Conference attendees but are unable to exhibit in person.

- The exhibition space includes a tabletop with Absent Exhibitor's materials and a roll banner provided by the company.
- Absent Exhibitors are limited to 3 different pieces of literature/advertising.
- A sheet with a space for attendees to register for immediate contact with the Exhibitor will be added on the table. Absent Exhibitors will receive a follow-up contact list.
- 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.

BANNER IN CONFERENCE WEBSITE



- Promote your company to all visitors of the Conference website.
- Banner advert in a designated area of the official Conference website.
- No product advertisement is allowed.
- Subject to review by the Conference 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 Conference Mobile App will be available for all participants who download the app.

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

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

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 Conference 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 Conference. "From" field will be FRPT + 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 Conference 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 Conference 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.

POST-CONFERENCE
MAILSHOT



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

BAG INSERT



Promotional material (up to 4-page insert, A4 flyer) will be included in the bags.

- Material should be provided by the Supporter and approved by the Secretariat.
- Supporters’ product information will be available for all participants.
- The distribution arrangement will be advised.