



# EAS 92<sup>nd</sup> Congress

26-29 May 2024 | Lyon, France

Industry Prospectus



## SUPPORT CATEGORIES & BENEFITS

You will be given a support category status dependent upon the total amount of your support contribution. The total contribution will consist of items such as advertisements, sponsored sessions and exhibition space (excluding storage space).

BENEFITS	PLATINUM	GOLD	SILVER
<b>Congress registrations</b>	10	5	3
<b>Promotional Posters in the Venue</b> (location to be coordinated with organizer and subject to approval of Executive Committee, to be provided by the Sponsor)	2	1	-
<b>Supporter's logo with the hyperlink on the Congress website</b>	√	√	√
<b>Acknowledgement on Supporter's page of Final Programme and Congress App</b>	√	√	√
<b>Acknowledgement on Supporter's Board on-site</b>	√	√	√

### Special Requests

Tailored packages can be arranged to suit your objectives. Please do not hesitate to contact the Support and Exhibition Sales Department to discuss your needs:

Ms. Teresa Casillas Seoane – Industry Liaison & Sales

Tel: +41 22 908 0488

Email: [tseoane@kenes.com](mailto:tseoane@kenes.com)



## PROSPECTUS

### Educational Items

#### EDUCATIONAL GRANT FOR A SCIENTIFIC SESSION



Educational Grant in support of an existing official Scientific CME-Accredited Session organised by the Scientific Committee and supported by a grant from industry.

- 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.

#### ACCESS AND RIGHTS TO RECORDED CME SESSION



The company will be granted access and the rights to the recording of a CME-Accredited Session organised by the Scientific Committee.

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

#### PARTICIPATION GRANT



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 programme guide, on the event website,



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

#### E-POSTER AREA



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.
- 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.

#### MOBILE APP



The Congress Mobile App engages attendees with personalised 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 programme, abstracts, speakers' information, participants' list, the rating/voting system for sessions and speakers, and a personalised scheduler.

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

#### Promotional Items - Presence



PLENARY SYMPOSIUM



- Opportunity to organise an official non-CME Industry Session (Programme 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 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 Session speakers have already been invited by the event organisers and have made prior travel arrangements independently.***

PARALLEL SYMPOSIUM



- Opportunity to organise an official non-CME Industry Session (Programme 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 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 Session speakers have already been invited by the event organisers and have made prior travel arrangements independently.***

#### SPECIAL LECTURE



- Opportunity to organise an official non-CME Special Lecture (Programme 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 Special Lecture of ... Congress”.
- 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 Session speakers have already been invited by the event organisers and have made prior travel arrangements independently.***



#### BREAKFAST SESSION



- Opportunity to organise an official non-CME Breakfast Session (Programme 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 Special Lecture of ... Congress”.
- 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 Session speakers have already been invited by the event organisers 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 organisers.
- Product advertising is not permitted.
- Note: All pages are subject to review by the Congress Programme Committee.



## Promotional Items – Visibility

### 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.

### NETWORKING/ RELAXATION LOUNGE



There will be a Lounge where attendees will be able to connect to network, 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.
- 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.

### BRANDED SEATS



The Branded Seats 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 branded seats.
- 50 or 100 branded seats will be produced, price is according to the amount.
- Location of branded seats onsite to be coordinated with 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.





#### CHARGING STATION



Branded Charging Station 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 Station 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.

#### HEALTHY FRUIT KIOSK



The Healthy Fruit Kiosk will be located 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 Healthy Fruit Kiosk located within the exhibit area.
- 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.

#### ACCESS AND RIGHTS TO RECORDED SESSION



The company will be granted access and the rights to the recording of an Educational Symposium, Special Lecture or Breakfast Session.

### Promotional Items – Network

#### 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.



## Promotional Items – Advertise

### 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 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 Congress. “From” field will be Congress EAS 2024.
- **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 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 organised by industry and not included in the main event CME/CPD credit offering.*

### 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 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 Congress EAS 2024.

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

PROMOTIONAL  
MATERIAL



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

- 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.

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.

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

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



## EXHIBITION



### Space Only Rental

(Minimum of 12 sqm)

For smaller booths, please book Shell Scheme

#### That includes:

- Exhibitors' badges
- 100-word company / product profile in the Programme
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors



### Shell Scheme Rental

#### That includes:

- Exhibitors' badges
- 100-word company / product profile in the Programme
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors
- Shell scheme frame, basic lighting
- Fascia panel with standard lettering

Space only & Shell Scheme rental does not include any furniture, electrical usage or stand cleaning. All these services and others will be available to order in the Exhibitors' Technical Manual.

### ADDITIONAL BENEFITS

When you exhibit your company will receive the following additional benefits:

- Company logo on Congress Website and Mobile App, as an Exhibitor prior to the Congress
- Listing and profile in the Final Programme





## PAYMENTS, CANCELLATION, TERMS & CONDITIONS

### CANCELLATION /MODIFICATION POLICY

Cancellation/modification of Support items must be made in writing to:

Ms. Teresa Casillas Seoane

Kenes International

Rue François-Versonnex 7, CH 1207 Geneva, Switzerland

Tel: +41 22 908 0488

Email: [tseoane@kenes.com](mailto:tseoane@kenes.com)

### The Organizers shall retain:

- 10% of the agreed package amount if the cancellation/ modification is made before September 26<sup>th</sup>, 2023, inclusive.
- 50% of the agreed package amount if the cancellation/ modification is made between September 27<sup>th</sup>, 2023 – January 26<sup>th</sup>, 2024 inclusive.
- 100% of the agreed package amount if the cancellation/ modification is made from January 27<sup>th</sup>, 2024 onwards.

### TERMS OF PAYMENT

- 60% upon receipt of the Sponsorship agreement and first invoice
- 40% by November 26<sup>th</sup>, 2023 (100% afterwards)

All payments must be received before the start date of the Conference. Should the Supporter fail to complete payments prior to the commencement of the Conference the Organiser will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below.

### PAYMENT METHODS (Details will be indicated in the invoice)

Option 1: Payment by Bank Transfer

Option 2: Payment by Credit Card (4% surcharge applies)

### Please contact us for details, pricing, and booking form:

Ms. Teresa Casillas Seoane – Industry Liaison & Sales

Tel: +41 22 908 0488

Email: [tseoane@kenes.com](mailto:tseoane@kenes.com)

