Promotional & Advertising Opportunities

- Opportunity to organize an Official *Non-CME Industry Session* in a Plenary Hall, up to 60 minutes (Program subject to the approval by the AD/PD Committee).
- Includes hall rental, standard audio/visual equipment, and display table.
- Permission to use the phrase "Official Symposium of the AD/PD Congress".
- ☐Sponsored Symposia Programs will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline).
- Time Slots: allocated on a first-come, first-served basis — see time slots here.
- Industry sessions will be clearly indicated in the congress 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 of the program guide, on the event website and application, and with signage during the event.

NOTE: The supporting company in addition to the support fee must cover all speakers' expenses including:

- *Registration fee*
- *Accommodation*
- *Travel expenses*

This also applies in the case where the speakers have already been invited by Congress. In this case, the company will support the number of nights as per congress policy.

- Opportunity to organize an Official *Non-CME Industry Session* in a Parallel Hall, (Program subject to the approval by the AD/PD Committee).
- Includes hall rental, standard audio/visual equipment, and display table.
- Permission to use the phrase "Official Symposium of the AD/PD Congress".
- Sponsored Symposia Programs will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline).
- Time Slots: allocated on a first-come, first-served basis — see time slots here.
- Industry sessions will be clearly indicated in the congress 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 of the program guide, on the event website and application, and with signage during the event.

NOTE: The supporting company in addition to the support fee must cover all speakers' expenses including:

- *Registration fee*
- *Accommodation*
- *Travel expenses*

*This also applies in the case where the speakers have already been invited by Congress. In this case, the company will support the number of nights as per congress policy.*Opportunity to bring your speaker to this 60 minute, moderated, WEF-style formatted sessions that will bring together academic corporate participants with outstanding experience. 4-6 participants will join the 60 minutes moderated discussion without formal data presentations. The speakers are entitled to include a short 5-minute statement and will receive selected questions from the audience

submitted on written file cards, prioritized, and introduced to the discussion by the moderator. Media will be allowed to sit in and may report on progress made by the leaders in this field. This opportunity is available only to existing supporters and by invitation to such speakers from the Organizers of AD/PD. Price includes:

- Opportunity to send one speaker to the Forum.
- One full congress registration.
- Support will be acknowledged in the Industry Support and Exhibition section of the program, on the congress website, and on signage during the event.

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

Fast Charge Technology: Featuring exclusive fast charge technology for 14 devices, with the latest charging standards and utilize integrated circuitry to ensure your phone or tablet are never overcharged. We keep you always charged and always ready.

Fully Customizable: Place your company name and logo/movies on the LCD screen which is attached to the charging station. It's a great way to leave a lasting impression on the congress delegates.

Works with All Mobile Devices: Compatible with everything from the Apple iPhone and Android to Amazon Kindle and Blackberry.

- Opportunity to brand the Charging Kiosk with your company name and logo□□□.
- Support will be acknowledged in the Industry Support and

Exhibition section of the Final Program, on the event website, and with signage during the event.

The Social Media Wall is an exciting and modern item that encourages delegates to post messages related to AD/PD 2023. This item provides you great exposure!

The on-site social media specialist will moderate the interactions to ensure that only appropriate and Congress-related interactions are shared on the main screen.

Your company logo will be placed on the social media wall.

- A large screen will appear in the main area of the convention center (or in the AD/PD booth) showing all social media interactions that include the Congress hashtag #AD/PD2023.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

The Photo Booth is an excellent tool to engage with congress 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.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

Facilities will be available at the Congress location 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 and application, and with signage during the event.

Supporter will provide funding for the Notepads & Pens for the participants.

- Notepads & Pens will bear the AD/PD logo and the Supporter's company logo and will be distributed in the participants' Congress bags.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

The World Map is a unique touchscreen map of a 2D atlas providing viewers with extra info/data on congress participants from around the globe. The map is an interactive experience for participants to connect based on their geographical origins. The touchscreen display can be placed in a central location at the congress venue and serves as an information and communications tool, ideal for enhancing participant networking.

- Support will be recognized on a separate printed sign/rollup located beside the World Map 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 and application, and with signage during the

event.

Congress TV is a unique, branded television channel dedicated to congress that delivers a daily TV show with congress news and event coverage. Congress TV includes journalist-led reports on the event's central themes and issues, interviews with key congress figures, up-to-date news from the event, reactions/opinions from participants, thought leadership films, short documentary style reports, programs and initiatives from the field and a focus on innovation, research and development in specific market sectors.

Congress TV features:

Onsite: Branded for each congress, live studio, multiple TV screens, program updated daily, live prior to main congress sessions, distribution to delegate hotel rooms.

Online: Video player provide for congress website, share your video coverage on a global scale via social media, including Twitter, YouTube, Facebook, and LinkedIn.

- Support will be recognized on a separate printed sign/rollup located beside the Congress TV screen, with ″Supported by… ″ and a company logo only.
- Acknowledgment on Congress TV 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 and application, and with signage during the event.

Supporter will provide funding of the Congress bags.

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

event.

* The bag must be approved by the organizing committee in advance.An opportunity to hire a room at the Congress venue that may be used as a Hospitality Suite or Congress 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.
The hospitality provided will be in compliance with all relevant industry codes and compliance guidelines.

- Opportunity to brand the hospitality suite.
- Acknowledgment on directional signage outside the suite.

There will be a laptop lounge where attendees may check e-mails using their own laptops. Wi-Fi cards will be distributed to all participants from Supporter's booth.

- Opportunity to design your own laptop lounge.
- Opportunity to place your own carpet.
- Opportunity to place signage in the lounge area.
- Company's advertisement on the WiFi Access Card.
- Opportunity to provide additional branded items in the laptop area, such as memory stick, mouse, etc.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

Wireless Network Provision: Delegates wishing to access the internet via their own laptop/ smartphone may do so by using the Congress Wi-Fi. Supporter of this piece of technology will receive strong visibility during the congress.

- An initial branded splash screen will bear the supporter logo and company name. The card will be distributed with the congress material.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event

website and application, and with signage during the event.

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 the 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 and application, and with signage during the event.

The branded Seating Cubes or Festival Chairs are stylish and informal. This multipourpose 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, the price is according to the amount.
- Location of seating cubes onsite to be coordinated with Secretariat.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

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 and application, and with signage during the event.

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(s) in the exhibit hall, which is set up in theater style for 50 attendees. No other sessions of the scientific program will run in parallel but may run concurrent with other corporate sponsors.

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 Exhibit 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.
- Distribute branded materials.

ADVERTISING SUPPORT OPPORTUNITIES

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

- 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 congress bags.☐
- The advertisement will be printed in the designated industry section of the program, according to compliance regulations.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

Promotional material (up to 4-page insert, A5 flyer) will be included in the Congress bags.

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

☐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. ☐The "From" field will be AD/PD 2023.
- **Joint**: Mail blast will be shared with other supporting companies. The 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 the 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.

An example to a joint mailshot:

- 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 and application, and with signage during the event.

- One "push notification" sent to all participants* onsite through the mobile app, to be coordinated with Congress Organizer. Specifications will be provided by the congress organizers.
- *Only for those participants who have opted to receive such information.

- Gain additional exposure for your Symposium by advertising it in a designated section of the Congress App.
- The Congress App will be available for all participants who download the app.

Please note that it is the Exhibitors'/ Supporters' responsibility to comply with the local authority's regulations, EFPIA (European Federation of Pharmaceuticals Industries & Associations) www.efpia.org, Medtech Europe

(represents Medical Technology industry) http://www.medtecheurope.org/ and IFPMA (International Federation of Pharmaceutical Manufacturers & Associations) www.ifpma.org Code of Practice on the promotion of medicines. Failure to comply with these regulations may not be used as a ground to declare the contract void. Failure to comply with the rules and regulations will not expose the Organizer to any suits, demands by the Exhibitor/Supporter or any other third party.

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.

ACKNOWLEDGEMENTS

Support will be recognized in the Industry Support and Exhibition section of the program, on the event website, mobile application and with signage during the event.

NOTES:
*All pictures are illustrations only.仅供参考，图片。

Contact us now

for pricing, bookings and customized packages.

CONTACT US