GLOSSARY
SPONSORSHIP ITEMS

Educational Items

MEDICAL EDUCATION 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, mobile application and with signage during the event.

EDUCATIONAL PARTICIPATION GRANT

As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for the 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 the 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, mobile application and with signage during the event.

EDUCATIONAL GRANT FOR A SCIENTIFIC SESSION

- Educational Grant in support of an existing official Scientific 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, 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 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, mobile application and with signage during the event.

Promotional Items

PLENARY SYMPOSIUM

- Opportunity to organise an official non-CME Industry Session (Programme subject to the approval of the Congress Committee).
- Includes hall rental, standard audio/visual equipment, and display table.
- 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, 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.

PARALLEL SYMPOSIUM

- Opportunity to organise an official non-CME Industry Session (Programme subject to the approval by the Congress Committee).
- Includes hall rental, standard audio/visual equipment, and display table.
- 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, 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.

MEET THE EXPERT SESSION

- Opportunity to organise an official non-CME Meet the Expert Session (Programme subject to the approval by the Congress Committee).
- Includes hall rental, standard audio/visual equipment and display table.
- Permission to use the phrase "Official Meet the Expert Session of IUMS 2024".
- 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, 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 Meet the Expert speakers have already been invited by the event organisers.

MINI PROGRAM

- Exclusive full-page ad inside the mini program.
- This item is limited to two companies.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application, and with signage during the event.

LIST OF PARTICIPANTS BOARD

- Option to place a company logo on the onsite printed list of participants.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application, and with signage during the event.

COFFEE / LUNCH 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, mobile application and with signage during the event.

BAGS

- The Supporter shall provide the 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 programme guide, on the event website, mobile application and with signage during the event.

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

LANYARDS

- Opportunity to place company logo on the lanyards. The Organizer will be in charge of their production.
- 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, mobile application and with signage during the event.

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.

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

MEETING ROOM / HOSPITALITY SUITE

- 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.

NUTRITION STATION

- Nutrition stations will be branded with the Supporter's logo
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application, and with signage during the event.

NOTEPADS & PENS

Supporter will provide the Notepads & Pens for the participants.

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

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.

WATER STATIONS

- Water stations will be spread around the venue.
- Opportunity for exclusive branding of all stations.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application, and with signage during the event.

PUSH NOTIFICATION

- One ''push notification'' sent to all participants* onsite through the mobile app.
- Date and time to be coordinated with the 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 the participants who have opted to receive such information.

SEATING CUBES

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

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 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.

* 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 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 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.

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

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, mobile application, and with signage during the event.