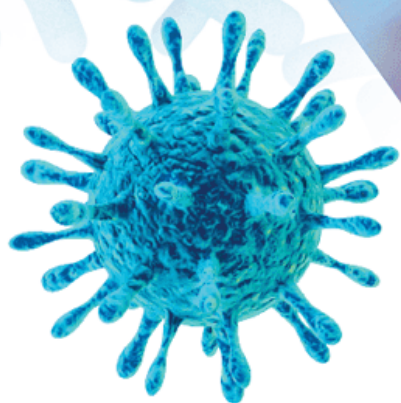


IUMS 2024
Microorganisms for
sustainable solutions:
environmental
& clinical
implementations.



OCTOBER 23-25
2024

**International Union of
Microbiological Societies**
Florence, Italy

iums2024.com

IUMS 2024 – INDUSTRY MANUAL

Dear Sponsor,

We are happy to present the Industry Symposia Manual of **18th Congress of the International Union of Microbiological Societies (IUMS)** which will take place in **Florence (Italy) on October 23-25, 2024**

This manual covers important information and is designed to assist in preparing for your Industry Symposium and help you with your items acquired. We trust that you will find it helpful and suggest that you read all the information presented. It will take you very little time now and could save you a great deal of time later.

Please forward this manual to everyone who is working on this project.

Exhibitors and Supporters Portal

Each supporter will receive an e-mail with login details to access the Portal. The Portal enables supporters to:

- Submit company logo and profile
- Order lead retrieval (badge scanners)
- Order exhibitor badges
- Submit documents for the acquired items.

The login details will be sent to the person signing the contract. This person is responsible for passing on the login details to third party if needed.

Access to all Portal services will be available only after submission of your company profile and logo. Only deliverables as indicated in your contract, should be submitted via the Portal. Items not included in your contract will not be processed.

Please do not hesitate to contact us for further information or assistance.

We look forward to welcoming you in Florence and wish you a successful and fruitful Congress!

Victor Mota

Exhibition and Industry coordinator

Vmota@kenes.com

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Section 1: Symposium Related Contact Information

Kenes Contacts:

Dates

23 – Friday, 25 October 2024

Congress Organizer

Kenes Group

Rue François-Versonnex 7
1207 Geneva, Switzerland
Tel:+41229080488
Fax:+41229069140

Industry Manager

Kenes Group

Mr. Victor Mota Moreno
Tel: +34 661 34 80 09
Email: vmota@kenes.com

Sponsorship and Exhibition Sales

Kenes Group

Mrs. Judit Gondor
Tel: +41 22 9080488 Ext.531
Email: jgondor@kenes.com

Hotel Accommodation

Ms. Anna Ivanova

Kenes Group

Tel: + 41 22 908 0488 Ext: 292
Email: aivanova@kenes.com
<https://hotels.kenes.com/congress/IUMS24>

Venue Address

Palazzo dei Congressi / Palazzo degli Affari

Piazza Adua, 1. 50123 Florence, Italy

<https://www.firenzefiera.it/spazi/palazzo-dei-congressi/auditorium>

Registration

Kenes Group

Angel Todorov
Email: reg_iums24@kenes.com

Freight Handling & Onsite Logistic Agent

Merkur Expo Logistics

Markus Meyer
Tel: +39 333 3659454
Email: markus.Meyer@merkur-expo.com
Cleris Benato
Mobile +39 351 0182386
Email: cleris.benato@mel-expo.com

Booth signage/ Booth fittings/ Furniture/Electricity/ Booth Cleaning / Waste



T.E.M Festival GmbH

Email: iums2024@t-e-m.de
Webshop: [click here](#)

Congress Website

For updated information regarding Congress, please visit the website <https://iums2024.com/>

Section 2: Deadlines Table

Action Item (Please refer to your signed contract)	Deadline	Contact Person
Staff Hotel Reservation	As soon as possible	https://hotels.kenes.com/congress/IUMS24 or email us to: aivanova@kenes.com
Payment of Invoice Balance	Must be received in full one week prior to the Meeting	Pazit Hochmitz phochmitz@kenes.com
Symposium Final Program (for approval by Scientific Committee)	Friday, September 6	Please send by email in the requested specifications to Industry Coordinator: vmota@kenes.com or through the Exhibitor Portal
Advertisement inside the Program book	Friday, September 6	
Promotional E-mail Blast (pre and post)	2 weeks before the scheduled date	
Text for Push Notifications for Mobile app	Friday, September 6	
Mobile app adverts	Friday, September 6	
Badge Scanner/ 	Tuesday, October 1	To reserve your Scanners, please refer to the on-line Exhibitor's Portal
Lead Retrieval System		
Placing orders for Live recording/ streaming/ Voting/ 'Ask the Speaker' and other Technology Products and Services 	As early as possible, preferably before Thursday, September 12	Jimena Meymar jmeymar@kenes.com
Hostesses & Temporary Staff Hire	TBC	Victor Mota vmota@kenes.com
Catering Services	Friday, October 4	Gerist Ricevimenti Elisabetta Andrei info@gerist.it For catalogue, please click here

		For order form, please click here
Symposium Stage set up changes and Meeting room Set up changes	Friday, October 4	Victor Mota vmota@kenes.com
Audio Visual – scheduling Tech rehearsal	Please directly contact the AV coordinator	Mike Perchig nest@nest-av.com
Audio Visual - placing orders for extra AV for the Sponsored Symposia and AV for Meeting rooms ONSITE	As early as possible and no later than Friday, October 18 <i>Orders received after the deadline will incur rush fees</i>	Mike Perchig nest@nest-av.com
Shipping & Material Handling Services		
Door to door	Please contact Merkur Expo Logistics no later than Monday, October 14	MERKUR Markus Meyer markus.Meyer@merkur-expo.com Mobile +39 333 3659454 Cleris Benato cleris.benato@mel-expo.com Mobile ++39 351 0182386
Airfreight shipments		
Shipment via Advance Warehouse		
Direct to the Venue		

Section 3: Industry Symposia Timetable

An updated scientific timetable can be found on the [IUMS24 Website](#)

Important notes:

- Please coordinate when you would like to set up the hall prior to the start of your Symposium with **Victor Mota**. A member of the Kenes Operational team will be available should you need any assistance.
- Handouts can be distributed at the entrance to the Symposium Hall; however, it is **NOT** permitted to place material on the chairs inside the hall.
- Printed tent cards placed on the head table are allowed and should be produced and provided by Supporter.
- We ask presenters to follow the time schedule precisely in order that the day's events may run smoothly.

Catering

- Catering is **exclusive** to **Gerist Ricevimenti** and should be ordered in advance by contacting Elisabetta Andrei info@gerist.it **no later than, Friday, October 4 2024.**
- Supporters who wish to order food and beverages for their symposium, meeting/hospitality room or exhibition booth, are welcome to do so directly with them.
- Food and drinks are allowed to be taken into the symposium halls (excluded hot dishes). If you are considering having catering together with the symposium, please note that additional charge will be applied for cleaning the hall immediately following the session.
- If you are planning to have catering/lunch boxes together with the symposium, it is recommended to indicate in all publications that lunch/refreshment will be served as long this is not contradicting the supporter's internal compliance policy.

Speaker's Expenses

As indicated in the sponsorship agreement, the supporting company, in addition to the support fee, must cover all speakers' expenses, including registration fees, accommodation and travel expenses. This also applies in the case where the Sponsored Symposium speakers have already been invited by the Meeting.

Technical Rehearsal Onsite

We strongly recommend scheduling a technical rehearsal in the hall itself and testing the Presentations during that rehearsal. Please make arrangements directly with the Meeting Audio Visual Coordinator, Mike Perchig at: nest@nest-av.com

A technical rehearsal is offered free of charge; however additional charges may apply, depending on hall availability, rehearsal requirements and overtime of the technicians.

Section 4: Symposia Session Halls Onsite

Symposia Session Halls Onsite – Technical details

Hall	Capacity	Set-up
Auditorium	600	Theatre
Sala Verde	190	Theatre
Sala Onice	70	Theatre

*Note that capacities indicated are the maximum capacity of the hall. Final capacity will be slightly lower depending of the stage & AV necessities.

Head Table and lectern	
*Please inform us about the number of speakers you expect.	TBC

Headtable and lectern signage shall be informed by mailing vmota@kenes.com and order to the builder once it's approved.

For alternative/additional arrangements please contact the Industry Coordinator at vmota@kenes.com

All stage change requests must be communicated in advance with the Industry Coordinators to ensure that there is sufficient time between sessions for implementation.

Symposium Stage set up deadline: Friday, September 13, (No changes will be accepted after this date.)

Location and Layout

Rooms are located in the ground floor. You can make a virtual tour [here](#)

Audio-Visual (AV) Equipment

Basic AV Package will be shared in due course.

In the meantime, if you have any AV related query, please contact directly the Congress Audio Visual Coordinator, Mike Perchig at: nest@nest-av.com.

Presentations Upload Onsite

If you are using a PowerPoint presentation (or any other PC-based application), please note that you have to deliver it on a USB Memory stick to one of the technicians in the Speakers' Ready Room as soon as you arrive at the Venue in the morning – and at least 1 hour (2 hours in case is a different format than .ppt) before the start of the session.

Please note that the Computers for the Presentations will be supplied with Office 2019 (at least) and the native ratio of the projection on the screens in the halls is 16:9.

If you include video clips in your PowerPoint presentation, be sure to test it with the technician in the Speakers' Ready Room as soon as you arrive at the venue.

Please make sure to check it with the technician in the session hall where your lecture is taking place, during a coffee or lunch break prior to your session, at least 30 minutes before the start of the session – even after checking it in the Speakers' Ready Room.

IMPORTANT NOTE FOR MACINTOSH USERS

To use MAC presentations on the PC compatible meeting computer, please note that you need to prepare it according to the instructions below, before taking it to the speaker room:

- Convert it to PowerPoint or PDF.
- Use a common font, such as Arial, Times New Roman, Verdana etc. (Special characters might be changed to a default font on a PowerPoint-based PC).
- Insert the images as JPG files (and not TIF, PNG or PICT – these images will not be visible on a PowerPoint based PC).

As previously mentioned, we strongly recommend scheduling a technical rehearsal and testing the presentations during the rehearsal. Please plan directly with the Meeting Audio Visual Coordinator.

Technical Rehearsal Onsite

As previously mentioned, we strongly recommend scheduling a technical rehearsal and testing the Presentations during the rehearsal. Please plan directly with the Meeting Audio Visual Coordinator, Mike Perchig at: nest@nest-av.com

Symposium Title and Program

If hasn't been done yet. Please submit the final symposium program using [the attached Agenda format](#) via email to vmota@kenes.com **as early as possible and no later than September 6**. The proposed programme should include:

- Session Title (up to 110 characters including spaces)
- Session Description (up to 200 words, you can also include hyperlinks inside of it)
- Speaker Presentations Titles
- Timing – duration of each speaker presentation and full timing of the agenda

- Speaker/Moderator Full Name
- Speaker/ Moderator Country
- Speaker/ Moderator E-mail
- Speaker/ Moderator Affiliation
- Speaker/ Moderator Bio and Photo (please see specs below)

Please see below specs for Speaker Bio and Photo.

- Speaker **Bio** – up to 200 words.
- Speaker **Photo** – 180x240 px, JPG Format

In case of changes to your symposium title or Program *after submission*, please update the Industry Coordinators: **Victor Mota** vmota@kenes.com

Symposium Promotion

- **Meeting banner** should NOT be used in any promotional materials created by the supporter.
- Materials created by companies should NOT utilize the main event marketing look and feel.
- When promoting your symposium, you are allowed to use the phrase: “Official symposium of IUMS 2024”, which will take place in Florence, Italy. October 23-25, 2024. This session is not included in main event CME/CPD credits

In addition, it is not permitted to use the **IUMS 2024** on any of the symposia materials.

Section 5: Promotional Items

This section includes guidelines which will assist you to prepare promotional items related to your industry sessions, however, **kindly refer only to the relevant items in accordance with your sponsorship agreement.**

Guidelines to follow when creating your promotional items and content

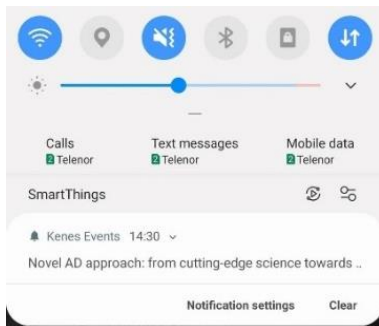
- All promotional items must be sent to vmota@kenes.com in advance, in order to proceed with the committee's approval.
- Meeting banner should NOT be used in any promotional materials created by the supporter.
- Materials created by companies should NOT utilize the main event marketing look and feel.
- When promoting your symposium, you are allowed to use the phrase: "Official symposium of IUMS 2024", which will take place in Florence, Italy. October 23-25, 2024. This session is not included in main event CME/CPD credits

In addition, it is not permitted to use the **IUMS 2024** on any of the symposia materials.

1. Mobile App Push Notification

For supporters entitled to a push notification as per their signed contract, kindly submit the text no later than **Friday September 6**, through the exhibition portal or via email to vmota@kenes.com according to below guidelines:

- Message Title – Maximum **40 characters** including spaces.
- Message body - Maximum **140 characters** including spaces.
Preferred date and exact local time, please coordinate with your industry coordinator.
- *Note the final schedule will be determined closer to the meeting, considering other push notifications.
- **Push notifications will be sent out during breaks in order not to disturb the participants who are inside the halls.**



2. Mobile App Advert

For Supporters sponsoring the App please send via email to vmota@kenes.com

Deadline: Friday September 6

File format: PNG or JPG (up to 800 kb)

Size: **780px x 1688px**

We recommend avoiding using small text, so the advert could be readable when displayed on a mobile screen.



3. Programme Advert

For supporters entitled to an advert in the Programme, please send through the portal or via email to vmota@kenes.com a jpg or pdf image with the below dimensions no later than **Friday September 6**.

Size: TBC

4. Promotional Email Blast – Exclusive

Sponsors entitled to an Industry Mailshot as per their signed contract, please [click here](#) for the design requirements. Please make sure to forward these guidelines to your web-designer/programmer. Please upload the HTML version of your mailshot and other relevant files together in zip folder and send us everything with the **subject line** to **Victor Mota** vmota@kenes.com later than **2 working weeks before your scheduled date for send out of your mailshot**.

You are free to use the [following templates](#).

Important notes for both Pre and Post meeting Mailshots:

- It is not allowed to use the society logo.
- The event's banner will be added to the webmail's header by Kenes.
- The "From" field will be "IUMS 2024 Supporters".
- The exact launch date will be determined by Kenes in due course.
- The E-mail Blast will be sent out to the preregistered delegates who have agreed to receive promotional material from supporters.
- Content received after the deadline may be processed for an additional fee.

Symposium Signage Onsite (Optional)

Symposium supporters have the option to create signage promoting their symposium according to the below guidelines.

1. Session Hall Signage

- **Self-Standing Sign at the Entrance:** One stand-alone sign to be placed at the entrance of the session hall **30 minutes** prior to the sessions published start time.
- 1 x free standing vertical sign to be placed on/next to the stage. Maximum dimensions: 85cm wide x 200cm high.

2. Self-standing signage in the Exhibition Area

The Supporter is entitled to place one sign (**W85cm x H200cm**) advertising the **Symposium on the day of the session only**. The sign may be placed in the *exhibition* area during exhibition opening hours. Please liaise onsite with the Kenes Staff.

Due to CME/CPD accreditation criteria, you may not place signage advertising your symposium in any other locations unless coordinated with Kenes staff onsite

*Please keep in mind the guidelines above

Section 6: Miscellaneous Information

Wi-Fi

Free Wi-Fi will be available at the event venue. Please be aware that public Wi-Fi capacity is limited. Therefore, it is restricted to email and web browsing activity. Exclusive wired internet and Wi-Fi connection can be ordered through the industry coordinator vmota@kenes.com

Meeting Rooms / Hospitality Rooms

Supporters interested in renting a meeting room during **IUMS 2024** should contact Industry Liaison & Sales, **Mrs. Judit Gondor**. jgondor@kenes.com

- A/V is not included in the price and can be ordered from Congress A/V coordinator.
 - Contact: Mike Perchig
 - E-mail: nest@nest-av.com
 - Kindly specify the name of the Sponsor/Exhibitor when approaching and cc vmota@kenes.com

- F&B is not included in the price and can be ordered directly from the catering.
 - **Gerist Ricevimenti**
 - Contact: Elisabetta Andrei
 - Email: info@gerist.it
 - Kindly specify the name of the Sponsor/Exhibitor, room and dates when approaching the caterer and cc vmota@kenes.com

- Meeting room Setup changes. Please inform of the set-up you desire for the meeting room no later than Monday, October 7.

Waste Disposal

Please note that it is the supporter's responsibility to leave the symposium session hall in a clean and tidy manner once your symposium has finished. Any items such as leaflets, banners, roll-ups must be removed from the hall at the end of your session. Any discarded waste, including promotional material, left behind will be removed by the Meeting organizers at the expense of the supporter concerned. Extra cleaning services can be ordered to the official builder iums2024@t-e-m.de

Hostesses & Temporary Staff Hire

TBC

Onsite Badges

Each supporter is entitled to 10 Symposium badges which allow access to the supporter's symposium only (Individual names will not appear on the badges). Symposium badges can be collected 2 hours prior to the session from the Registration Desk and should be returned to the desk after the session ends.

Catering

Catering is **exclusive** to **Gerist Ricevimenti** and should be ordered in advance by contacting Elisabetta Andrei, info@gerist.it

For catalogue, please click [here](#)

For order form, please click [here](#)

Section 7: Badge Scanner/Lead Retrieval System

Lead Retrieval Wireless Barcode Reader. K-Lead Application. (no device is included)

Lead Retrieval Wireless Barcode Readers can be a helpful tool for receiving contact information about participants who attend your symposium. We are pleased to offer you the K-Lead Application. Supporters can download the K-Lead app onto their own smart phone or tablet and transform their device into an instant, easy lead retrieval system and capture participants' contact information with a quick scan of their badge.

Advantages of the K-Lead application:

- Seamless Integration: Download directly to your device; no extra hardware needed!
- Effortless Scanning: Quickly scan attendee badges to capture leads.
- Customizable Notes: Add personal comments to each lead for better follow-up.
- "Quick Scan" Function: Ability to quickly scan delegates as they enter the symposium hall.
- Instant Access: Get real-time lead information for immediate engagement.
- Universal Compatibility: Download from the Apple Store or Google Play using "Kenes K-Lead App."

Cost per unit: EUR 700 (excluding 4% credit card charges fees, excluding VAT if applicable).

Device is NOT included!

Deadline: Tuesday, October 1

Onsite rate of EUR 850 will be applied for order received after above deadline.

Unlock the Power of K-Lead Plus:

- Automated Follow-up Emails: Immediately after scanning, send personalized emails to every lead. Make every connection count without lifting a finger!
- Tailored Email Customization: Craft the perfect message with customizable subject lines, email content, and signatures. Attach PDFs to add a polished, personal touch that stands out.
- Timely Engagement: Say goodbye to the hassle of manual follow-ups. K-Lead Plus handles it by sending tailored emails right after each scan, keeping your brand top of mind.
- Trackable Insights: Monitor how your emails perform with engagement metrics. Learn what works and refine your strategies for maximum impact, ensuring you're always improving.
- Compatibility: K-Lead Plus requires at least one K-Lead license purchased.

Cost for K-Lead Plus: EUR 750

Key Notes for K-Lead and K-Lead Plus:

- **Device Not Included:** The application must be installed on your personal or company device (tablet/smartphone).
- Reliable Data: Participant badge barcodes carry contact details as provided by registrants or their agencies. Note: Group registration may contain generalized information.
- Content Responsibility: Information content is managed by the registrant or their agency, not Kenes Group or the Organizing Committee.

- Easy Reservation: Secure your Wireless Barcode Reader by returning the completed credit card form.
- GDPR Compliance: We've updated our [privacy policy](#) in compliance with GDPR. Your personal data won't be shared without consent. Presenting your badge for scanning implies consent to share your details.
- By purchasing the K-Lead and the K-Lead Plus, Exhibitors and Sponsors agree to [Data Processing Agreement](#).

How to order K-Lead and K-Lead Plus? -> Please access the **Exhibitor's Portal**

<https://exhibitorportal.kenes.com>

Section 8: Innovative Products for Industry Symposia Onsite

Maximize your Participant Experience - Use our innovative technologies for your Symposium

At Kenes, we take pride in enhancing your symposium experience through our innovative technologies. Our wide array of quality onsite technology products and services are designed to maximize participant engagement and interaction during symposium sessions.

We offer:

- **Live Streaming Services:** Elevate your symposium further by leveraging our live streaming services. Extend your reach beyond the physical venue and connect with a global audience in real-time.
- **Voting, Evaluations, and More:** Our products are tailored to increase participant interaction, ensuring a dynamic and engaging symposium experience.
- **Translation Services in any Language:** Choose between traditional methods involving local interpreters and headphone receivers or opt for our cutting-edge AI-powered solution. With the latter, participants can effortlessly access live translations and captions by scanning a QR code on their mobile phones.

We understand that each symposium is unique. [Contact us](#) to discuss your specific requirements, and we'll create a customized solution to meet your needs.

For more onsite products opportunities and price quotes - [Click Here](#)

PLEASE NOTE: All product solutions are offered exclusively by Kenes Group.

Please contact us to discuss your needs and our relevant solutions.

Please submit your order by Thursday, September 12. Orders received after the deadline will incur rush fees.



Section 9: Shipping Instructions

Delivery & Logistic Services

Merkur Expo Logistics GmbH has been appointed the official forwarding agent and clearance agent for IUMS24. We offers the following services: customs clearance, delivery to the booth, freight forwarding, manpower & trolleys for un-loading/loading during build-up and dismantling, storage of empty crates, transportation to and from the Exhibition Hall.

For security, insurance, and efficiency reasons Merkur is the exclusive agent nominated by the organizer for move in and move out handling of empties for the congress.

Exhibitors and booth builders are free to deliver their goods or to pick their goods up from outside the venue. Those who use their own facilities up to the venue are requested to coordinate their time schedule and unloading of their cargo into the venue with Merkur.

Contact Details:

markus.Meyer@merkur-expo.com Mobile +39 333 3659454

cleris.benato@mel-expo.com Mobile ++39 351 0182386

The shipping instructions include the following information:

- [Shipping Instructions](#)
- [Tariff](#)
- [Material Handling Form](#)