



14<sup>th</sup> International  
Congress on

# Auto immunity

Ljubljana, Slovenia, 17-20 May, 2024

## SUPPORT AND EXHIBITION GLOSSARY

For bookings and further information, please contact:

[Online Prospectus](#)

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## Educational Items

### WEBCASTING OF SCIENTIFIC SESSIONS



The ability to attend all congresses, or even all sessions at a given congress, is impossible for the busy medical professional. Webcasting provides a means of sharing knowledge and learning opportunities beyond the dates of the actual congress and thus serves a vital educational need. Materials are saved locally, but at the same time, can be distributed over the web to viewers around the world via a robust cloud server. Viewers can access the broadcasts using PCs, tablets, or smartphones live (as streamed video) or later, as on-demand webcasts.

Kenes offers two types of webcasting options: \*

- Video includes a video screen of the speaker during the session, PowerPoint slides (in sync with the speaker), and audio.
- Digital Imaging includes PowerPoint slides with audio.
- Support will be recognised on the home 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 congress website, mobile application and with signage during the congress.

*\*Webcasted sessions to be designated by the Congress Planning Group. Supporters will have no influence on content. Congress retains the copyright of all of the enduring materials in all media formats arising from the main Congress, including the use and distribution rights for webcasting of all congress accredited programming.*

### 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 congress website, mobile application and with signage during the congress.

#### MOBILE APP



The Congress Mobile App engages attendees with personalized planning tools and real-time congress 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 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 congress website, mobile application and with signage during the congress.

#### 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 congress.

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

## UNLOK- Educational Portal



You are welcome to browse the Industry Prospectus of AUTO 2024 on UNLOK! Please [click here](#).

If you have any questions, please do not hesitate to reach out to Lindsey Ritchie, Head of Industry Partnership & Grants, Medical Education, via email: [lritchie@kenes.com](mailto:lritchie@kenes.com).

## Promotional Items - Presence

### PARALLEL SYMPOSIUM



- Opportunity to organize an official non-CME Industry Session (Program 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 Programs will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Program as: “Industry Session” not included in the main congress CME/CPD credit offering”.
- Support will be acknowledged in the Industry Support and Exhibition section, on the congress website, mobile application, and with signage during the congress.

***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 congress organizers and have made prior travel arrangements independently.***



## PLENARY SYMPOSIUM



- Opportunity to organize an official non-CME Industry Session (Program 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 Programs will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Program as: “Industry Session” not included in the main congress CME/CPD credit offering”.
- Support will be acknowledged in the Industry Support and Exhibition section, on the congress website, mobile application and with signage during the congress.

***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 congress organizers and have made prior travel arrangements independently.***

## 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 Theater 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, Product Theater 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 congress website, mobile application and with signage during the congress.

## Promotional Items – Visibility

### BAGS



Supporter will provide funding of the participants' 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 congress website, mobile application and with signage during the congress.

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

#### NOTEPADS & PENS



Supporter will provide funding for 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 program guide, on the congress website, mobile application, and with signage during the congress.

#### 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 recognised in the Industry Support and Exhibition section of the program, on the congress website, mobile application and with signage during the congress.

#### 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 congress website, mobile application and with signage during the congress.

### 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:

- 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 congress website, mobile application and with signage during the congress.

### EXECUTIVE LOUNGE



Facilities will be available at the venue for speakers and members of the organizing committee. Hospitality provided will be in compliance with all relevant industry codes.

- Company's logo on signage at the entrance to the executive lounge.
- Opportunity to provide company's mouse pad at each workstation.
- Opportunity to display company logo on screensavers.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the congress website, mobile application and with signage during the congress.

### 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 congress. 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 program guide, on the congress website, mobile application and with signage during the congress.



**NETWORKING LOUNGE  
SUPPORT**



Networking congress are a unique way to share ideas, thoughts and discuss on global health issues and challenges related to autoimmunity.

- Make sure your organization is present in this critical thinking by sponsoring the Networking congress.

**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 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 congress website, mobile application, and with signage during the congress.

**SPEAKER'S READY  
ROOM**



Facilities will be available at the venue 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 congress website, mobile application, and with signage during the congress.

**WI-FI SUPPORT**



Wireless Network Provision: Delegates wishing to access the internet via their own laptop/ smartphone may do so by using the Congress' Wi-Fi.

Supporter will receive strong visibility during the Congress.

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

## 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.

### WORLD MAP



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

- Support will be recognised 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 congress website, mobile application and with signage during the congress.

## Promotional Items – Advertise

### ADVERT IN FINAL PROGRAM



Full page color advertisement (inside page/ inside back page/ spread page) 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 bags.
- The advertisement will be printed in the designated industry section of the program, according to compliance regulations.

#### 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.

#### MINI PROGRAM



- Support will be acknowledged on the inside back cover / inside page / double spread page 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 congress website, mobile application, and with signage during the congress.

#### 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.
- Date and time to be coordinated with Congress organizer.
- Specifications will be provided by the Congress organizer.
- The Congress App will be available for all participants who download the app.

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



## SOCIAL MEDIA POST



A large screen will appear in a main area of the venue showing all social media interactions that include the Congress hashtag.

- Your company advert will be shown on the social media plasma screen in a loop with the social media interactions and other companies' adverts.
- Content of the advert subject to the approval by the Congress Scientific Committee.

## 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 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 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 congress 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 congress CME/CPD credit offering.*

**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 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. "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/Organizer.

*\* 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.*

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