Glossary

Educational Items

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 event website, mobile application and with signage during the event.

For US Congresses – only support for the entire Congress, not per session

As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for our Conference. The industry will entrust the Kenes Group and provide educational grants directly, and Kenes Group together with the Conference Committee will be responsible for participants (HCPs) pre-selection.

Educational Participation Grants of any amount are appreciated and important to the success of our Conference.

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 Conference Secretariat.

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

For US Congresses – not possible.

Can be possible for non-US companies for international/world congresses held in the US?? DIANA to advise.Area with the traditional scientific paper posters.

- Support will be recognised with signage at the entrance to the Poster area 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, mobile application and with signage during the event.

The Conference Mobile App engages attendees with personalized 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 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 event website, mobile application and with signage during the event.

<u>For US Congresses</u> – Mobile App (USA) (cannot be supported by industry unless through an educational grant). If supported by an educational grant, acknowledgment should be done in a separate tab.

The Congress Mobile App engages attendees with personalized 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 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.

- Mobile App support to be done through an educational grant.
- Support will be acknowledged on the event website, mobile application and with signage during the event.

Promotional Items

Presence

- Opportunity to organise an official non-CME Industry Session in a Plenary Hall (Program subject to the approval by the Conference Committee).
- Includes hall rental, standard audio/visual equipment, display table and 1 full registration.
- Permission to use the phrase "Official Symposium of the … Conference".
- 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.
- Industry sessions will be clearly indicated in the meeting 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, mobile application and with signage during the event.

The supporting company in addition to the support fee must cover all speakers' accommodation and travel expenses. This also applies in the case where the speakers have already been invited by the Conference. In this case, the company will support the amount of nights as per conference policy.<u>For US Congresses</u>

- **Team- Satellite symposium must be clearly separated from other sessions, cannot overlap/compete with CME sessions. If an industry session is taking place in the same hall as a CME/CPD session add at least 15 minutes break before and/or after CME session/s**
- **Possible text for sessions — ALWAYS to be confrimed by CME provider chosen!!!**

- Opportunity to organise an official educational non-CME Industry Session.
- The topic and speaker selection is to be submitted to the Organizing Committee for approval at least 2 months prior to the activity.
- All food and beverage is arranged and paid for directly to the facility by supporting company.
- Educational Non-CME Industry Session will be clearly indicated in meeting materials as: "Non-CME Industry Session organised by: Company Name (not included in the main event CME/CPD credit offering)".
- Promotional/marketing materials created by the company must include: "Non-CME Industry Session supported by: Company Name"
- Time slots and preferred halls will be allocated on a first come, first served basis
- We will provide the following disclaimer information to all participating companies. The disclaimer must be

printed on all promotional materials for industry sessions supported by any group other than the Organizing Committee.

"The (Congress) has provided space for this non-CME industry session. The program was independently produced, not subject to review by (Congress Committee), and is not part of the scientific/educational program offered by (Congress)."

The supporting company in addition to the support fee must cover all speakers' expenses including registration fee, accommodation amd travel expenses. This also applies in the case where the speakers have already been invited by the Congress. In this case, the company will support the amount of nights as per congress policy.<u>**For Hybrid Congresses**</u>

- Opportunity to organise an official non-CME Industry Session (Program 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 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 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 Symposium speakers have already been invited by the event organisers.

- Opportunity to speak on a topic within the main scientific program (Program subject to the approval by the Conference Committee).
- Includes 1 full registration.
- Permission to use the phrase "Official Symposium of the … Conference".
- ⬚Sponsored Industry Lectures and Speakers will be included in the Main Program and published on the Website of the Conference.
- Time Slots: allocated on a first come, first served basis.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, 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' accommodation and travel expenses. This also applies in the case where the speakers have already been invited by the Conference. In this case, the company will support the amount of nights as per conference policy.<u>For US Congresses</u>

- **Team- Satellite symposium must be clearly separated from other sessions, cannot overlap/compete with CME sessions. If an industry session is taking place in the same hall as a CME/CPD session add at least 15 minutes break before and/or after CME session/s**
- **Possible text for sessions – ALWAYS to be confrimed by CME provider chosen!!!**

- Opportunity to organise an official educational non-CME Industry Session.
- The topic and speaker selection is to be submitted to Congress Committee for approval at least two months prior to the activity.
- All food and beverage is arranged and paid for directly to the facility by supporting company.
- Educational non-CME Industry Session will be clearly indicated in meeting materials as: "Non-CME Industry Session organised by: Company Name (not included in the main event CME/CPD credit offering)".
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"The (Congress) has provided space for this non-CME industry session. The program was independently produced, not subject to review by (Congress Committee), and is not part of the scientific/educational program offered by (Congress)."

The supporting company in addition to the support fee must cover all speakers' expenses including registration fee, accommodation and travel expenses. This also applies in the case where the speakers have already been invited by the Congress. In this case, the company will support the amount of nights as per congress policy.<u>For Hybrid Congresses</u>

- Opportunity to organise an official non-CME Industry Session (Program 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 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 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 Symposium speakers have already been invited by the event organisers.

- Opportunity to organise an official Workshop Session (Program subject to the approval of the Conference Scientific Committee).
- Includes: hall rental, standard audio/visual equipment, display table and 1 full registration.
- Permission to use the phrase: "Official Workshop of the … Conference".
- Workshop Programs will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline).
- Supporters will be acknowledged in a designated section of the Program.
- Time Slots: allocated on a "first come, first served" basis.

- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, 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' accommodation and travel expenses. This also applies in case the Workshop speakers have already been invited by the event organisers.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 will take place during the coffee breaks and will be held in a designated area(s) in the exhibit hall, which is set up in theater style for approximately 50 attendees. No other sessions of the scientific programme 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.
- 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 fee,

accommodation and travel expenses. This also applies in the case where the speakers have already been invited by the Conference. In this case, the company will support the amount of nights as per conference policy.<u>**For Hybrid Congresses:**</u>

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 will take place during the coffee breaks and will be held in a designated area in the virtual and/or physical exhibition hall.

Product Theaters 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, both physically and virtually, 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.
- 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.

Visibility

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, mobile application, and with signage during the event.

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

Supporter will provide funding of the participants' bags.

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

* The bag must be approved by the organizing committee in

advance.

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

- Notepads & Pens will bear the Conference 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 event website, mobile application, and with signage during the event.

The Branded 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, 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, mobile 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 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, mobile application and with signage during the event.

Several branding opportunities are available in the virtual platform:

- **Logo in the Lobby** – Supporting company will have their logo placed in one of the screens in the virtual lobby. A great exposure, as participants can click on the logo and be directed to the company's booth or a web page. Possibility to upgrade your logo in the lobby to a pop-up video or advert. In this case, by clicking on the logo, a pop-up will show with your advert or video.
- **Advert or Video in the Lobby** – Supporting company will have the opportunity to add an advert or a video in one of the screens in the lobby of the virtual Congress. By clicking on the screen, a pop-up will show your advert or video.
- **Banner in the Industry Auditorium** – Opportunity to brand the virtual industry auditorium with company's logo. Participants can click on the banner and be directed to an external page.
- **Banner in the Exhibition Floorplan** – The Virtual Exhibition will include four advertisements – Two as roll ups in front of the product theatre and another two in the back wall. The advertisements can be linked to a pop-up video, document or a hyperlink of your choice.
- **Banner in the Networking Lounge** – Opportunity to brand the Networking Lounge with company's logo. Participants can click on the banner and be directed to an external page.

Coming soon.

- Supporter may provide a slide that will appear on the plasma screens. The plasma screens will provide a platform for companies to promote their sessions.
- Your company's slide will appear for a few seconds, and

will be shown in a loop with other companies' slides and Conference information (content of slide is subject to the approval by the Scientific Committee).

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

Network

- Increase your reach and connect with participants and other HCPs by using the Conference social media.
- The company will be able to send a post on the different social media platforms.
- Time and date to be confirmed with the Conference organizers.

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 Conference. 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.

For Hybrid Congresses

Physical Hospitality Suite or 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.

Virtual Hospitality Suite or Meeting Room:

- Opportunity to hire a virtual room that may be used to host and entertain guests throughout the Virtual Congress.
- Technical support will be provided.

Advertise

Promotional material (up to 4-page insert, A5 flyer) will be displayed on racks.

- Material should be provided by the Supporter and approved by the Secretariat.
- Supporters' product information will be available for all participants.

Promote your company to all visitors of the Conference website.

- Banner advert in a designated area of the official Conference website.
- No product advertisement is allowed.
- Subject to review by the Conference Program Committee.

- Full color PDF advertisement in the industry designated section of the Conference Website.
- Advertisement can serve as link to supporter`s website.
- 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.

Full color PDF advertisement in designated section of the Final Program (Digital only).

- The Final Program will contain the timetable, information about the scientific program and other useful information.▯ ▯
- The advertisement is subject to review by the Conference Program Committee.

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 Conference 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 Conference. ▯"From" field will be WOM23.
- **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 conference designed mailshot for an additional charge of EUR 250. Content received after the deadline may be processed for an additional fee of EUR 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 organized by industry and not included in the main event CME/CPD credit offering.

Connect with participants after the Conference days by sending out a post-Conference Exclusive Mail Blast to registered

delegates who have agreed to receive promotional material, at a date and time coordinated with the Conference 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 WOM23.

* 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 EUR 250. Content received after the deadline may be processed for an additional fee of EUR 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 organized by industry and not included in the main event CME/CPD credit offering.

- Message on Conference Video featuring speakers promoting their sessions. Message can also include the Sponsor`s logo. "Video Supported by" (or similar wording).
- Final approved videos will be published on the Conference Website, social media channels and in the email blast to the entire conference data base.
- 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.

Increase your visibility by placing your logo on a carousel on the Conference Home page.

- Logo can serve as link to supporter`s website.

Your logo will be visible on all Conference promotional materials.

- Logo can serve as link to supporter`s website.

- Supporter`s logo will appear on the presentation screens in the plenary halls providing general information about the Conference.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application, and with signage during the event.

For US Congresses – Carousel images

- Gain additional exposure for your 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.
- It is allowed to promote industry activities (session/symposia, exhibition, etc.).
- No company logo allowed
- Company product allowed if done in a separate tab