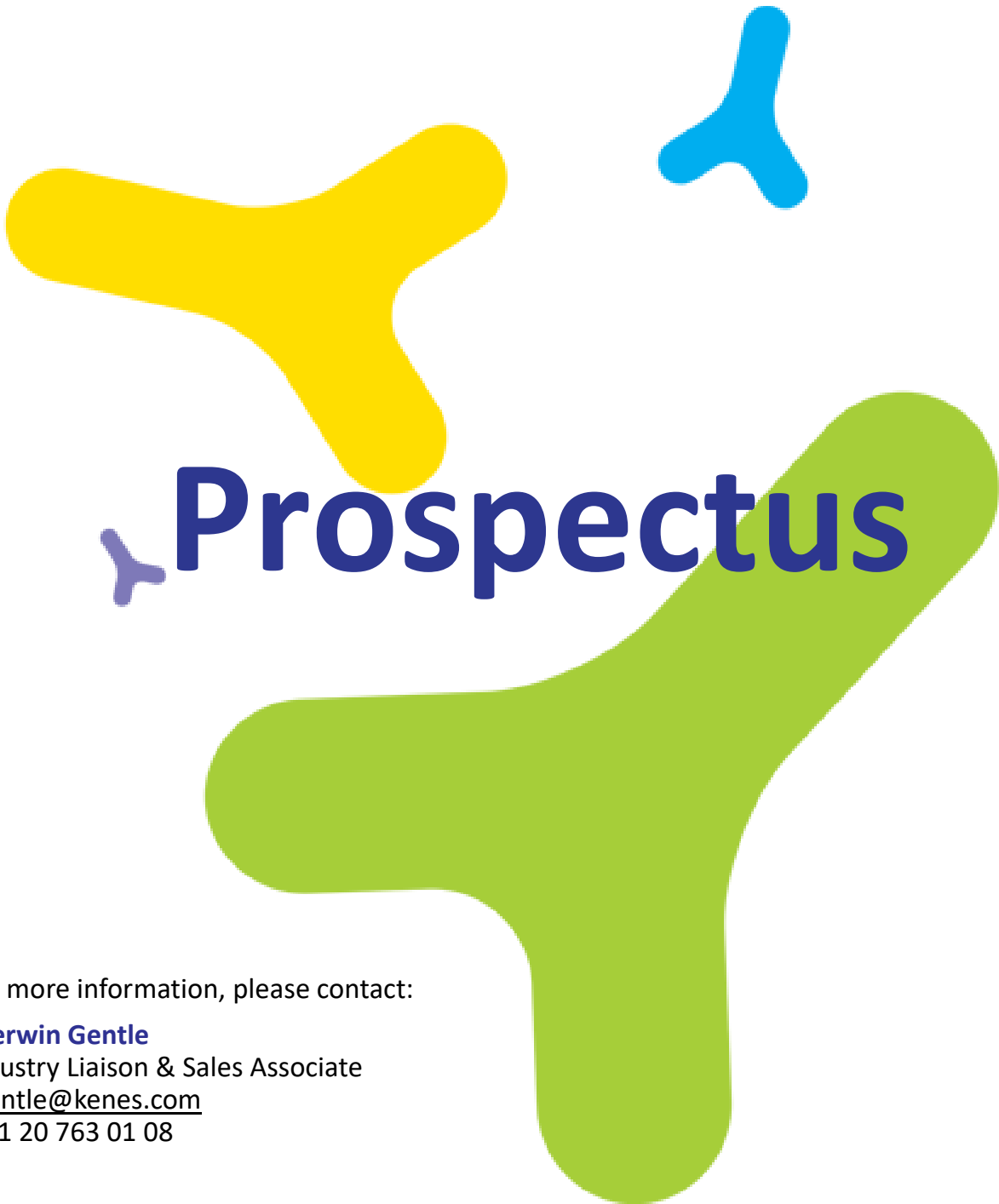


MULTIDISCIPLINARY SYMPOSIUM  
ON THE IMMUNOLOGICAL CONSEQUENCES  
OF TARGETED IMMUNE THERAPIES



For more information, please contact:

**Sherwin Gentle**

Industry Liaison & Sales Associate

[sgentle@kenes.com](mailto:sgentle@kenes.com)

+ 31 20 763 01 08



## INDUSTRY SYMPOSIA PACKAGE

*You can choose either one of the available packages, or you can select your preferred support items each. Depending on your sponsorship amount, you will receive benefits associated with the respective support level.*

### PLATINUM PACKAGE

2 AVAILABLE

- ✦ Plenary Industry Symposium (60 min)
- ✦ Large Virtual Booth
- ✦ 2 Promotional Mailshot (1 Exclusive & 1 Post meeting)
- ✦ 1 ESID Social Media Opportunity
- ✦ 1 Virtual Bag insert
- ✦ 1 Advertisement in Mobile App
- ✦ Lobby Branding – Company Logo with selection to link logo with video.
- ✦ 2 Push Notifications Mobile App
- ✦ 2 Push Notifications through ESID-21 Virtual Platform
- ✦ 12 Virtual Registrations

### GOLD PACKAGE

2 AVAILABLE

- ✦ Parallel Industry Symposium (60 min)
- ✦ Large Virtual Booth
- ✦ 1 Promotional Mailshot (Exclusive)
- ✦ 1 Advertisement in Mobile App
- ✦ Lobby Branding – Company Logo with selection to link logo with an advertisement.
- ✦ 1 Push Notification Mobile App
- ✦ 2 Push Notifications through ESID-21 Virtual Platform
- ✦ 10 Virtual Registrations

### SILVER PACKAGE

2 AVAILABLE

- ✦ Parallel Industry Symposium (60 min)
- ✦ Medium Virtual Booth
- ✦ 1 Promotional Mailshot (Joint)
- ✦ Lobby Branding – Company Logo
- ✦ 1 Push Notification Mobile App
- ✦ 1 Push Notification through ESID-21 Virtual Platform
- ✦ 6 Virtual Registrations

## SUPPORT THROUGH EDUCATION & VISIBILITY

Medical education plays an important role in the quality of healthcare delivered across the globe. Physicians, researchers, scientists, and other healthcare professionals are increasingly challenged to maintain their knowledge, skills, and abilities within their respective professions. By providing an educational grant in support of the educational opportunities below, you will make a vital contribution to these efforts and support better patient outcomes.

All educational grants are managed in compliance with relevant CME accreditation criteria and industry compliance codes. To ensure independence of all CME accredited elements, companies providing grants may not influence the topic, speaker selection, or any other aspect of the content or presentation. No promotional, commercial, or advertising materials may be included in the following opportunities. All support will be disclosed to participants.

*All grants are managed in compliance with relevant accreditation and industry compliance criteria.*

### Educational Participation Grant

As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for ESID 2021. The industry will entrust the Kenes Group and provide educational grants directly, and Kenes Group/Meeting will be responsible for participants (HCPs) pre-selection.

Educational Participation Grants of any amount are appreciated and important to the success of ESID 2021.

Recipients (HCPs) will need to fulfil the criteria specified by ESID to be eligible to apply for an educational participation grant.

Accepted grant recipients will be contacted by the Meeting Secretariat.

- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.



### Educational Grant

Independent educational grants, dedicated to the educational mission of the ESID 2021 Meeting, are appreciated and important to the Meeting' success.

- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.



## Educational Grant towards Virtual Platform

Independent educational grants, dedicated to the educational mission of the ESID 2021 Meeting, are appreciated and important to the Meeting's success.

- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.
- Support will be acknowledged on the login page of the Virtual Platform throughout the meeting
- 1 push notification through virtual platform each meeting day



## Educational Grant of a Virtual Day

Educational Grant in support of a Virtual Day of the Scientific Program and supported by a grant from the industry.

- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.
- Support will be acknowledged on the login page of the Virtual Platform on the selected Virtual Day
- 1 push notification through virtual platform on selected Virtual Day

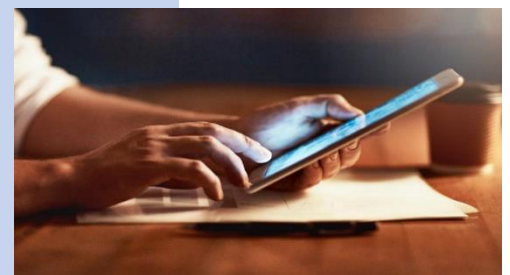
## Mobile App

The Meeting App engages attendees offline, with personalized planning tools and real-time event updates. The App transforms smartphones, tablets, and laptops into tools for active meeting participation and makes it easy for participants to access meeting information to connect with speakers and colleagues.

The App includes the scientific program, abstracts, speaker information, participant lists, 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.

Meeting App sponsorship support includes:

- Supporter acknowledgement on the splash/pop-up screen of the App: "Supported by: company name/logo" or "upon discussion" (product logo not permitted).
- 2 "push notifications".
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.





## Branded Industry Auditorium – Banner

Branding the virtual industry auditorium is a great way to promote your session and company.



- Opportunity to brand the virtual industry auditorium with company's logo.
- Participants can click on the banner and be directed to an external page.

## Industry Symposium

- Opportunity to organise an Official Non-CME Industry Session, up to 60 min minutes (Program subject to the approval by the ESID Committee).
- Includes live Q&A and IT support.
- Permission to use the phrase “Official Symposium of the ESID Meeting”.
- Sponsored Symposia Programs will be included in a designated industry section of the Programme.
- Time Slots: allocated based on support level.
- 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 and mobile application.



**NOTE:** The supporting company in addition to the support fee must cover the registration fee of the speakers. This also applies in the case where the speakers have already been invited by the Meeting.

## E-Poster

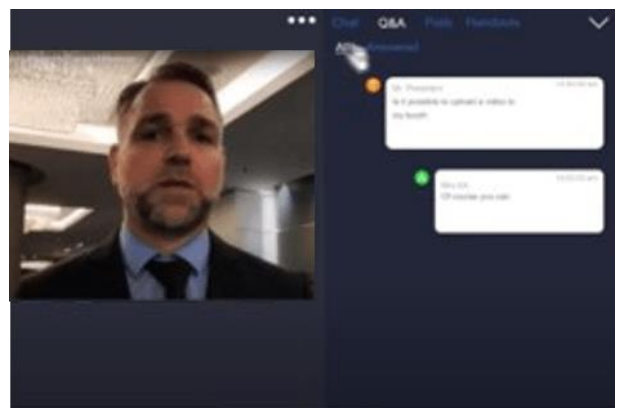
E-Posters create unique networking and engagement opportunities, generate participants' interest and are good exposure for authors in the virtual environment, as participants can interact with them via chat. E-poster support includes:

- Signage in the virtual Lobby to the e-Poster page with "Supported by..." and a company logo only.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.

## Additional Live Q&A Session

Opportunity to have an additional live Q&A session connected to your industry session, during the Meeting days. Companies will have the possibility to engage with new participants in a different time zone and expand the reach of their symposium by bringing their experts for an additional live Q&A.

- Includes IT support.
- Time and date to be coordinated with the Meeting Organizer.



## Branded Waiting Room – Slide/Video

Branding the virtual waiting room before your session starts is a great opportunity to connect with attendees and create anticipation.

- Opportunity to brand the virtual waiting room with company's logo.
- Opportunity to share a text or a video while attendees are waiting for your session to start.



## Branded Background Slides

- Opportunity to brand the background slides of your session.
- While the session is taking place, participants will be able to see your logo in the background.



## SUPPORT THROUGH COMMUNITY & NETWORKING

### Multi-Hubs

Missing the face-to-face interaction? MultiHub is a service that connects groups of participants in different locations in a high-tech and dynamic way, allowing face to face interaction in a limited environment. With the MultiHub technology you can increase the number of participants and have more impact.

Connect and network by having the opportunity to:

- Share viewing space
- Have 1:1 meeting with hub and virtual attendees
- Have live and direct contact with local participants



The MultiHub service will be customized to your needs, so don't hesitate to contact me to discuss the possibilities. It can include:

- IT technician onsite
- All pre-event preparations
- Set-up and testing of locations
- Equipment, including basic recording and editing
- Acknowledgement as Multi Hub supporter within ESID 21 virtual platform/Congress Website.

## DIGITAL ADVERTISING

### Mobile App - Advertisement

- Gain additional exposure for your Industry Session or Virtual Booth by advertising it in a designated section of the Meeting App.
- The Meeting App will be available for all participants who download the app.





## Mobile App – Push Notifications



- One “push notification” sent to all participants\* onsite through the mobile app, to be coordinated with Meeting Organizer. Specifications will be provided by the Meeting organizers.
- The Meeting App will be available for all participants who download the app.

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

## Promotional Mailshot (Exclusive/Joint)

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 Meeting 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 Meeting. “From” field will be ESID 2021.
- **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 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 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.*

**Please note Mailshots sent prior to the beginning of the virtual Meeting can not be linked to activities within the virtual platform as this one is not live/available yet. i.e Industry sessions/exhibition booths/product theatre sessions.**



## Post-Meeting Mailshot

Gain additional exposure for your repeat industry session by sending out a post-Meeting Exclusive Mail Blast to registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Meeting 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 ESID 2021.

*\* 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 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.*

## Pre-Event Webpage incl. video (4min)

- Sponsors will be offered a dedicated webpage including a 4 min video on the official Meeting Website.
- Opportunity for sponsors to connect with attendees before the Meeting days and create anticipation with a pre-event promotional video/webpage hosted by Meeting organizers.



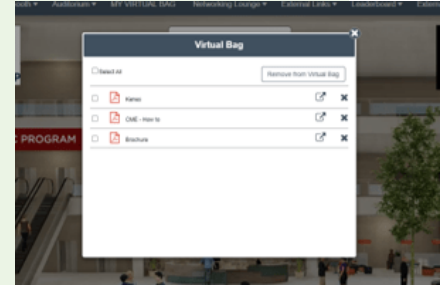
*Product advertising is not permitted.*

*Note: All pages are subject to review by the Meeting Programme Committee.*

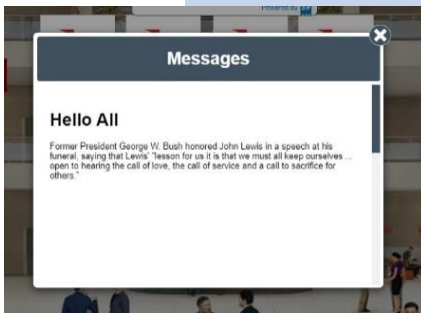
## VIRTUAL BRANDING OPPORTUNITIES

### Bag insert in Virtual briefcase

- Promotional material of the supporting company will be included in the virtual bag.
- Attendees will be able to view and download it.



### Push notification through the ESID21 Platform



- One “push notification” sent to all online participants through the virtual platform, to be coordinated with Congress Organizer.
- Specifications will be provided by the congress organizers.

### Logo in Lobby

- Supporting company will have their logo placed in once 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.



### UPGRADE: convert Logo to Advertisement Pop-up / Video

As an alternative to providing a link, the Supporter may upgrade their lobby logo so that it opens up into an PDF advert or video.



## Video in Lobby

- Supporting company will have the opportunity to add a video in one of the screens in the lobby of the virtual Meeting.
- By clicking on this video ad, a video streamer pop-up will show in the screen.



## Company Icon in Networking Lounge:

**linked to either i.e., Booth, Auditorium, or Advert.**

There will be a Networking Lounge where attendees can interact and connect with each other, by group, 1x1 or video call.

- Support will be recognized with the company icon at the entrance of the Networking Lounge.



## Networking Lounge - Exclusive Branding

There will be a Networking Lounge where attendees can interact and connect with each other, by group, 1x1 or video call.

- Support will be recognized with the company logo at the entrance of the Networking Lounge.
- 1 Company Icon with 1 Public chat rooms included in the support package.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.

## Exhibition Room Branding Roll up– Logo

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.

## Exhibition Room Branding Top Banner – Advert

The advertisements can be linked to a pop-up video, document or a hyperlink of your choice.

## Product Theatre 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 Theatre sessions are 30 minutes in length and will be held in a designated area in the virtual exhibition hall.

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 virtual Exhibition 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.
- Handout promotional materials.
- Includes live Q&A and IT support.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.



## VIRTUAL EXHIBITION ITEMS

### VIRTUAL BOOTH TYPES:

Review the **ESiD21 – Virtual Exhibition & Booth Designs.pdf** for more available options.

#### Small Booth

- Logo
- 1 Screen
- 1 Banner
- 1 Video
- 2 Links
- 2 Documents
- 2 Virtual Registrations



#### Medium Booth

- Logo
- 2 Screens
- 2 Banners
- 3 Videos
- 3 Links
- 3 Documents
- 3 Virtual Registrations



#### Large Booth

- Logo
- 3 Screens
- 2 Banners
- 8 Videos
- 8 Links
- 8 Documents
- 5 Virtual Registrations



#### Premium booth

- can be linked to external 3D Company Booth.
- 7 Virtual Registrations

### ADDITIONAL RESOURCES IN VIRTUAL BOOTH

- Additional Documents in Booth
- Additional Hyperlinks in Booth
- Additional Videos in Booth

## Exhibitor Rules & Regulations

### ALLOCATION OF VIRTUAL EXHIBITION SPACE

A completed Exhibition Booking Form and/or Contract must be emailed/delivered to ensure reservation of a desired Virtual booth template. Upon receipt of the Exhibition Booking Form and/or Contract, Virtual Booth will be confirmed, and an invoice will be provided.

### EXHIBITOR REGISTRATION

All exhibitors are required to be registered in the Congress. Registrations will be given depending on your booth of choice:

- Small Booth – 2 registrations
- Medium Booth – 3 registrations
- Large Booth – 5 registrations
- Premium Booth – 7 registrations

Within the virtual event platform, all exhibitors (booth admins) will be recognized with a letter E (Exhibitor) indicated after their names. Any additional exhibitors will be charged an exhibitor registration fee. Companies can purchase a maximum number of exhibitor registrations as follows:

- Small and Medium Virtual Booths – up to 10 exhibitor registrations
- Large and Premium Virtual Booths – up to 20 exhibitor registrations

### EXHIBITORS' TECHNICAL MANUAL

An Exhibitors' Technical Manual outlining all technical aspects of exhibiting will be available approximately 3 months prior to the Congress. It will include the following:

- Technical details about the platform
- Final exhibition details and information
- Specifications
- Services available to exhibitors and order forms

### EXHIBITOR LOGO & PROFILE

You can submit your logo and company's profile and read important exhibitor information on the Kenes Exhibitors' Portal. The Exhibition Manager will contact you with the link to the Exhibitors' Portal, including your personal login details.

### EXHIBITION TERMS & CONDITIONS

The Terms and Conditions of exhibiting are included in the Online Prospectus and can be found here ([TERMS AND CONDITIONS.pdf](#)). Please note that signing of the BOOKING FORM AND CONTRACT indicates acceptance of these Terms and Conditions. The Exhibition Booking Form will be held as a valid liable contract, by which both parties will be bound.

## Payments Cancellation Terms & Conditions

Applications for Sponsor and/or Exhibition must be made in writing with the booking form.

### CONTRACTS & CONFIRMATION

#### SPONSORS

Once a Booking Form is received; a contract will be sent to you for signature with an accompanying invoice. This contract should be signed and returned with a 60% deposit payment. Upon receipt of the Booking Form the organiser will reserve the items listed in it. Completion of the Booking Form by the Sponsor shall be considered as a commitment to purchase the items.

#### EXHIBITORS

Once a signed Booking Form is received, a confirmation of exhibition will be e-mailed to you with an accompanying invoice.

### SUPPORT TERMS & CONDITIONS

The Terms and Conditions of the Sponsor will be included in the contract as well.

### PAYMENT TERMS & METHODS

- 60% upon receipt of the Sponsorship agreement and first invoice.
- 40% by April 5, 2021 (100% afterwards)

*All payments must be received before the start date of the Congress. Should Sponsor fail to complete payments prior to the commencement of the Congress, Organizer will be entitled to cancel the reservation contemplated by this Agreement, and Sponsor will be subject to cancellation fees as determined below.*

### CANCELLATION / MODIFICATION POLICY

Cancellation or modification of support items must be made in writing to the Industry Liaison and Sales Department:

[sgentle@kenes.com](mailto:sgentle@kenes.com)

In case of cancellation or reduction of the Sponsorship Amount by Sponsor, the Organizer shall have the right to retain, and if not already paid, Sponsor must pay to Organizer, as agreed liquidated damages, the following amounts in according to the following time schedule, and Sponsor forfeits and waives any right or claim for a refund, in connection therewith:

- 10% of the Sponsorship Amount if the cancellation/reduction is made before March 31, 2021, inclusive.
- 50% of the Sponsorship Amount if the cancellation/ reduction is made between (April 1, 2021 – May 3, 2021 inclusive
- 100% of the Sponsorship Amount if the cancellation/ reduction is made on or after (May 4, 2021 onwards and inclusive.

### VAT INFORMATION

VAT will be charged if applicable.