

# Industry Symposia Manual

Dear Supporter,

We are happy to present you with the AD/PD™ 2023 Industry Symposia Manual.

**AD/PD™ 2023 International Conference on Alzheimer's and Parkinson's Diseases and related neurological disorders** will take place on **March 28 – April 1, 2023** in **Gothenburg, Sweden**.

Venue address:

**Svenska Mässan Gothia Towers**

Address: Mössans Gata/Korsvägen, 412 94, Gothenburg, Sweden.

Tel: +46 (0) 31 708 80 00

Website: <https://en.svenskamassan.se/>

This manual covers important information and is designed to assist in preparing for your Session. 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.**

## **Exhibitor (Supporters) Portal**

Each exhibitor/supporter has received an e-mail with login details to access the Portal. The Portal enables Supporters and Exhibitors to:

- Submit company logo and profile
- Order lead retrieval (badge scanners)
- Order exhibitor badges
- Submit booth drawing (for “Space Only” booths)/Fascia sign lettering (for “Shell Scheme” booths)

**Link to access the Portal** <https://exhibitorportal.kenes.com>

## Notes:

- The login details has been 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.

## Kenes Contacts:

### Conference Organiser

#### **Kenes Group**

Rue François-Versonnex 7

1207 Geneva, Switzerland

Tel: +41 22 908 0488

E-mail: [adpd@kenes.com](mailto:adpd@kenes.com)

### Industry Coordinator

#### **Diyana Yosifova**

Tel: +41 22 908 0488 Ext: 258 | E-mail: [dyosifova@kenes.com](mailto:dyosifova@kenes.com)

### Exhibition Manager

#### **Sharon Gamliel**

Tel: +41 22 908 0488 Ext: 562 | E-mail: [sgamliel@kenes.com](mailto:sgamliel@kenes.com)

### Industry Liaison & Sales

#### **Victoria Eskenazi**

Tel: +41 22 908 0488 Ext: 986 | E-mail: [veskenazi@kenes.com](mailto:veskenazi@kenes.com)

### Hotel Accommodation

#### **Ralitza Angelova**

E-mail: [rangelova@kenes.com](mailto:rangelova@kenes.com)

<https://hotels.kenes.com/congress/ADPD23>

### Audio Visual Coordinator

#### **Mike Perchig**

E-mail: [nest@nest-av.com](mailto:nest@nest-av.com)

### **Registration Specialist**

**Yawei Wang**

Tel: +41 22 908 0488 Ext: 978 | E-mail: [reg\\_adpd23@kenes.com](mailto:reg_adpd23@kenes.com)

### **Programme Coordinator**

**Joanne Katz**

Tel: +41 22 908 0488 Ext: 920 | E-mail: [jkatz@kenes.com](mailto:jkatz@kenes.com)

### **Product Marketing Coordinator**

**Jimena Meymar**

E-mail: [jmeymar@kenes.com](mailto:jmeymar@kenes.com)

### **Contractors:**

#### **Catering**

**Svenska Mässan Gothia Towers**

**Emma Wallin**

E-mail: [emma.wallin@gothiatowers.com](mailto:emma.wallin@gothiatowers.com)

**CC: Louise Antonsson**

E-mail: [louise.antonsson@svenskamassan.se](mailto:louise.antonsson@svenskamassan.se)

Catering services are **exclusive** to *Svenska Mässan Gothia Towers*.

### **Onsite Logistic Agent, Material Handling & Customs Clearance Agent**

**Merkur Expo Logistics GmbH**

**Bernd Blum**

Mobile: +49 (0) 175 588 0291

E-mail: [Bernd.Blum@merkur-expo.com](mailto:Bernd.Blum@merkur-expo.com)

*Merkur* is the **exclusive** handler inside the venue.

### **Hostesses & Temporary Staff Hire**

**Svenska Mässan Gothia Towers**

**Marcus Hagemann**

Tel: +46 (0)31 708 85 07

E-mail: [marcus.hagemann@svenskamassan.se](mailto:marcus.hagemann@svenskamassan.se)

**Graphics & Signage /Plants & Floral Arrangements**  
**Svenska Mässan Gothia Towers**

**Marcus Hagemann**

Tel: +46 (0)31 708 85 07

E-mail: [marcus.hagemann@svenskamassan.se](mailto:marcus.hagemann@svenskamassan.se)

<b>Action Item</b> <i>Please refer only to items which are included in your signed contract</i>	<b>Deadline</b>	<b>Contact Person</b>
Staff Hotel Reservation	As soon as possible	Ralitza Angelova <a href="mailto:rangelova@kenes.com">rangelova@kenes.com</a>
Payment of Invoice Balance	Must be received in full one week prior to the Conference	Pazit Hochmitz <a href="mailto:phochmitz@kenes.com">phochmitz@kenes.com</a>
Symposium Final Program (for approval by Scientific Committee)	As soon as possible and no later than Wednesday, February 1	Diyana Yosifova <a href="mailto:dyosifova@kenes.com">dyosifova@kenes.com</a>
<b>Advert</b> inside the <b>Mini Program</b>	Tuesday, February 14	
<b>Advert</b> in the <b>Mobile App</b>	Tuesday, February 14	
Promotional E-mail Blast (Exclusive/Joint)	Tuesday, February 14	
Text for Push Notifications	Tuesday, February 28	
Badge Scanner/ Lead Retrieval System	Monday, March 13	

Placing orders for Live Streaming, Voting / 'Ask the Speaker'/ Evaluation and other Technology Products and Services	As early as possible and no later than Tuesday, February 14 <i>Orders received after the deadline will incur rush fees</i>	Jimena Meymar <a href="mailto:jmeymar@kenes.com">jmeymar@kenes.com</a>
Catering Services	Tuesday, February 28 <i>After this deadline surcharge will be applied, subject to items availability.</i>	Emma Wallin <a href="mailto:emma.wallin@gothiatowers.com">emma.wallin@gothiatowers.com</a> CC: Louise Antonsson <a href="mailto:louise.antonsson@svenskamassan.se">louise.antonsson@svenskamassan.se</a>
Hostesses & Temporary Staff Hire	Friday, February 24	Marcus Hagemann <a href="mailto:marcus.hagemann@svenskamassan.se">marcus.hagemann@svenskamassan.se</a>
Graphics & Signage	Friday, February 24	
Plants & Floral Arrangements	Friday, March 3	
AV – scheduling Tech rehearsal, placing orders for extra AV for the Sponsored Symposia and AV for Meeting rooms	Please directly contact the AV coordinator	Mike Perchig <a href="mailto:nest@nest-av.com">nest@nest-av.com</a>
<b>Shipping &amp; Material Handling Services</b>		
Door to door & Airfreight shipments	Please contact Merkur	Merkur Expo Logistics Bernd Blum +49 (0) 175 588 0291 <a href="mailto:Bernd.Blum@merkur-expo.com">Bernd.Blum@merkur-expo.com</a>
Shipment via <b>Germany</b> advance warehouse	No later than Monday, March 20 We highly recommend using this option	
Direct to the Venue	Please contact Merkur	

## Industry Symposia:

Available online here:  
<http://adpd2024.20.101.57.12/industry-sessions/>

## Pre-Conference Symposia:

Available online here:  
<http://adpd2024.20.101.57.12/pre-conference-sessions/>

## Educational Supporters:

Available online here:  
<http://adpd2024.20.101.57.12/educational-supporters/>

## Important notes:

- Industry Supported Sessions are **not** included in main conference CME/CPD credits.
- In order to support you in the best possible way, **please share your plans and requirements with us**. This information is invaluable for the success of your symposium. Please coordinate directly with the Industry Coordinator Diyana Yosifova at: [dyosifova@kenes.com](mailto:dyosifova@kenes.com)
- We recommend arriving early to **set up the hall** prior to the start of your Symposium. A member of the Kenes Operational team will be available onsite should you need any assistance.
- **Handouts** are allowed be distributed at the entrance to the Symposium hall; however, it is NOT permitted to place material on the seats 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 for the day's events may run smoothly.** The updated scientific program can be found on the [AD/PD™ 2023 Conference Website](#).

## Catering / F&B

- Food and drinks can be taken into the symposium halls.
- Supporters who wish to order food and beverages for their symposium and/or meeting/hospitality room are welcome to do so directly with **Svenska Mässan Gothia Towers**. Contact Emma Wallin [emma.wallin@gothiatowers.com](mailto:emma.wallin@gothiatowers.com) and CC: Louise Antonsson [louise.antonsson@svenskamassan.se](mailto:louise.antonsson@svenskamassan.se).
- For industry sessions during lunch time Lunch boxes can be ordered (on the expense of the sponsor)
- Deadline: **Tuesday, February 28**
- Catering is **exclusive** to **Svenska Mässan Gothia Towers** and should be ordered in advance.
- For sessions taking place in Hall C, F&B can be placed only inside the hall.
- If you are considering having catering during the symposium, please note that additional charges will be applied for cleaning the hall immediately following the session. Please note that a 30 minute break between sessions is recommended in order to clean the hall.
- Please take into consideration that lunch boxes and refreshments will be served in the Exhibition Hall according to conference timetable ([click here](#) for the most updated timetable)
- If you are planning to offer catering together with the symposium, it is recommended to indicate this in all publications (as long as it is in line with the supporter's internal compliance policy.)

## Technical Rehearsal

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

## Speakers' 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 AD/PD™ 2023 Conference. **Sponsored symposia will be recorded onsite and become available to be viewed 'on-demand' via the AD/PD™ 2023 Online Platform after the Conference.**



**It takes us up to 72 hours to process the recording and send it to the supporter for review and approval before uploading to the virtual platform. Once approved, it takes us up to 24 hours to upload the recording to the virtual platform.**

**If you wish to have the session also live streamed, for further information and costs, please contact Jimena Meymar by e-mail: [jmeymar@kenes.com](mailto:jmeymar@kenes.com)**

Symposia Halls – Technical Details				
Hall Name	Location	Area (m <sup>2</sup> )	Hall Capacity	Hall Layout
Hall C	Level 1	3370 m <sup>2</sup>	2000 seats	Theatre
Hall F4+F5	Level 2	900 m <sup>2</sup>	600 seats	Theatre
Hall G3	Level 2	500 m <sup>2</sup>	400 seats	Theatre

<b>Speaker Lectern in Plenary Hall C</b>
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<ul style="list-style-type: none"> <li>• Vertical 42" Plasma screen in front of the lectern, facing the audience, projecting a PPT with the name of the speaker.</li> <li>• Please contact the Audio-Visual Coordinator, Mr. Mike Perchig (e-mail: <a href="mailto:nest@nest-av.com">nest@nest-av.com</a>), in order to design the images according to the required resolution.</li> <li>• The "virtual" banner can include the title of the Symposium and the name and logo of the Sponsor</li> <li>• Self-branding is not permitted</li> </ul>	
<b>Head Table in Plenary Hall C for morning sessions</b>	
<ul style="list-style-type: none"> <li>• <b>3x table modules</b></li> <li>• Size of each module:</li> <li>• H 75 x W 130 x D 60 cm</li> <li>• Total size of the head table:</li> <li>• H 75 x W 390 x D 60 cm</li> <li>• Signage exclusivity for <b>Svenska Mässan Gothia Towers</b> (see details below)</li> <li>• Self-branding of the head table is not permitted</li> <li>• Sufficient seating for up to <b>6 persons</b></li> </ul>	

The default stage setting in Hall C for the **morning** sessions includes 1 speaker lectern and a head table for up to 6 persons. For alternative stage setting and/or different set-up, please contact Diyana Yosifova at: [dyosifova@kenes.com](mailto:dyosifova@kenes.com) (depending on the requirements, additional fees may incur).

#### Head Table in Plenary Hall C for **afternoon** sessions

- 6 x armchairs
- 3 x coffee table modules
- \*Head table will be set at the back.
- Signage exclusivity for **Svenska Mässan Gothia Towers** (see details below)
- Self-branding of the head table is not permitted.
- Sufficient seating for up to **6 persons**





The default stage setting in Hall C for the **afternoon** sessions includes 1 speaker lectern, 6 armchairs and 3 coffee tables. The Head table will be set at the back.

View **Example** [here](#).

For **alternative/additional** arrangements please contact Diyana Yosifova at [dyosifova@kenes.com](mailto:dyosifova@kenes.com) (depending on the requirements, additional fees may incur).

**Speaker Lectern in Session Hall F4+F5 and Session Hall G3**

<ul style="list-style-type: none"> <li>• Lectern Banner Dimensions:</li> <li>• W 69.5 cm x H 108</li> <li>• Visible part: W 66 cm X H 106 cm</li> <li>• Signage exclusivity for <b>Svenska Mässan Gothia Towers</b> (see details below)</li> <li>• Self-branding of the lectern is not permitted</li> </ul>	
<b>Head Table in Session Hall F4+F5 and Session Hall G3</b>	
<ul style="list-style-type: none"> <li>• <b>2x table modules</b></li> <li>• Size of each module:</li> <li>• H 75 x W 130 x D 60 cm</li> <li>• Total size of the head table:</li> <li>• H 75 x W 260 x D 60 cm</li> <li>• Signage exclusivity for <b>Svenska Mässan Gothia Towers</b> (see details below)</li> <li>• Self-branding of the head table is not permitted.</li> <li>• Sufficient seating for up to <b>4 persons</b></li> </ul>	<p>The head table will comprise 2 table modules like the below: </p>
<p><b>The default stage setting in Session Hall F4+F5 and Session Hall G3 includes 1 speaker lectern and a head table for up to 4 persons.</b> For alternative stage setting and/or different set-up, please contact Diyana Yosifova at: <a href="mailto:dyosifova@kenes.com">dyosifova@kenes.com</a> (depending on the requirements, additional fees may incur).</p>	

**Please note that the head table and lectern will be branded with the general Conference branding.**

If you are interested to have your own company branding for the head table and lectern, note that this is optional and should be arranged in advance by the sponsoring company.

- Lectern in Hall C: Lectern in Hall C will be branded digitally at no extra cost, please contact the Audio-Visual Coordinator, Mr. Mike Perchig ([nest@nest-av.com](mailto:nest@nest-av.com)), in order to design the images according to the required resolution.
- Head tables in all session halls and and lecterns in Halls F4+F5 and Hall G3: the official supplier for producing the branding of all head tables and the lecterns in Halls F4+F5 and Hall G3 is Svenska Mässan Gothia Towers. Their service also includes delivery of the branding directly to the session hall, mounting, and removal after the session ends. For a quote and further details, please contact Marcus Hagemann: [marcus.hagemann@svenskamassan.se](mailto:marcus.hagemann@svenskamassan.se)

Please [click here](#) and [here](#) for venue map.**Audio-Visual (AV) Equipment Onsite**

### **Hall C**

- Large front projection screen in the center, image of H7.5 X W16 meters approx. (see photo below)\*.
- 2 x High-powered Data projectors (Main and back-up) to create the panoramic background image and to project the PowerPoint & Video images as picture-in-picture “windows” on the screen.
- Data/Video control system, including a seamless Data/Video switcher and all necessary cabling (opening picture-in-picture “windows” and adding titles of the speakers on the central screen, etc.).
- Video camera, to capture the face of the speaker at the lectern for live close-circuit projection during presentations.
- 50” Confidence monitor in front of the head table,

showing the same PowerPoint & Video images as projected in the large picture-in-picture “window” on the central screen.

- Laptop computer for PowerPoint presentations, including English version of Windows and Office, USB port, sound card – located at the lectern and networked to the Speakers’ Ready Room.
- Designed lectern with a Portrait 40” Plasma screen installed in each front, facing the audience, projecting a PPT with the name of the speaker (see photo below)\*.
- Laser pointer (as back-up, we recommend using the cursor of the laptop computer as a pointer).
- P.A. (sound) system, which covers the hall and the stage, including 12 wired microphones (4 head table, 2 lectern, 6 Questions & Answers) with stands (floor/table), 1 wireless headset microphone and connection to sound from computers (mini PL plug) at the lectern.
- Audio monitors for the lectern and the head table.
- Lighting system, illuminating the lectern and the head table.
- Colorful Lighting on stage
- 4 x AV technicians to operate the above-mentioned systems (incl. a camera operator)



For demonstration only (taken in other Venues)

For Sponsors’ Symposia being held in Hall C, the company “virtual” banners on the Panoramic screen and in front of the lectern will be projected.

Please contact the Audio-Visual Coordinator, Mr. Mike Perchig (e-mail: [nest@nest-av.com](mailto:nest@nest-av.com)), in order to design the images according to the required resolution.

The “virtual” banners can include the title of the Symposium and the name and logo of the Sponsor.

## **Hall F4+F5**

- 2 x front projection screens, image of H2.8 X W5 meters approx. each.
- 2 x Data projectors, 7000 ansi-lumens each.
- 40" Confidence monitor in front of the head table, showing the same PowerPoint image as projected on the 2 screens.
- Laptop computer for PowerPoint presentations, including English version of Windows and Office, USB port, sound card – located at the lectern and networked to the Speakers' Ready Room.
- Laser pointer (as back-up, we recommend using the cursor of the laptop computer as a pointer).
- P.A. (sound) system, which covers the hall and the stage, including 7 wired microphones (2 head table, 1 lectern, 4 Questions & Answers) with stands (floor/table), 1 wireless headset microphone and connection to sound from computers (mini PL plug) at the lectern.
- Audio monitors for the lectern and the head table.
- Lighting system, illuminating the lectern and the head table.
- 2 x AV technicians to operate the above-mentioned systems.

## **Hall G3**

- Central front projection screen, image of H2 X W3.7 meters approx.
- Central Data projector, 6500 ansi-lumens.
- 2 x front projection lateral screens, image of H1.7 X W3 meters approx. each.
- 2 x Data projectors, 500 ansi-lumens each.
- 40" Confidence monitor in front of the head table, showing the same PowerPoint image as projected on the 3 screens.
- Laptop computer for PowerPoint presentations, including

English version of Windows and Office, USB port, sound card – located at the lectern and networked to the Speakers' Ready Room.

- Laser pointer (as back-up, we recommend using the cursor of the laptop computer as a pointer).
- P.A. (sound) system, which covers the hall and the stage, including 6 wired microphones (2 head table, 1 lectern, 3 Questions & Answers) with stands (floor/table), 1 wireless headset microphone and connection to sound from computers (mini PL plug) at the lectern.
- Audio monitors for the lectern and the head table.
- Lighting system, illuminating the lectern and the head table.
- 2 x AV technicians to operate the above-mentioned systems.

## **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 2 hours before the start of the session.

Please note that only conference computers are used in the session halls. These are 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 at least 2 hours before the start of the session or as soon as you arrive at the venue in the morning. 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 conference 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).

## Technical Rehearsal

As previously mentioned, we strongly recommend scheduling a technical rehearsal and testing the presentations during the rehearsal. Please plan directly with the Conference Audio Visual Coordinator, Mike Perchig at: [nest@nest-av.com](mailto:nest@nest-av.com). If you have already finalized the speakers who will give a talk in your symposium, **please share with us their details as soon as possible**. Kindly submit **the speakers' names by Friday, January 13, 2023**. Please specify country and email address for each speaker.

Please submit the final symposium program using [the attached Agenda format](#) via email to the Industry Coordinator Diyana Yosifova at: [dyosifova@kenes.com](mailto:dyosifova@kenes.com) as early as possible and no later than **Tuesday, February 1, 2023**.

**AD/PD™ one speaker lecture policy with regards Industry speakers:** A speaker may now present one talk in a Scientific CME accredited session and one talk in an Industry session; however, he/she is limited to speak in one industry session only. In other words, the same speaker is not allowed to speak in two different industry sponsored sessions so it is



important to check that your speakers have not already accepted to talk in any other industry session when inviting them for your session.

**Please ensure your speakers are aware of above policy before accepting to talk in your symposium.**

**The final session agenda should include the following information:**

- 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):

- Speaker Bio – up to 200 words.
- Speaker Photo – 180×240 px, JPG Format

In case of any changes to your symposium title or program after the initial submission, please update the Industry Coordinator Diyana Yosifova at: [dyosifova@kenes.com](mailto:dyosifova@kenes.com).

## **Symposium Promotion**

Due to accreditation criteria for this conference, which is CME certified, the following rules must apply:

**Guidelines to follow when creating your promotional items and content:**

- **AD/PD™ logo** 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, please always indicate on any of your promotional materials: **This session is not included in the main event CME/CPD credit**
- When promoting your symposium, you are allowed to use the phrase: **Official symposium of the International Conference on Alzheimer's and Parkinson's Diseases 2023**
- When creating adverts for **mobile app, program book and mailshots** it is allowed to promote product, symposia or company promotion. Only when promoting symposia please always indicate the following text inside: **This session is not included in main Congress CME/CPD credit**
- When creating adverts for External and Internal lobby flags in the virtual platform it is allowed to promote symposia or company promotion. Only when promoting symposia please always indicate the following text inside: **This session is not included in main Congress CME/CPD credit**

## Promotional Items

### Advertisement in the Mobile App – Carousel Image

Supporters who are entitled to an advertisement in the mobile app, are kindly requested to submit the file via email to the Industry Coordinator Diyana Yosifova at [dyosifova@kenes.com](mailto:dyosifova@kenes.com) by **Tuesday, February 14.**

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

Size: 780px x 1688px

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

### Promotional Email Blast – Exclusive

For supporters entitled to an exclusive e-mail blast as per their signed contract, kindly submit the files by **Tuesday, February 14** via email to the Industry Coordinator Diyana Yosifova at [dyosifova@kenes.com](mailto:dyosifova@kenes.com). Please send the **HTML version**

of your mailshot **and other relevant files together in zip folder** and send us everything with the **subject line**.

Please [click here](#) to download the e-mail blast design requirements. These guidelines should be forwarded to your web-designer/Programmer.

### **Important notes:**

- In case the webmail is promoting a sponsored symposium, please include the following disclaimer:  
***This session is not included in main event CME/CPD credits.***
- It is not allowed to use the AD/PD™ logo. The conference banner will be added to the webmail's header by Kenes.
- The "From" field will be "AD/PD™ 2023 Supporters"
- The exact launch date will be determined by Kenes in due course. The E-mail Blast will be sent out to the pre-registered delegates who have agreed to receive promotional material from supporters.
- Content received after the deadline may be processed for an additional fee of EUR 500.

### **Promotional E-mail Blast – Joint**

Supporters who are entitled to Joint E-mail Blast as per sponsorship level, are kindly requested to submit the files until **Tuesday, February 14** and to follow the guidelines below:

- Please prepare 2 files according to the following specifications:

#### **One Banner/Image**

Format: JPEG

Dimension: 300X250

Width: 300 pixels / Height: 250 pixels

#### **One A5 PDF (this file will be linked to the banner/image)**

Format: PDF / A5 size

- Please send these 2 files to Industry Coordinator Diyana Yosifova at: [dyosifova@kenes.com](mailto:dyosifova@kenes.com)
- In case the webmail is promoting a sponsored symposium, please include the following disclaimer:  
***This session is not included in main event CME/CPD credits.***
- It is not allowed to use the AD/PD™ logo. The conference banner will be added to the webmail's header by Kenes.
- The "From" field will be "AD/PD™ 2023 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.

### **Push Notification via Mobile App**

For supporters entitled to push notification via the mobile app as per their signed contract, kindly submit the text by **Tuesday, February 28** by e-mail to Diyana Yosifova at: [dyosifova@kenes.com](mailto:dyosifova@kenes.com) according to below guidelines:

- Message **title** – **Maximum 40 characters** including spaces
- Message **body** – **Maximum 140 characters** including spaces

### **Important:**

- **Please specify your preferred date and time** (Gothenburg local time) when submitting the text.  
We will do our best to accommodate this request. The final schedule of the push will be determined closer to the conference, considering the overall push notifications schedule of the conference.
- Push notifications will be sent out during **official breaks only** in order not to disturb the participants who are inside session halls when sessions are taking place. The updated program timetable including list of breaks can be found on the conference website under "Scientific Program" page ([click here](#)).

- Content is subject to the approval of AD/PD™.
- Please make sure to indicate **company name** either on the title or in the message body.
- Kindly note:
  - Push Notifications are sent only to participants who download the app and accept to receive notifications.
  - Push notifications look different across various browsers, device types, and operating systems.

## Advert Inside the Mini Program

Supporters entitled to an advert inside the mini program as per their signed contract, are kindly asked to submit the file no later than **Tuesday, February 14** by e-mail to Diyana Yosifova at: [dyosifova@kenes.com](mailto:dyosifova@kenes.com) according to [these specifications](#):

- PDF format, Press quality, CMYK only, Fonts and images embedded.
- Please be sure to leave an extra 3mm of your artwork around the edge (bleed) to allow more leeway when the printer trims the pages.

## Bag Inserts

Bag inserts are to be printed and delivered by the supporter. Should you be entitled to a bag insert as per your contract, please follow the below procedure:

1. Please submit the final artwork (prior to printing) for approval no later than Tuesday, February 14 via email to the Industry Coordinator Diyana Yosifova at [dyosifova@kenes.com](mailto:dyosifova@kenes.com).
2. The bag insert should not exceed a double side of standard A4 dimensions.
3. When promoting Sponsored Symposium, please include the following text: *This session is not included in main event CME/CPD credit*

4. A quantity of **3500** inserts is requested. We recommend checking the latest registration numbers with the Industry Coordinator, before printing.
5. Bag inserts must arrive at the advanced warehouse **no later than** March 20 to be included in the Conference bags.

### **Important Notes Regarding Shipping of Bag Inserts:**

- Inserts that do not arrive to the warehouse **by March 20**, will not be included in the Conference bag.
- *Merkur* is the official logistic agent for the AD/PD™ 2023 Conference. To assure the safe and timely arrival of your inserts, we strongly recommend sending the Inserts via **Merkur warehouse** (fees will incur). Further details can be found in the in the [Shipping Instructions](#).
- Packages should be labeled (Label Bag Inserts) with the supporting company name, name of the responsible person (who will be onsite), and the name and date of the event. Please also make sure to state 'Bag Inserts' on all packages. This Label for Bag Inserts can be found in the [Shipping Instructions](#).
- Supporters may deliver the Inserts directly to the venue door. Please note that all materials entering the venue incur a handling charge (including bag inserts and display items). No other company is permitted to deliver, operate, and handle goods inside the venue.
- **Inserts that do not arrive to the venue by 09:00am on Monday, March 27, 2023 will not be included in the conference bag.**
- Any deliveries made directly to the venue without going through the official logistics agent, will be at the supporter's own risk. If they do not arrive on time or are mislaid, the Conference organisers and official logistics agent will not take any responsibility.

### **Symposium Signage (Optional)**

Symposium supporters have the option to create signage promoting their symposium according to the below guidelines. The symposium signage should be produced by the supporter. Please make sure to follow the guidelines specified at the beginning of this section.

## **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. Please make sure to indicate the following disclosure on the sign: ***This session is not included in main event CME/CPD credits.***

### **Stage Banners**

- 1 x free standing vertical sign to be placed on/next to the stage. Maximum dimensions: 150cm wide x 250cm high.
- 1 x horizontal sign placed in front the head table facing audience. (For dimensions, please refer to Section: Symposia Session Halls).
- 1 x vertical sign placed in front of the speakers' lectern facing audience. Except in Hall C which will have a digital lectern. (For dimensions, please refer to Section: Symposia Session Halls).
- In addition to the above, in Hall C it will be possible to digitally brand the Panoramic screen, further details will be given once the AV package is being completed.

## **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 Industry Coordinator and Exhibition Manager regarding exact time and location.

**Notice:**

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

**Symposium Badges**

Each symposium organiser is entitled up to 10 Symposium badges which allow access to their Industry Session only. These badges will not display individual names.

Symposium badges will be prepared *upon request only* and can be collected at the Registration desk 2 hours prior to start of your Industry session. Symposium Badges needs to be returned to the Registration desk after the session has ended.

**Wi-Fi**

Free Wi-Fi will be available at the conference venue. Please be aware that public Wi-Fi capacity is limited. Therefore, it is restricted to email and web browsing activity. Should you require Wi-Fi or an internet line during your symposium, please let us know in advance and we will send you a quote.

Contact person: Jimena Meymar: [jmeymar@kenes.com](mailto:jmeymar@kenes.com)

**Meeting Rooms / Hospitality Rooms**

Supporters interested in renting a meeting room during AD/PD™ 2023 Conference should contact Industry Liaison & Sales, Ms. Victoria Eskenazi: [veskenazi@kenes.com](mailto:veskenazi@kenes.com)

**Parking (for car or small van – hand-carry items only)**

There are several parking options for private cars and small vans, such as the nearby "Focus Multi-Storey Car Park". [Click here](#) for further information.

**Waste Disposal**

Please note that it is the supporter's responsibility to leave the symposium session hall in a clean and tidy manner once the symposium has finished. Any items such as leaflets, banners, roll-ups must be removed from the hall at the end of the session. Any discarded waste, including promotional material, left behind will be removed by the conference organisers at the expense of the supporter concerned.



## **“K-Lead” Application – Barcode Scanner 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. Barcode readers may be purchased in advance via the Exhibitors' Portal no later than **Monday, March 13.**

**We are pleased to offer you the “K-Lead” Application.** Exhibitors / 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.

The advantages of the “K-Lead” application:

- Effortless process using registration badge barcode.
- Allows to immediately view the leads information.
- Ability to insert exhibitor's comments for each lead.
- Application is available for download from Apple store or Google play: “K-Lead App”.
- Cost per unit – **EUR 600** (excluding 4% credit card charges fees, excluding VAT if applicable)

**The Application should be installed on your company / personal device (tablet / smart phone).** Operational information will be sent in due course.

To order “K-Lead” Application, please access the Exhibitor's Portal <https://exhibitorportal.kenes.com>

**Deadline: Monday, March 13**

Onsite rate of EUR 750 will be applied for order received after above deadline.

**Please Note:**

- **Device is not included. The Application should be installed on your company/personal device (tablet/smart**

phone).

- In accordance with the **general data protection regulation** (GDPR), Kenes Group has updated its privacy policy. You can view our updated privacy notice [here](#). Kenes will not share delegate's personal data with third parties without their consent. Please note that similarly to sharing a business card, presenting a delegate badge for scanning at exhibition booths or industry symposia constitutes an expression of consent to share their personal details with the company that is scanning their badge so that it may contact them in the future.
- Barcodes on delegate's badges contain contact information as supplied by the delegate or the agency responsible for the registration process of the delegate. We regret that in some cases, such as when group registration is completed by a company, we may not be in possession of the full contact details.
- In addition, please note that neither Kenes Group nor the Organising Committee is responsible for the content of the information.

If further assistance is required to place your order, or you have not received your login details please contact the Industry Coordinator, Diyana Yosifova at: [dyosifova@kenes.com](mailto:dyosifova@kenes.com)

**Maximize your Participant Experience – Use our innovative technologies for your Symposium**

Kenes is proud to deliver a wide variety of quality onsite technology products and services.

We offer:

- **Live Streaming** and many more products designed for capturing and recording symposium content.
- **Voting, Evaluations**, and more products designed for increasing participant's interaction during symposium sessions.
- **Translation services for any language:** We can provide

the traditional solution with local interpreters and hiring headphone receivers. Alternatively, we offer *app translation* with remote interpreters. In this case the participants stream the translation through an app on their smartphones.


We also provide tailor made customized solutions – [contact us](#) to make it happen!

**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 **Tuesday, February 14**. Orders received after the deadline will incur rush fees.

 **Virtual Room Branding Package – Relevant only in occasion of Live Streaming purchased.**

The price for all four elements is **2500 EUR** + VAT, if you want to include it, please contact [dyosifova@kenes.com](mailto:dyosifova@kenes.com)

### **1. Waiting Room Branding**

This is the first slide participants will see when entering the session virtual room, while waiting for the symposium to begin (the virtual room is accessible 5 min prior to the start time of the session).

Specifications: MP4, 1920×1080, up to 5 mins

[Click here to view example.](#)

### **2. Live Q&A Video**

This slide will be shown when switching from the pre-recorded presentation/s to the live Q&A segment of the session, to avoid seeing a black screen during this transition.

Specifications: MP4, 1920×1080, up to 5 mins

[Click here to view an example.](#)

### 3. "Thank You" Slide (End of Session Slide)

This slide will be shown at the end of the session following the Q&A segment, and can be used to refer the audience to your booth or company website etc. (Note: the slide is not clickable)

Specifications: 1920/1080 pixels, JPEG

[Click here to view an example.](#)

### 4. Company logo

This logo will be shown on the top right corner of the video player.

Specifications: 32 x 32 pixels, PNG/JPEG

Kindly note that *Merkur Expo Logistics GmbH* is the sole official on-site agent nominated by *Kenes Group* to handle all in/out shipments arriving to this conference.

Contact details:

***Merkur Expo Logistics GmbH***

Mr. Bernd Blum

E-mail: [Bernd.Blum@merkur-expo.com](mailto:Bernd.Blum@merkur-expo.com)

Mobile: +49 (0) 175 588 0291

Range of services:

- Transport, national or international
- Temporary or permanent customs clearances
- Coordination of deliveries, delivery time slot management
- Unloading, delivery to the hall/exhibition-stand, forklifting
- Storage of empty boxes and crates during the event
- Accessible storage for brochures and give-away items during the event

The shipping instructions at the end of this manual are provided to assist with your preparation for the correct and timely dispatch of materials to the conference. Please follow

the instructions closely.

The shipping instructions include:

- Shipping Instructions
- Tariff
- Material Handling Form
- Shipping Labels

In order to follow up on your shipment and to confirm arrival on time, we kindly ask you to provide the official shipping agent with the following information prior to shipping:

1. Number of pieces (pallets, boxes, cartons, etc.)
2. Way of transport (road freight, courier services, airfreight, ocean)
3. Airway bill number

Supporters may choose to use their own services to deliver their goods to the venue door. However, no other company is permitted to deliver, operate, and handle goods inside the venue.

*Merkur* has the responsibility of receiving and handling all materials for a fee as published on the “Tariff” section at the end of this manual. Handling rates are based on the incoming weight of shipments. ***Merkur* must have payment before forwarding freight.**

In order to receive a price quote for handling and to assure arrival of your materials, please be sure to complete the “Pre-advise” form included in the shipping instructions.

**Shipments sent directly to the venue prior to the set-up period Monday, March 27, will be refused by the venue.**

### **Insurance of Goods**

All cargo should be insured from point of origin.

To view the [full AD/PD™ 2023 Conference Shipping Instructions](#),

including Tariffs, Material Handling please select the relevant links:

- [Shipping Instructions](#)
- [Tariff](#)
- [Material Handling Form](#)
- [Label Bag Inserts – VIA ADVANCED WAREHOUSE](#)
- [Label Bag Inserts – DIRECT TO THE VENUE](#)

**Please Note: All advanced shipments and deliveries to the Merkur warehouse, including by courier, must be coordinated with Merkur.**

**Important:** Shipping Labels must be attached to all boxes.

For any questions/clarifications, please contact Mr. Bernd Blum from *Merkur*

E-mail: [Bernd.Blum@merkur-expo.com](mailto:Bernd.Blum@merkur-expo.com)

Mobile: +49 (0) 175 588 0291

There is an increasing number of fraudulent websites that are attempting to impersonate WSPID 2023. **All official communications about WSPID 2023 are managed by Kenes Group.** Please exercise caution if contacted by other organizations claiming to represent WSPID 2023. For any questions about sponsorship please contact Teresa Casillas Seoane , Industry Liaison & Sales Associate, at [tseoane@kenes.com](mailto:tseoane@kenes.com)[printfriendly current="yes"]