



13TH WORLD CONGRESS OF THE WORLD SOCIETY FOR PEDIATRIC INFECTIOUS DISEASES

DURBAN, SOUTH AFRICA

PROSPECTUS

Educational Items

BLENDED LEARNING



Funding support for the development of a blended learning program.

To improve physician competencies and ultimately improve patient care, we are offering blended learning opportunities. This interactive and well-received learning method combines face-to-face learning with online learning.

Training and educational activities can be blended in many ways. Blended learning courses have proven to be a popular choice for learners as it allows learners to take advantage of much of the flexibility and convenience of an online course while retaining the benefits of the face-to-face experience.

A blended learning program includes:

- Online pre/post-test and/or online pre-/post e-learning course/ case-study linked to a Symposium/Educational Session* at the Congress for a face-to-face session.
- Support will be disclosed in the Industry Support section of the Congress website and Program Guide.
- Support will be acknowledged within the online learning activity.

**Needs to be requested separately as it is not included in the cost.*

E-POSTER AREA



Kenes e-Posters are a unique combination of scientific posters and interactive content. An e-Poster is an electronic version of the traditional paper poster and is shown at dedicated digital stations at the event.

E-Posters create unique networking and engagement opportunities, generate participants' interest, and are good exposure for authors. The highly trafficked e-Poster terminals, located in prime locations allow attendees to access the electronic presentations easily and conveniently. E-poster support includes:

- Signage at the entrance to the e-Poster area with "Supported by..." and a company logo only.
- Signage "Supported by..." and a company logo only on each individual e-poster station.



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- Signage in the virtual platform 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, virtual platform, mobile application and with signage during the event.

EDUCATIONAL GRANT FOR A SCIENTIFIC SESSION



Educational Grant in support of an existing official Scientific Session organized by the Scientific Committee and supported by a grant from industry.

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

EDUCATIONAL PORTAL



We welcome you to our new online educational portal which will act as the repository of scientific materials of all our conferences and more. Participants will be able to access our materials and get in touch with other healthcare professionals in the field.

- Support for the development of the online portal with an educational grant.
- Company will be able to reach participants all year round.
- Create your own Module, share webcasts, studies and more!

MOBILE APP



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.

The Mobile App support includes:



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PROMOTION OF INDUSTRY SESSION



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

Companies can rent a space on the Congress website for period of 12 months (or until the next congress) and use it as a hosting partner to broaden the audience of their Supported Symposium.

- The webcast will be displayed in an Industry dedicated page on the website.
- Webcast will be clearly indicated as: “Webcast of an industry symposium session” on the Congress Website.
- The company will need to provide a written agreement with the speakers, which allows the webcast to be placed there.
- Webcast needs to be provided by the supporting company.

TRAVEL/ PARTICIPATION GRANT



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

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

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 Congress Secretariat.

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



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Promotional Items - Presence

INDUSTRY SESSION



- Opportunity to organize 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 organizers.

PRE-CONGRESS VIDEO TEASER



- Sponsors will be offered a dedicated webpage including a 4 min video on the official Congress Website.
- Opportunity for sponsors to connect with attendees before the Congress days and create anticipation with a pre-event promotional video/webpage hosted by Congress organizers.
- Product advertising is not permitted.
- Note: All pages are subject to review by the Congress Programme Committee.



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PRODUCT THEATER SESSION



Meet with attendees and key decision makers to share your new research outcomes, discuss your clinical protocols, and conduct product demonstrations of your new products and services. Product 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 Theater provide a high value educational opportunity for hosts to reach engaged healthcare professionals. These sessions deliver a platform to gather and discuss issues on patient education, specific products and therapeutic areas.

Located in the Exhibition hall, 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.



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Promotional Items – Visibility

BRANDING OPPORTUNITIES IN THE VIRTUAL PLATFORM



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.

CHARGING KIOSK



Branded Charging Kiosk for multiple devices, including smartphones and tablets. It's a great way to leave a lasting impression on the participants.

- Opportunity to brand the Charging Kiosk with your company name and logo.
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COFFEE BREAK



Coffee will be served during breaks in the exhibition area. Hospitality provided will be in compliance with all relevant industry codes.

- Opportunity to have a one-day display of company's logo at the catering point located within the exhibit area.
- Opportunity to provide items bearing company logo for use during the supported break.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, virtual platform, mobile application and with signage during the event.

HAND CLEANSER



- Hand cleanser gel in refillable bottle with flip-cap.
- Hand cleanser gel will be available for all participants during the Congress days.
- Sponsor will be able to brand the bottle with the company's logo.
- Support will be recognized in the Industry Support and Exhibition section of the program, on the event website, virtual platform, mobile application and with signage during the event.

KEY RING



Make an impression with this practical and long-lasting key ring!

- Key rings will be available for all participants during the Congress days.
- Specially designed to avoid touching public usage surfaces with your hands (door handles, switches, public use taps, ATMs...).
- Sponsor will be able to brand the key ring with the company's logo.
- Support will be recognized in the Industry Support and Exhibition section of the program, on the event website, virtual platform, mobile application and with signage during the event.

LANYARDS



Opportunity to place company logo on the lanyards. The Organizing Committee will select the type and design of the lanyards.

The support entitlements are as follows:

- Supporter's logo to be printed on the lanyards.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, virtual platform, mobile application and with signage during the event.



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LOUNGE AREA



There will be a Lounge Area where attendees will be able to connect to the virtual platform, work or even have a quiet corner. Your company's logo will be prominently displayed.

- Signage near the area with "Sponsored by..." and a company logo.
- Opportunity to brand the area and to distribute branded items.
- Banner with the company logo in the Networking Lounge in the virtual platform.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, virtual platform, mobile application and with signage during the event.

SYMPOSIUM BRANDING IN THE VIRTUAL PLATFORM



- Opportunity to brand the virtual waiting room of your virtual session.
- The waiting room is a great opportunity to connect with attendees and create anticipation – you can share a slide or a video while attendees are waiting for your session to start.

WATER STATION



Supporter will have the opportunity to promote itself by branding the water stations found in the Exhibition Hall.

- Opportunity to brand the Water Stations with your company name and logo.
- Support will be recognized in the Industry Support and Exhibition section of the program, on the event website, virtual platform, mobile application and with signage during the event.

WELCOME RECEPTION



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



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Promotional Items – Networking

MEETING ROOM



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.

MULTI HUB



Missing the face-to-face interaction? Multi Hub 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 Mult iHub 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 meetings with hub and virtual attendees
- Have live and direct contact with local participants

The Mult iHub 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



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SOCIAL MEDIA PROMOTION



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

- Increase your reach and connect with participants and other HCPs by using the Congress 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 Congress organizers.

WORLD MAP



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

- Support will be recognized on a separate printed sign/rollup located beside the World Map screen, with “Supported by...” and a company logo only.
- Support will be recognized with World map signage within virtual Lobby including “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, virtual platform, mobile application and with signage during the event.



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Promotional Items – Advertise

ADVERT IN FINAL PROGRAM



Full page color advertisement (inside page/ inside back page/ spread page) in designated section of the Final Program.

- The Final Program will contain the timetable, information about the scientific program and other useful information. It will be distributed to all registered participants in the bags.
- The advertisement will be printed in the designated industry section of the program, according to compliance regulations.

CONGRESS MAILSHOT ADVERT



Broaden your reach by placing and advert in the Congress mailshot.

- Company advert in a designated area of the official Congress mailshot.
- Product advertisement is not allowed.
- Subject to review by the Congress Program Committee.

CONGRESS WEBSITE BANNER



Promote your company to all visitors of the Congress website.

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

MOBILE APP ADVERT



- Gain additional exposure for your company, industry session or booth by advertising it in a designated section of the Mobile App.
- The Congress Mobile App will be available for all participants who download the app.

POST-CONGRESS MAILSHOT



Connect with participants after the Congress days by sending out a post-Congress Exclusive Mail Blast to registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Congress Organizer.



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- Mail blast will be exclusive for the supporting company. The designed mail blast (html format with Kenes design requirements) and the preferred “Subject” to be provided by the Supporter. “From” field will be Congress Acronym + Year.

** In the case where the supporter cannot provide a compliant HTML file, they may provide one pdf/ image, that will be embedded into the congress designed mailshot for an additional charge of \$250. Content received after the deadline may be processed for an additional fee of \$500.*

Industry Support Disclosure – will be added to all mailshots

This 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.

PROMOTIONAL MAILSHOT



Gain additional exposure for your industry session, company or exhibition booth by sending out a Mail Blast to the pre-registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Congress Organizer.

- **Exclusive:** Mail blast will be exclusive for the supporting company. The designed mail blast (html format with Kenes design requirements) and the preferred “Subject” to be provided by the Supporter and subject to receipt by 6 weeks prior to the Congress. “From” field will be Congress Acronym + Year.
- **Joint:** Mail blast will be shared with other supporting companies. Supporting company should provide the content for the mail blast following Kenes design requirements. Design of mail blast will be done by Kenes/Organizer.
- **Please note:** Mailshots sent prior to the beginning of the virtual congress cannot be linked to activities within the virtual platform as this one is not live/ available yet, i.e Industry sessions and booths.

** In the case where the supporter cannot provide a compliant HTML file, they may provide one pdf/ image, that will be embedded into the congress designed mailshot for an additional charge of \$250. Content received after the deadline may be processed for an additional fee of \$500.*



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PUSH NOTIFICATION



- One “push notification” sent to all participants* onsite through the mobile app and online via the virtual platform.
- Date and time to be coordinated with Congress organizer.
- Specifications will be provided by the Congress organizer.
- The Congress App will be available for all participants who download the app.

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