



14TH WORLD CONGRESS OF THE WORLD SOCIETY FOR PEDIATRIC INFECTIOUS DISEASES

BANGKOK, THAILAND



GLOSSARY

FULL PRODUCT DETAILS



EDUCATIONAL OPPORTUNITIES



EDUCATIONAL 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.



EDUCATIONAL GRANT IN SUPPORT OF AN EXISTING SESSION

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



GRANT FOR WSPID ONLINE EDUCATION PORTAL

By providing an independent medical educational (IME) grant towards the online educational portal, you are making a vital contribution to the efforts our Congress to improve online education and the quality of healthcare delivered across the globe.

(Acknowledgment in the Industry Support section and footer on the WSPID online learning portal and on the funded activity -if one specific activity and not whole portal is funded).



PROMOTION OF INDUSTRY SYMPOSIA ON THE CONGRESS WEBSITE

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.



MOBILE APP

The Congress Mobile App engages attendees with personalised 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 programme, abstracts, speakers' information, participants' list, the rating/voting system for sessions and speakers, and a personalised 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.



E-POSTERS

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 "Supported by..." and a company logo only on each individual e-poster station.



BLENDED LEARNING

Funding support for the development of a blended learning programme.

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 programme 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 Programme Guide.
- Support will be acknowledged within the online learning activity.

PROMOTIONAL OPPORTUNITIES PRESENCE



PLENARY SATELLITE SYMPOSIUM (60 MIN)

- Opportunity to organise an official non-CME Industry Session (Programme subject to the approval by the Congress Committee).
- Includes hall rental, standard audio/visual equipment and display table.
- Permission to use the phrase "Official Symposium of WSPID 2025".
- Sponsored Symposia Programmes will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Programme as: "Industry Session" not included in the main event CME/CPD credit offering".

PLEASE NOTE: WSPID will not cover the expenses for speakers in the industry session(s). In addition to the support fee, the sponsoring company is responsible for covering all expenses for their speakers, including registration, accommodation, and travel. This obligation remains even if the sponsored session speakers had previously been invited by the organisers and had made prior travel arrangements independently. MedTech/EFPIA regulations will be considered if applicable.



PARALLEL SATELLITE SYMPOSIUM (60 MIN)

- Opportunity to organise an official non-CME Industry Session (Programme subject to the approval by the Congress Committee).
- Includes hall rental, standard audio/visual equipment and display table.
- Permission to use the phrase "Official Symposium of WSPID 2025".

- Sponsored Symposia Programmes will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Programme as: "Industry Session" not included in the main event CME/CPD credit offering".

PLEASE NOTE: WSPID will not cover the expenses for speakers in the industry session(s). In addition to the support fee, the sponsoring company is responsible for covering all expenses for their speakers, including registration, accommodation, and travel. This obligation remains even if the sponsored session speakers had previously been invited by the organisers and had made prior travel arrangements independently. MedTech/EFPIA regulations will be considered if applicable.



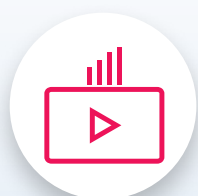
INNOVATION STAGE (20MIN)

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 Theatre provide a high value educational opportunity for hosts to reach engaged healthcare professionals. These sessions deliver a platform to gather and discuss issues on patient education, specific products and therapeutic areas.

Located in the Exhibition hall, Product 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.



PRE-CONGRESS VIDEO PROMOTION

- 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 organisers.
- Product advertising is not permitted.

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

PROMOTIONAL OPPORTUNITIES VISIBILITY



LANYARDS STATION

Place your company logo on the lanyard stand located in the registration area. The Organizing Committee will select the type and design of the lanyards.

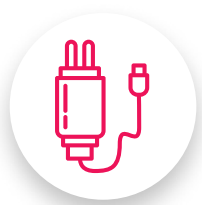
- Supporter's logo to be printed on the lanyards stand.



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.



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.



BRANDED WATER STATIONS

Water stations will ensure the well-being of participants. In the water stations, cups are provided, and participants can serve themselves.

- Supporter's logo on the Water Stations.



LOUNGE AREA

Extend the visibility of your brand or product and at the same time help participants stay connected, plugged in and charged up throughout the entire meeting.

- Sponsor's (corporate or product) branding on specific supported Lounges.
- Possibility for a sponsor's corporate or product video to be displayed on the screens of lounge (to be produced and provided at the sponsor's expense).



COFFEE BREAK (per 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.



WELCOME NETWORKING 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.



BRANDING OPTIONS

Variety of branding opportunities at the venue that will enhance your presence and captivate attendees with strategic placements that put your brand in the spotlight.

PROMOTIONAL OPPORTUNITIES ADVERTISE



FINAL PROGRAM – INSIDE BACK PAGE / INSIDE PAGE

Full page colour advertisement (inside page / inside back page) in designated section of the Final Programme.

- The Final Programme will contain the timetable, information about the scientific programme 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 programme, according to compliance regulations.



ADVERT IN THE CONGRESS APP

- 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.



ADVERT IN A CONGRESS MAILSHOT

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 Programme Committee.



BANNER IN THE CONGRESS WEBSITE

Promote your company to all visitors of the Congress website.

- Banner advert in a designated area of the official Congress homepage website.
- Banner advert will serve as link to supporter's website.
- Banner is non-exclusive: up to 4 companies' banner ads will rotate on the homepage.
- No product advertisement is allowed.
- Subject to review by the Congress Programme Committee.



PROMOTIONAL E-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 Organiser.

- **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 WSPID 2025.
- **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/Organiser.

* 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 organised by industry and not included in the main event CME/CPD credit offering.



POST-CONGRESS E-MAILSHOT (EXCLUSIVE)

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 Organiser.

- 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 WSPID 2025.

* 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 organised by industry and not included in the main event CME/CPD credit offering.



PUSH NOTIFICATION (IN THE MOBILE APP AND VIRTUAL PLATFORM)

- One "push notification" sent to all participants* onsite through the mobile app.
- Date and time to be coordinated with Congress organiser.
- Specifications will be provided by the Congress organiser.
- The Congress App will be available for all participants who download the app.

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



BADGE PRINTING STATION *NEW

As a registered participant approaches kiosks to print their event badges, a video / banner / logo of your company will be prominently displayed on the kiosk monitors and your brand will enjoy significant exposure, making a lasting impression on attendees as they collect their badges.

Industry Support Disclosure - 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.



REGISTRATION LETTER BANNER (EXCLUSIVE) *NEW

- Banner-advertisement in the footer of the registration Confirmation Letter.
- Banner advertisement can be linked to supporter's website.
- Note: Banners are subject to review by the Congress Programme Committee.

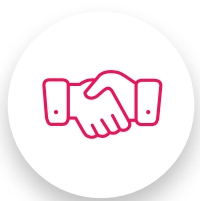


SOCIAL MEDIA POST

- 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 organisers.

PROMOTIONAL OPPORTUNITIES

NETWORKING



HOSPITALITY SUITE / 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.

ACKNOWLEDGEMENTS

Each Supporter and Exhibitor will be acknowledged in the Industry Support and Exhibition section of the program, on the event website and mobile application.

CONTACT

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