

# Virtual Promotion & Advertising

- Opportunity to organize an Official *Non-CME Industry Session*, up to 90 minutes (Program subject to the approval by the WCN Committee)
- Includes IT support
- Permission to use the phrase “Official Symposium of the XXV World Congress of Neurology
- ☐Sponsored Symposia Programs will be included in a designated industry section of the Program
- Time Slots: allocated on a first-come, first-served basis
- Industry sessions will be clearly indicated in the timetable/Program as: “Industry Session” not included in the main event CME/CPD credit offering”☐
- Support will be acknowledged on the industry section of the virtual congress and the website

***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 Congress.***

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***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 Congress.*** 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 Theatres 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
- Hand out promotional materials
- Includes live Q&A and IT support
- Support will be acknowledged on the industry section of the virtual congress and the website
- Opportunity to replay your industry session in the interactive pre-recorded format during the 3 months after the Congress that the platform is available
- Companies will have the possibility to engage with new participants and expand the reach of their symposium by

bringing their experts for a live Q&A

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

\* The main presentation will be pre-recorded and will include a scheduled live Q&A and chat with the speakers. Opportunity to have an additional live Q&A session connected to your industry session, during the Congress 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 Congress Organizer

Opportunity to increase the reach of your Industry Sessions by adding translation services of any language/s of your choice.

Available options:

- **Transcription** of session speech/audio of the original language, converting it into a written text document with 100% accuracy (performed by a specialist)
- **Subtitles** for the session on-demand (whilst the platform is available). It will enable participants to watch a pre-recorded session with subtitles, in any of your selected languages
- **Subtitles** during the live broadcasting of a session. This feature will enable participants to watch any pre-recorded presentation broadcasted live with loaded subtitles
- **Voice-over Translation** for the session on-demand. This will enable participants to watch the session with translated audio, in any of their selected languages
- **Simultaneous Interpretation**, which is beneficial for live presentations. It will enable participants to

listen to a real-time interpretation of what is being spoken, from source language to your selected languages

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

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 meetings 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
- Acknowledgment as Multi Hub supporter within WCN virtual

## platform/Congress Website

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

- Support will be recognized with the company logo at the entrance of the Networking Lounge
- 2 Public chat rooms included in the support package
- Support will be acknowledged on the industry section of the virtual congress and the website
- Opportunity to have a dedicated public chat room within the group chat area
- Participants can network in the group among themselves or with company representatives for that specific topic

The World Map is a unique atlas providing viewers with extra info/data on congress participants from around the globe. The map is an interactive experience for participants to connect based on their geographical origins, ideal for enhancing participant networking in the virtual environment.

- Support will be recognized with World map signage within the virtual Lobby including “Supported by...” and a company logo only
- Support will be acknowledged on the industry section of the virtual congress and the website
- The supporting company will have the opportunity to brand the flags or the blimp on the welcome page of the virtual Congress
- This page is the first page participants will see before each login to the platform, giving your company big exposure even before entering the virtual venue
- The supporting company will have their logo placed on 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
  - The supporting company will have the opportunity to add an advert on one of the screens in the lobby of the virtual Congress
  - By clicking on the screen, a pop-up will show your advert
  - The supporting company will have the opportunity to add a video on one of the screens in the lobby of the virtual Congress
  - By clicking on this video ad, a video streamer pop-up will show on the screen
  - 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 Program Committee
  - Your imagination is your limit in case you want to create a compelling and authentic connection with our delegates. Let's talk about building something unique to your brand, product, or business goals
  - 30-minute interview organized in collaboration with onsite media team and broadcast in the virtual exhibition auditorium

Captivate attendees during the Congress by giving them a chance to be creative, have fun and engage with each other through our virtual Photo Booth.

- Special browser-based feature integrated into our virtual platform, which aims to enhance participants' congress experience allowing them to snap still photos, animated GIFs, boomerang looping videos, and more
- Possibility of having branded backgrounds, frames, and stickers including the event title and the company logo
- Possibility for participants to share the event photos directly via their social media, promoting your company and the event.
- Opportunity to hire a virtual room that may be used to host and entertain guests throughout the Congress
- Technical support will/can be provided

Games are a great way to capture attendees' attention and make their experiences memorable.

- Opportunity to have a virtual BINGO competition using the Congress platform

Opportunity to sponsor a virtual day in the Congress platform.

- Logo of the supporting company will be placed throughout the platform and push notifications will be sent to all attendees with the message "This virtual day is being supported by..." and Company name
- Support will be acknowledged on the industry section of the virtual congress and the website
- Opportunity to sponsor the "Recap of the Day" video
- This is a great way to get exposure at the end of each day
- Logo of the supporting company will be placed in the video with the message "This video is being supported by..." and the Company name
- Support will be acknowledged on the industry section of the virtual congress and the website

Host a VIP Pre- or Post-Event and connect with attendees in an

exclusive gathering.

- Promotional material of the supporting company will be included in the virtual bag
- Attendees will be able to view and download it
- 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
- The Virtual Exhibition will include four advertisements – Two as roll-ups in front of the product theatre and another two on the back wall
- The advertisements can be linked to a pop-up video, document, or hyperlink of your choice
- The Virtual Exhibition will include a video screen on the back wall.
- The video will be played automatically every time an attendee visits the Exhibition Hall
- Note that the video will be played in a loop, rotating with other sponsored videos

Opportunity to have a video pop-up in the Exhibition Hall during the Congress days.

- The video will pop up once in the middle of the screen for all attendees that are visiting the Exhibition Hall
- Attendees will be able to close it only after 5-10 seconds

□ Gain additional exposure for your Symposium, company, or exhibition booth by sending out a Mail Blast to the preregistered 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. □The “From” field will be WCN 2021

- **Joint:** Mail blast will be shared with other supporting companies. The 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 the 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 congress 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.** Gain additional exposure for your repeat industry session 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.

- 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. □The “From” field will be WCN 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.□*

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## Contact us now

for pricing, bookings and customized packages.

[CONTACT US](#)