Industry Manual

Dear Supporter,

We are happy to present you with the WSAVA 2022 Industry Symposia Manual which will take place in Lima, Peru on 29 – 31 October 2022.

Venue address:

Lima Convention Center

Av. de la Arqueología 206, San Borja 15021, Peru

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

Exhibitors and Supporters Portal

Each supporter will receive an e-mail with login details to access the Portal. The Portal enables supporters to:

- Submit a company logo and profile
- Submit deliverables as per contract
- Order lead retrievals/scanners

The login details will be 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.

Lastly, Kenes Group is offering participants and supporters special rates for various hotels in Lima. Information, pictures, location and rates are available on the hotel accommodation page:

<u>click here</u> or email us at <u>rangelova@kenes.com</u>

Please do not hesitate to contact me for further information or assistance.

We look forward to welcoming you in Lima and wish you a successful Industry Session!

Exhibition – Deadlines & Key Dates

Action Item (Please refer to your signed contract)	Deadline	Contact Person	
Staff Hotel Reservation	As soon as possible	<u>Ralitza Angelova</u> rangelova@kenes.com	
Payment of Invoice Balance	Must be received in full one week prior to the Conference	Pazit Hochmitz phochmitz@kenes.com	
Symposium Final Program (for approval by Scientific Committee)	As soon as possible and no later than Monday, 22nd August	Please send by email in the requested specifications to Industry Coordinator: asinapova@kenes.com	
Advertisement inside the Program book	Monday, 22 nd August		
Promotional E-mail Blast (Exclusive and Joint)	Friday, 16 th September		
Text for Push Notifications for Mobile app	Monday, 03 rd October		
Mobile app adverts	Monday, 03 rd October		
Onsite Bag Inserts	Monday, 12 th September		

Badge Scanner/ Lead Retrieval System	Monday, 03 rd October	To reserve your Scanners, please refer to the on- line Exhibitor's Portal				
Placing orders for Voting/ 'Ask the Speaker' and other Technology Products and Services	Wednesday,14 th September	Jimena Meymar <u>jmeymar</u> @kenes.com				
Catering Services	Monday, 10 th October	Karina Ruiz Rivera <u>eventos@arama.pe</u>				
AV — scheduling Tech rehearsal, placing orders for extra AV for the Sponsored Symposia and AV for Meeting rooms ONSITE	Please directly contact the AV coordinator	Mike Perchig <u>nest@nest-</u> <u>av.com</u>				
Shipping & Material Handling Services						
Door to door	Please contact Merkur	Irit Sofer Irit.sofer@Merkur-expo.com				
Airfreight shipments	Expo Logistics					
Direct to the Venue	Subject to time slot					

Industry Symposia Timetable for Onsite

Company Name	Date	Time	Location	Session details
Zoetis	Sat,	07:30 -	Hall Lima	<u>Click</u>
	29.10.2022	08:00	1	<u>here</u>
MSD	Sat,	13:15 –	Hall Lima	<u>Click</u>
	29.10.2022	14:15	1	<u>here</u>
Purina Institute	Sat,	13:15 –	Hall Lima	<u>Click</u>
	29.10.2022	14:15	2	<u>here</u>
Zoetis	Sun	13:15 –	Hall San	<u>Click</u>
	30.10.2022	14:15	Borja 2	<u>here</u>
Bionote	Sun,	13:15 –	Hall Lima	<u>Click</u>
	30.10.2022	14:45	1	<u>here</u>

Timetable and halls are subject to changes. The most updated timetable will be published on the <u>Congress website</u>

Important notes:

- When promoting your symposium, please always indicate on any of your promotional materials "Sponsored Symposium – non CE session"
- Please coordinate when you would like to set up the hall prior to the start of your Symposium with Aleksandra Sinapova. A member of the Kenes Operational team will be available should you need any assistance.
- Handouts can be distributed at the entrance to the Symposium Hall; however, it is NOT permitted to place material on the chairs 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 that the day's events may run smoothly. An updated scientific timetable can be found on the <u>WSAVA</u> <u>2022 Website</u>.

Catering

- Catering is exclusive and should be ordered in advance. Supporters who wish to order food and beverages for their symposium, meeting/hospitality room or exhibition booth, are welcome to do so directly with them.
- Food and drinks are allowed to be taken into the symposium halls (excluded hot dishes). If you are considering having catering together with the symposium, please note that additional charge will be applied for cleaning the hall immediately following the
- If you are considering having catering together with the symposium, please note that additional charge will be applied for cleaning the hall immediately following the session.
- If you are planning to have catering/lunch boxes together with the symposium, it is recommended to indicate in all publications that lunch/refreshment will be served as long this is not contradicting the supporter's internal compliance policy.

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Speaker's 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 Conference.

Technical Rehearsal Onsite

We strongly recommend scheduling a technical rehearsal in the hall itself and testing the Presentations during that rehearsal. Please make arrangements directly with the Congress Audio Visual Coordinator, Mike Perchig at: nest@nest-av.com A technical rehearsal is offered free of charge; however additional charges may apply, depending on hall availability and rehearsal requirements.



Visual (AV) Equipment

- Front projection screen, image of at least 6 meters wide
 (16.9 ratio)
- Data projector, at least 10000 ansi-lumens, incl. all the required cabling, for projecting the PowerPoint/ Video on the main screen (previous item).
- 40" Confidence monitor in front of the head table, showing the same image as projected on the main front projection 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.
- Laser pointer (as back-up, we recommend using the cursor of the laptop computer as a pointer).
- A. (sound) system, which covers the Hall, including 5 wired microphones (2 head table, 1 lectern,2 Questions) with stands (floor/table), 1 wireless headset microphone and connection to sound from computers (mini PL plug) at the lectern.
- Audio monitors on stage.

- Lighting system, illuminating the lectern and the head table.
- 2 AV technicians to operate the above-mentioned systems

Presentations Upload Onsite

If you are using a PowerPoint presentation (or any other PCbased 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 congress 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. The Congress will not be able to support lecture slides presented on personal computers.

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.

Please make arrangements directly with the Congress Audio Visual Coordinator, Mike Perchig at: nest@nest-av.com

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).

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

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)

Please see below specs for Speaker Bio and Photo.

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

Please <u>click here</u> in order to provide above requested information as soon as possible and no later than Monday, 22th August , if you need any assistance please contact the Industry Coordinator: Aleksandra Sinapova at asinapova@kenes.comThis section includes guidelines which will assist you to prepare promotional items related to your industry sessions, however, *kindly refer only to the relevant* items in accordance with your sponsorship agreement.

<u>Guidelines to follow when creating your promotional items and</u> <u>content:</u>

- When creating adverts for mobile app, program book and mailshots is allowed to promote product, symposia, or company promotion. Only when promoting symposia please add the following text inside: "Sponsored Symposium – non CE session"
- When creating adverts for External and Internal lobby flags in the virtual platform is allowed to promote symposia or company promotion. Only when promoting symposia please add the following text inside: "Sponsored Symposium – non CE session"

1.Virtual Platform or Mobile App Push Notification

For supporters entitled to a push notification as per their signed contract, kindly submit the text by **Monday**, **03**rd **October** to <u>asinapova@kenes.com</u> according to below guidelines:

- Message Title Maximum 75 characters including spaces
- Message body Maximum 140 characters including spaces
- Preferred date and exact local time, please with your industry coordinator
- *Note the final schedule will be determined closer to the conference, considering other push notifications.
- Push notifications will be sent out during breaks in order not to disturb the participants who are inside the halls.

2.Mobile App Advert

For Supporters sponsoring the App please send via email to <u>asinapova@kenes.com</u> by Monday, 03rd October.

 1500 x 2000px up to 2MB, JPEG or PNGWe recommend avoiding using small text, so the advert could be readable when displayed on a mobile screen.



3.Mobile App Rotating Banner

For Supporters entitled to Rotating banner please send via email to <u>asinapova@kenes.com</u> by **Monday, 03rd October.**

Specs: 2400 x 600px up to 2MB, JPEG or PNG and you can also provide us an URL to which we can link this advert when you click on it.

4. Program Book Advertisement

For Sponsors entitled to adverts in the printed program book as per their signed contract, please submit the file via the Exhibitor Portal no later than **Monday**, **22**th **August** in one of the following formats at a resolution no less than 300 dpi: EPS, Illustrator, JPG or PDF. Please refer to the diagram here under for advert dimensions for the final program. Printing space: 9 cm x 4.5 cm



5. Onsite 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:

Please submit the **final artwork** (prior to printing) for approval no later than **Monday, 12th September** <u>via the Exhibitor Portal</u>.

The bag insert should not exceed a double side of standard A4 dimensions.

When promoting your Symposium, please include the following disclosure: "Sponsored Symposium – non CE session"

A quantity of **2500** inserts is requested. We recommend checking the latest registration numbers with the Industry Coordinator, before printing.

Bag inserts must arrive at the venue **no later than October 27^{th}** to be included in the Congress bags.

As the Lima Convention Center has no storage facilities, no deliveries will be accepted PRIOR to the congress.

Important Notes Regarding Shipping of Bag Inserts:

- Merkur is the official logistic agent for the WSAVA 2022 Congress. 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 <u>Shipping Instructions</u>.
- Packages should be labeled (Green Label) 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.
- 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.
- 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 organizers and official logistics agent will not take any

6. Promotional Email Blast - Exclusive

Sponsors entitled to an Industry Mailshot as per their signed contract, please <u>click here</u> for the design requirements. Please make sure to forward these guidelines to your webdesigner/programmer. Please upload the HTML version of your mailshot and other relevant files together in zip folder and send us everything with the **subject line** to Aleksandra Sinapova at <u>asinapova@kenes.com</u> and no later than **Friday**, 17th **September.*** *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.*

7. Post Congress Exclusive E-mail Blast

The exclusive e-mail blast will be sent out to pre-registered participants who have agreed to receive promotional material from supporters.

Please advise us the exact launch date of the Post Conference E-mail Blast by **Friday, 17th September.**

<u>Click here</u> to download the design requirements. These guidelines should be forwarded to your webdesigner/programmer.

Please send the required file(s) to the Industry Coordinator Aleksandra Sinapova at <u>asinapova@kenes.com</u> along with the **subject line**.

8. Joint E-mail Blast

For the joint e-mail blast, please prepare two files according to the following specifications:

- 1 Banner/Image Format: JPEG Width: 300 pixels Height: 250 pixels
- 1 A5 PDF (to be linked to the banner/image)

Please send the required file(s) to the Industry Coordinator: Aleksandra Sinapova at <u>asinapova@kenes.com</u> no later than

Friday, 17th September.

The exact launch date of the joint e-mail blast will be advised closer to the Conference. It will be sent out to the preregistered participants who have agreed to receive promotional material from supporters.

9. Virtual Platform – Internal lobby logos/flags, external lobby flags

Specs will be provided upon request and customized.

Deadline: Monday, 12th September

 Tip: Keep your file catchy, clear and concise! Try to avoid letters, use large logo...

Due to compliance, it is not allowed to include a **Product logo** in the external <u>lobby flags</u> or <u>internal lobby banners and</u> <u>logos.</u>

This can be done in the <u>Exhibition area if you have a flag or</u> banner there.

In **internal lobby and external lobby** just brand logo is allowed: The company **Brand name** i.e.: Pfizer, Novartis, Teva)

Product logo (actual product/medicine name itself) may appear in the Exhibition area (Industrial area) if you have advertisement space there.

10.Symposium Signage Onsite (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.

Self-Standing Sign at the Hall 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: "Sponsored Symposium – non CE session"

Stage Banners in the Hall

- 1 x free standing vertical sign to be placed on/next to the stage. Maximum dimensions: 150cm wide x 250cm high.
- Banner placed in front the head table facing audience. (For dimensions, please refer to Section 4: Symposium Session Hall).

1 x vertical sign placed in front of the speakers' lectern facing audience. (For dimensions, please refer to Section 4: Symposium Session Hall).

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 Kenes Staff.**Symposium Signage Onsite (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.

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: "Sponsored Symposium – non CE session"

Stage Banners

- 1 x free standing vertical sign to be placed on/next to the stage. Maximum dimensions: 150cm wide x 250cm high.
- Banner placed in front the head table facing audience. (For dimensions, please refer to Section 4: Symposium Session Hall).
- For branding the head table and lectern please contact the Industry Coordinator for more information.

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 Kenes Staff.

Please note:

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

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:

Aleksandra Sinapova at asinapova@kenes.com

Meeting Rooms / Hospitality Rooms

Supporters interested in renting a meeting room during WSAVA 2022 Congress should contact Industry Liaison & Sales, Ms. Lisa Sant at: lsant@kenes.com

Waste Disposal

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

Onsite Badges

Each supporter is entitled to 5 Symposium badges which allow access to the supporter's symposium only (Individual names will not appear on the badges). Symposium badges can be collected 2 hours prior to the session from the Registration Desk and should be returned to the desk after the session ends.

Catering

Catering is exclusive to Aramburu and should be ordered in advance. Supporters who wish to order food and beverages for their symposium or meeting/hospitality room, are welcome to do so directly with Aramburu catering.

You can order directly via email <u>eventos@arama.pe</u> .You can choose between walking lunch and lunch bags for the lunch symposiums and standing service (coffee break style) for the breakfast symposium. Kindly place your order no later than

Monday, 10thOctober .

Note: additional charges may be applied for cleaning the hall immediately following the session.Lead Retrieval Wireless

Barcode Readers can be a helpful tool for receiving contact information about participants who attend your symposium. Barcode readers may be rented in advance via the Exhibitors' Portal no later than **Monday**, **3**rd **October**.

The K-lead app (Fast mode)

- Quickly capture lead information by scanning the barcode on attendees' badge
- Cost per unit USD 650 + 4% credit card charges (app olnly, no device included)
- Note: no editing capabilities.

Please Note:

 Considering the new data protection regulation recently enacted in Europe, Kenes Group has updated its privacy policy. You can view our updated privacy notice <u>here</u>.
 Kenes will not share delegates' personal data with third parties without their consent.

Please note that similar 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 the company may contact them in the future.

- The barcodes on the delegates' 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, 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 Organizing Committee is responsible for the content of the information.

In order to reserve your K-lead app (fast mode), please log
into the Kenes Exhibitors' Portal
https://exhibitorportal.kenes.com

If further assistance is required to place your order, or you have not received your login details please contact the Exhibition & Industry Coordinator, Aleksandra Sinapova at <u>asinapova@kenes.com</u>Innovative Products for Industry Symposia Onsite

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 in 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 – <u>contact us</u> to make it happen!

For more onsite products opportunities and price quotes – <u>Click Here</u>

<u>**PLEASE NOTE</u>**: All product solutions are offered <u>exclusively</u> by Kenes Group.</u>

Please contact us to discuss your needs and our relevant solutions.

Please submit your order by Wednesday, 14th September. Orders received after the deadline will incur rush fees.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

Mrs. Irit Sofer

Mobile: +972-52-8890129

Email: irit.sofer@merkur-expo.com

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
- On-site assistance and supervision

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 includes:

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

In order to follow up 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:

- Number of pieces (pallets, boxes, cartons, etc.)
- Way of transport (road freight, currier services, airfreight, ocean)
- 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 Expo Logistics must receive the 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-advice" form included in the shipping instructions.

Insurance of Goods

All cargo should be insured from point of origin.

To view the **full WSAVA 2022 Congress Shipping Instructions**, including Tariffs, Material Handling please select the relevant links:

Shipping Instructions

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

For any questions/clarifications, please contact:

Merkur Expo Logistics

Contact: Mrs Irit Sofer

Mobile: +972-52-8890129

E-mail: <u>irit.sofer@merkur-expo.com</u>

Kenes Group Contacts:

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Audio Visual Coordinator Mike Perchig E-mail: <u>nest@nest-av.com</u>

Registration Specialist *Tsvetina Berova* Tel: +41 22 9080488 Ext.255 | E-mail: <u>reg_wsava22@kenes.com</u>

Product Marketing Coordinator

Jimena Meymar Tel: +34 910 969 821 | E-mail: <u>jmeymar@kenes.com</u>

Official Contractors:

Catering

Aramburu Catering

Email: eventos@arama.pe

Onsite Logistic Agent, Material Handing & Customs Clearance Agent

Merkur Expo Logistics GmbH Mrs Irit Sofer

Mobile: +972-52-8890129

E-mail: irit.sofer@merkur-expo.com

Merkur is the exclusive handler inside the venue.

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