

Promotional & Advertising Opportunities

Event Related Opportunities

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 and application, and with signage during the event.

Opportunity to support the local theme night and enjoy great visibility!

Exclusive Sponsorship.

- Sponsor's logo on sign at the entrance to the event
- Sponsor's logo on the invitations
- Sponsor will have the opportunity to distribute giveaways and branded items
- 10 complimentary invitations to the event

Sponsor will have the opportunity to promote itself through a networking reception in the Exhibition Area, on the first evening, to which all registered attendees are invited.

- Sponsor's logo on sign at the entrance to the Welcome Reception
- Opportunity to provide items bearing company logo for use at the event

Sponsor will have the opportunity to promote itself through a networking reception with entertainment in the Congress

Venue, on the last day, to which all registered attendees are invited.

- Sponsor's logo on sign around the Lunch Reception
- Opportunity to provide items bearing company logo for use at the event

Sponsoring the lunch break gives your company great visibility!

- Opportunity to display 2 signs near buffets during lunch break (signs to be produced by company)
- Acknowledgement with company logo on all buffet tables
- Opportunity to provide items bearing company logo for use during the supported lunch (napkins etc)

Coffee will be served during breaks in the exhibition area.

Opportunity to display 1 sign near buffets during breaks

(sign to be produced by company)

- Acknowledgement with company logo on all buffet tables
- Opportunity to provide items bearing company logo for use during the sponsored break (napkins etc)

An opportunity to hire a room at the Congress 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.

Facilities will be available at the Congress Centre for speakers and abstract presenters to review their presentations.

- The Sponsor's name/or company logo will appear on a sign near the room
- Opportunity to display Sponsor's logo on screensavers at each workstation
- Opportunity to provide branded paper, mousepads
- Opportunity to distribute branded items / promotional gifts

Exhibition Related Opportunities

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 20 minutes in length and will be held in a designated area(s) **in the exhibition hall**, which is set up in theatre style for 50 attendees. No other sessions of the scientific program will run in parallel but may run concurrent with other sponsors.

These sessions deliver a platform to gather and discuss issues on veterinarian 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
- Distribute branded materials

Industry sponsored symposium up to 60 minutes. Program subject to the approval of the Congress Scientific Committee

- This includes: hall rental, standard audio/visual equipment & display table
- Permission to use the phrase: "Official

Sponsored Symposium of the 47th World Small Animal Veterinary Association World Congress and the XVIII FIAVAC Congress

- Sponsored Symposium Program will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline)
- Sponsor will be acknowledged in a designated section of the Program
- Time Slots: allocated on a “first come, first served” basis

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 Congress. In this case, the company will support the amount of nights as per congress policy. The branded Seating Cubes or Festival Chairs are stylish and informal. This multipurpose cardboard stool can be customized to match whatever theme you have chosen for your event. The design is subject to approval of the Secretariat and must follow all compliance regulations.

- Opportunity to customize the seating cubes.
- 50 or 100 branded seats will be produced, price is according to the amount.
- Location of seating cubes onsite to be coordinated with Secretariat.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event

Branded Charging Kiosk for multiple devices, including smart phones and tablets. It's a great way to leave a lasting impression on the congress delegates.

- Opportunity to brand the Charging Kiosk with your

company name and logo.

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

Promotional Items

There are many branding opportunities in the congress venue:

Contact me for more information: lsant@kenes.com The Twitter Wall is an exciting and modern item which encourages delegates to post messages related to WSAVA/XVIII FIAVAC Congress 2022 . This item provides you great exposure!

The on-site social media specialist will moderate the interactions to ensure that only appropriate and Congress related interactions are shared on the main screen.

- A large screen will appear in a main area of the convention center (or in WSAVA/FIAVAC booth) showing all social media interactions that include the Congress hashtag #WSAVAFIAVAC2022
- Your company logo will be placed on the social media wall

The Photo Booth is an excellent tool to engage with congress attendees. It allows them to have fun and share their experience. Attendees are given the opportunity to take a photo of themselves and colleagues, using fun props provided by Kenes, and have the photo sent to them via email, text message or directly uploaded to their social media accounts.

- The booth attracts many attendees and a sponsor would gain exposure by having their branding on the outside of the booth, including their logo on every photo taken.
- The exposure will last long after the congress ends as

these photos are shared with colleagues, friends and family. □□□□

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

The sponsoring company will provide Notepads and Pens□:

- Notepads & Pens will bear the WSAVA logo and the Sponsor's company logo and will be distributed in the participants' Congress bags.

* This item must be approved by Kenes International as well as the Congress' Organizing Committee prior to production. The World Map is a unique touchscreen map of a 2D 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. The touchscreen display can be placed in a central location at the congress venue and serves as an information and communications tool, ideal for enhancing participant networking.

- Sponsor will be recognized on a separate printed sign/rollup located beside the World Map screen, with "Sponsored by..." and a company logo only □□

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 Congress bags.□

The official WSAVA Congress bags are a great way to get exposure not only during the event but also post event throughout the year.

These handy bags can hold items you collect during the congress and any other essentials you want to bring to the

event Reusable hygienic mask with integrated neck band in elastic material, for easy and comfortable portability. At the same time, it provides quick and easy access to the mask when it's needed to use it.

- Reusable masks will be available for all participants during the Congress days.
- Sponsor will have the possibility to add the company's logo to the face mask.
- Print is only possible with one solid pantone colour on one face side (max 60 x 50mm)

Hygienic, antibacterial and anti-contact safety key ring, made of resistant ABS with a solid finishing. Specially designed to avoid touching public usage surfaces with your hands (door handles, switches, public use taps, ATMs...).

- Key rings will be available for all participants during the Congress days.
- Sponsor will be able to brand the key ring with the company's logo.
- Print is possible with two solid pantone colour print on one side (max 20 x 15mm).
- Item according to the ISO 22196 standard.

Hand cleanser gel in PET 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.
- Print is possible with a full colour digital label.
- Capacity 50ml. 70%-alcohol formulation. Made in EU. This product is classified as a cosmetic item.

Hand cleanser gel in PET refillable bottle with flip cap and carabiner.

- 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.
- Print is possible with a digital label on one side (max 50 x 20mm).
- Non-alcohol formulation. Capacity 30 ml.

A Stay Safe Kit will be available for all participants during the Congress days.

- Sponsor will have the opportunity to brand the items included in the Stay Safe Kit.
- Content of the Stay Safe Kit:
 - Antibacterial Pen (one-colour print)
 - Hygienic Wipes (full colour print)
 - Three Face Masks (disposable – not branded)
 - Hand Cleansing Gel 50 ml (full colour print)
 - Anti-contact Key Ring (one-colour print)

Advertising Support Opportunities

Full page color advertisement:

inside page / inside back page / spread page (different pricing) 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 Congress bags.
- The advertisement will be printed in the designated industry section of the program, according to compliance regulations.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

Promotional material (up to 4-page insert, A5 flyer) will be included in the Meeting bags.

- Material should be provided by the Supporter and approved by the Secretariat.
- Supporters' product information will be available for all Conference participants.
- The distribution arrangement will be advised.

□ 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. □ "From" field will be Congress Acronym + Year
- **Joint:** Mail blast will list all supporting companies according to the support level. Each company will have a section of approximately 150 words. Design will be provided by 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 USD \$250. Content received after the deadline may be processed for an additional fee of \$500.□*

Get front page exposure with a rotating banner on the main landing page of the WSAVA mobile app.

- Only 4 available
- Possible to hyperlink to your company profile, website, YouTube or Vimeo videos
- Specs: 2400 x 600 JPEG up to 2 MB
- Get front page exposure with a rotating banner on the main landing page of the WSAVA website.

- Possible to hyperlink to your company website, YouTube or Vimeo videos
- 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 a web page or video
- Companies can sponsor a banner or flag in the virtual lobby.
- Great exposure, as participants can click on the banner/flag and be directed to a web page, PDF or video
- Supporting company will have the opportunity to add a video in one of the screens in the lobby of the virtual Congress
- By clicking on this video ad, a video streamer pop-up will show in the screen.

Special Requests

Tailored packages can be arranged to suit your objectives. Please do not hesitate to contact the Support and Exhibition Sales Department to discuss your needs.

Acknowledgements

Support will be recognized in the Industry Support and Exhibition section of the programme, on the event website, mobile application and with signage during the event.

NOTES:

*All pictures are illustrations only.□□□□□□□□□□

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Contact us now

for pricing, bookings and customized packages.

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