



WSAVA 2022

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

29-31 October 2022
Lima, Peru



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:

[click here](#) or email us at rangelova@kenes.com

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!

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Section 1: Symposium Related Contact Information

Kenes Contacts:

Congress Organiser

Kenes Group

Rue François-Versonnex 7
1207 Geneva, Switzerland
Tel: +41 22 908 0488
Fax: +41 22 906 9140

Hotel Sales Manager

Ralitza Angelova

Tel: +41 22 908 0488 Ext. 279 | E-mail: rangelova@kenes.com

Industry Coordinator

Aleksandra Sinapova

Tel: +41 22 908 0488 Ext. 217 | E-mail: asinapova@kenes.com

Audio Visual Coordinator

Mike Perchig

E-mail: nest@nest-av.com

Industry Liaison & Sales

Lisa Sant

Tel: +31 20 763 0515 | E-mail: lsant@kenes.com

Registration Specialist

Tsvetina Berova

Tel: +41 22 908 0488 Ext. 255 | E-mail: reg_wsava22@kenes.com

Product Marketing Coordinator

Jimena Meymar

Tel: +34 910 969 821 | E-mail: jmeymar@kenes.com

Contractors:

Catering

Aramburu Catering

Mrs Karina Ruiz Rivera

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.

Section 2: Deadlines Table

Action Item (Please refer to your signed contract)	Deadline	Contact Person
Staff Hotel Reservation	As soon as possible	Ralitza Angelova rangelova@kenes.com
Payment of Invoice Balance	Must be received in full one week prior to the Congress	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, 22nd August	
Promotional E-mail Blast (Exclusive and Joint)	Friday, 16th September	
Text for Push Notifications for Mobile app	Monday, 03rd October	
Mobile app adverts	Monday, 03rd October	
Onsite Bag Inserts	Monday, 12th September	
Badge Scanner/ Lead Retrieval System 	Monday, 03rd 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, 14th September	Jimena Meymar jmeymar@kenes.com
Catering Services	Monday, 10th October	Karina Ruiz Rivera eventos@arama.pe
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 nest@nest-av.com
Shipping & Material Handling Services		
Door to door	Please contact Merkur Expo Logistics Subject to time slot	Irit Sofer irit.sofer@Merkur-expo.com
Airfreight shipments		
Direct to the Venue		

Section 3: Symposia Timetable

Industry Sessions

Company	Date	Time (Peru LocalTime)	Hall	Session Details
Zoetis	Saturday, October 29	07:30-08:30	Lima 1	Click here
Purina	Saturday, October 29	13:15-14:15	Hall Lima 2	Click here
MSD	Saturday, October 29	13:15-14:15	Hall Lima 1	Click here
Zoetis	Sunday, October 30	13:15-14:15	Hall San Borja 2	Click here
Bionote	Sunday, October 30	13:15-14:15	Hall Lima 1	Click here

Timetable and halls are subject to changes. The most updated timetable will be published on the [Congress website](#)

Symposium Promotion Onsite

Due to CE accreditation criteria for this Congress, the following rules apply:

- **Congress banner** should NOT be used in any promotional materials created by the supporter.
- Materials created by companies should NOT utilize the main event marketing look and feel.
- When promoting your symposium, please always indicate on any of your promotional materials **“Sponsored Symposium - non-CE session”**
- When promoting your symposium, you are allowed to use the phrase: **“Official symposium of 47th World Small Animal Veterinary Association Congress”**, which will take place in **Lima, Peru 29 – 31 October 2022**

In addition, it is not permitted to use the **WSAVA 2022 logo** on any of the symposia materials.

Important Notes

- 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 session.
- We recommend arriving early to set up the hall prior to the start of your Symposium. 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.
- 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 [Congress Website](#).



Technical Rehearsal

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

Technical rehearsal is offered free of charge; however additional charges may apply, depending on hall availability and rehearsal requirement.

Section 4: Symposia Session Halls

Symposia Halls - Technical Details			
Hall Name	Hall Capacity	Hall Layout	Location
Hall Lima 2	720	Theatre	Level 1
Hall San Borja 2	530	Theatre	Level 1
Hall Lima 1	380	Theatre	Level 1
Speaker lectern for Hall Lima 1, Lima 2 and San Borja 2			
<ul style="list-style-type: none"> Lectern Banner Dimensions: Width: 90 cm Height: 121 cm For Lectern branding, please refer to the *note below 			
Head Table for Hall Lima 1, Lima 2 and San Borja 2			
<ul style="list-style-type: none"> Head table Dimensions: L:4m x W:0.60m x H:0.80m Each panel size : A: 0.97m x 0.94m (L x H) = 04 For Head Table branding, please refer to the *note below 	<p>Sufficient seating for up to 4 people</p>  <p>*Please inform us about the number of speakers you expect.</p>		

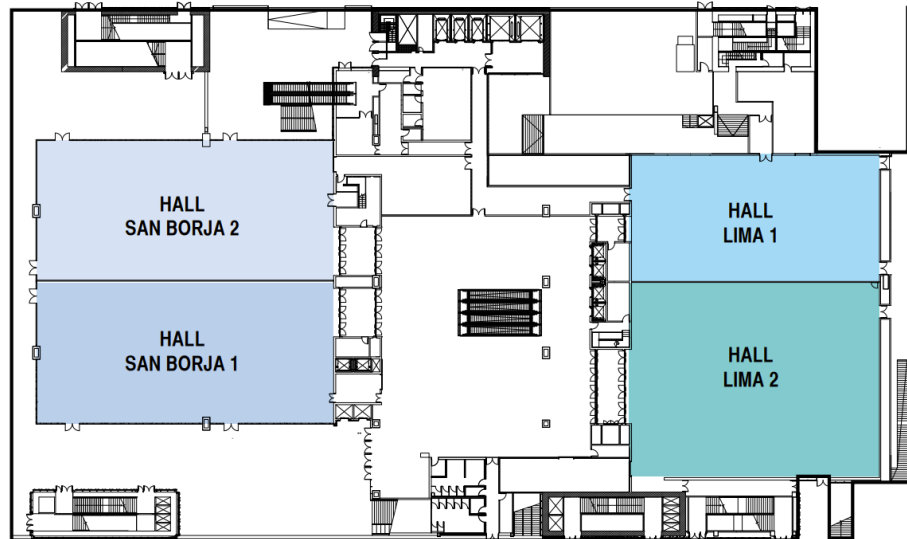
The general stage includes 1 speaker lectern and a head table accommodating up to **4 persons**. For alternative/additional arrangements please contact **Aleksandra Sinapova** at asinapova@kenes.com

Please note that the head table and lectern will be branded with the general congress branding.

***If you are interested to have your own company branding, please contact the builder at kgonzalez@aluborg.com as they hold exclusivity on providing branding services. They will be able to propose to you a self-standing signage, which will be placed in front of the head table and lectern. The reason is that the congress branding cannot be removed because it will be damaged.**

Location and Layout

WSAVA 2022-LIMA
LEVEL 1



Audio Visual (AV) Equipment

Hall Lima 1, Lima 2, San Borja 2 – in each:

- 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).
- P.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

Data Presentation Onsite

If you are using a PowerPoint presentation (or any other PC-based 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 AudioVisual Coordinator, Mike Perchig at: nest@nest-av.com

IMPORTANT NOTE FOR MACINTOSH USERS

To use MAC presentations on the PC compatible congress 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 Congress Audio Visual Coordinator, Mike Perchig at: nest@nest-av.com

Session Agenda for Onsite and Virtual

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** – 180x240 px, JPG Format

Please [click here](#) 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.com

Section 5: PROMOTIONAL ITEMS

This 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.**

Guidelines to follow when creating your promotional items and content:

- 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. Mobile App Push Notification

For supporters entitled to a push notification as per their signed contract, kindly submit the text by **Monday, 03rd October** to asinapova@kenes.com 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 coordinate with your industry coordinator
- *Note the final schedule will be determined closer to the Congress, 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 asinapova@kenes.com by **Monday, 03rd October.**

File format: PNG or JPG (up to 2 MB)

Size: 1500 x 2000px

We 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 asinapova@kenes.com 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.

Home Screen

rotating banners
2400x 600px JPEG
up to 2MB, it is
possible to link this
banner to a URL of
your choice.



4. Virtual Platform - Internal lobby logos/flags, external lobby flags

Specs will be provided upon request and customized.

Deadline: Friday, 30th 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 lobby flags or internal lobby banners and logos.

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

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

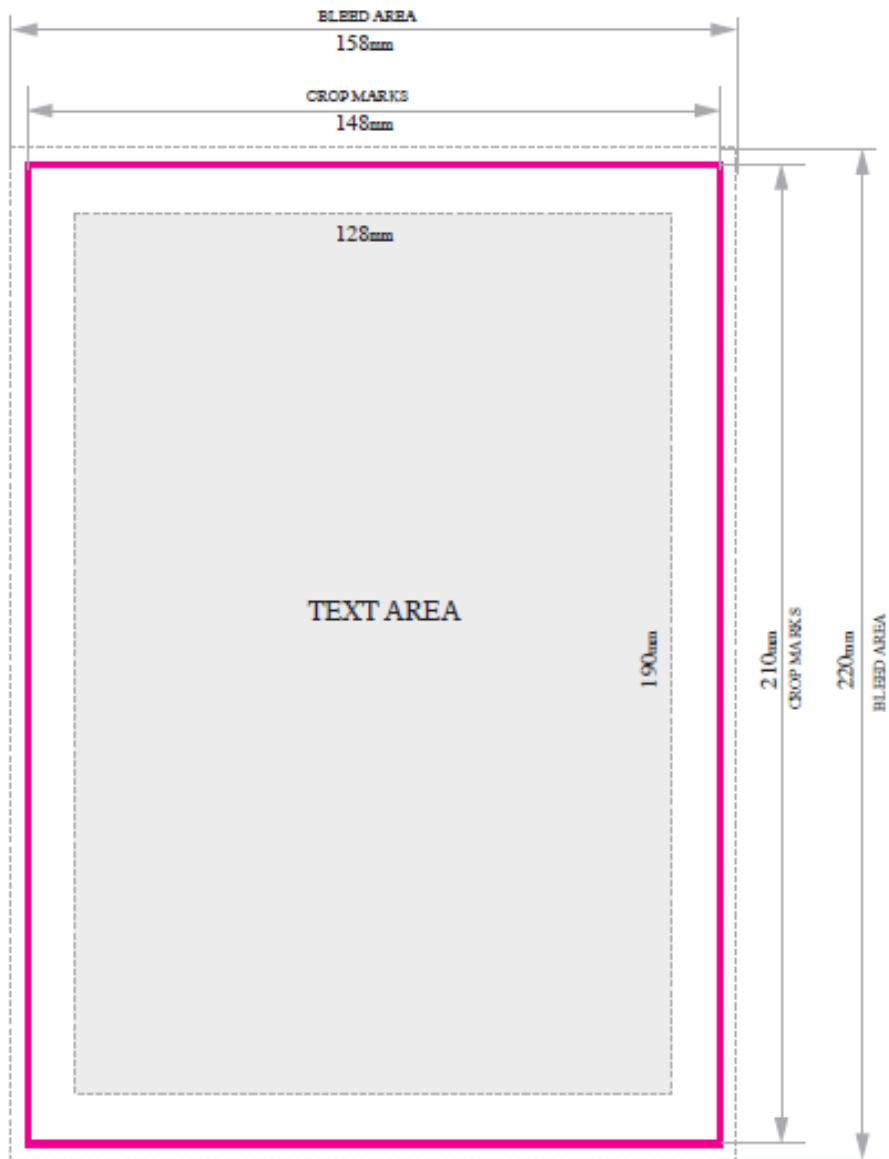
Product logo (actual product/medicine name itself) may appear in the Exhibition area (Industrial area) if you have advertisement space there.

5. 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, 22th 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.

AD for Size A5



6. 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** via email to asinapova@kenes.com

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 27th** 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 Shipping Instructions.
- 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 Congress organizers and official logistics agent will not take any responsibility.

7. Promotional Email Blast – Exclusive

Sponsors entitled to an Industry Mailshot as per their signed contract, please [click here](#) for the design requirements. Please make sure to forward these guidelines to your web-designer/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 asinapova@kenes.com 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.*

8. Post Congress Email Blast - Exclusive

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 Congress E-mail Blast by **Friday, 17th September**.

[Click here](#) to download the design requirements. These guidelines should be forwarded to your web-designer/programmer.

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

9. 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 asinapova@kenes.com no later than **Friday, 17th September**.

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

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

2. 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.

Section 6: Miscellaneous Information

Wi-Fi

Free Wi-Fi will be available at the Congress 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, Mrs. 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 Congress 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 eventos@arama.pe. 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, 10th October**.

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

Section 7: Badge Scanner/Lead Retrieval System

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, 3rd October**.

The Mini Scanner Mode (Fast Mode) and K-lead App

- Quickly capture lead information by scanning the barcode on attendees' badge
- Cost per license - **USD 650 + 4% credit card charges (device is not included)**
- Note: no editing capabilities on the fast mode; option for editing capability when used as K-lead scanning app

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 [here](#).
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, 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 Industry Coordinator, Aleksandra Sinapova at asinapova@kenes.com

Section 8: Innovative Products for Industry Symposia

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 – [contact us](#) to make it happen!

For more onsite products opportunities and price quotes - [Click Here](#)

PLEASE NOTE: All product solutions are offered exclusively by Kenes Group.

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.



Section 9: Shipping Instructions

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 Congress.

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 Congress. 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: irit.sofer@merkur-expo.com