



# 21<sup>ST</sup> BIENNIAL MEETING OF THE EUROPEAN SOCIETY FOR IMMUNODEFICIENCIES

MARSEILLE, FRANCE | 16-19 OCTOBER 2024



HUMAN INBORN ERRORS OF IMMUNITY: AN EXPANDING UNIVERSE

# Marseille 2024

[SPONSORSHIP PROSPECTUS](#)

[#ESID2024 | ESIDMEETING.ORG](#)



## SUPPORT CATEGORIES & BENEFITS

### DISCOVER YOUR SUPPORT LEVEL TODAY!

Your level of support is determined by the cumulative value of your contribution towards ESID 2024.

This contribution encompasses your chosen satellite symposium package, as well as the combined total of all individually selected items (such as promotional opportunities, exhibition spaces, etc.).

### GIVING YOU THE RECOGNITION!

Every Supporter and Exhibitor will receive recognition in the dedicated Industry Support and Exhibition segment of the program, prominently featured on the Meeting Website and Mobile App.

### Sponsorship Packages

You can choose one of the available packages or you can select your preferred support items. Depending on your sponsorship amount, you will receive benefits associated with the respective support level.

Below you can find pre-made packages. It is possible to alter some of our offerings, please contact me, Teresa Seoane Casillas ([tseoane@kenes.com](mailto:tseoane@kenes.com)), and together we can customise a package for you.

PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL
PLENARY SPONSORED SYMPOSIUM 90-MIN	PARALLEL SPONSORED SYMPOSIUM 90-MIN	PARALLEL SPONSORED SYMPOSIUM 60-MIN
[TIME SLOT 1] WEDNESDAY 16 OCTOBER 2024 15:35-17:05	[TIMESLOTS 5, 6] FRIDAY 18 OCTOBER 2024 12:15-13:45	[TIMESLOTS 3, 4] THURSDAY 17 OCTOBER 2024 10:05-11:05
[TIMESLOT 2] THURSDAY 17 OCTOBER 2024 13:00-14:30		
14 REGISTRATIONS	12 REGISTRATIONS	7 REGISTRATIONS
84 SQM EXHIBIT SPACE	42 SQM EXHIBITION SPACE	36 SQM EXHIBIT SPACE
1 ADVERTISEMENT - MOBILE APP	1 ADVERTISEMENT - MOBILE APP	1 ADVERTISEMENT - MOBILE APP
1 EXCLUSIVE MAILSHOT	1 EXCLUSIVE MAILSHOT	1 IMAGE ADVERT IN ESID MAILING
1 PUSH NOTIFICATION	1 PUSH NOTIFICATION	1 PUSH NOTIFICATION







## SPONSORSHIP PROSPECTUS

### Educational Items

#### MEDICAL EDUCATION GRANT



Independent medical grants dedicated to the educational mission of the Meeting are appreciated and important to the Meeting' success.

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

#### TRAVEL/ PARTICIPATION GRANT



As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for our Meeting. The industry will entrust the Kenes Group and provide educational grants directly, and Kenes Group together with the Meeting Committee will be responsible for participants (HCPs) pre-selection. Educational Participation Grants of any amount are appreciated and important to the success of our Meeting.

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 Meeting Secretariat.

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

#### ABSTRACTS ON USB THUMB DRIVE



The USB Thumb Drive will contain all scientific abstracts. Each participant will receive a voucher that can be exchanged for a thumb drive at the Supporter's exhibition booth.

- Exclusive advertisement on the back of the exchange voucher (optional).
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## E-POSTER AREA



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 at the entrance to the e-Poster area with "Supported by..." and a company logo only.
- Signage "Supported by..." and a company logo only on each individual e-poster station.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.

## MOBILE APP



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

## PROMOTION OF INDUSTRY SESSION



Companies can rent a space on the Meeting website for period of 12 months (or until the next Meeting) 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 Meeting 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.





# 21<sup>ST</sup> BIENNIAL MEETING OF THE EUROPEAN SOCIETY FOR IMMUNODEFICIENCIES

MARSEILLE, FRANCE | 16-19 OCTOBER 2024



## Promotional Items – Presence

### PLENARY SYMPOSIUM



- Opportunity to organise an official non-CME Industry Session (Programme subject to the approval by the Meeting Committee).
- Includes hall rental, standard audio/visual equipment and display table.
- Permission to use the phrase “Official Symposium of ... Meeting”.
- 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”.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, mobile application and with signage during the event.

*The supporting company, in addition to the support fee, must cover all speakers' expenses including registration, accommodation and travel expenses. This also applies in case the Sponsored Session speakers have already been invited by the event organisers and have made prior travel arrangements independently.*

### PARALLEL SYMPOSIUM



- Opportunity to organise an official non-CME Industry Session (Programme subject to the approval by the Meeting Committee).
- Includes hall rental, standard audio/visual equipment and display table.
- Permission to use the phrase “Official Symposium of ... Meeting”.
- 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”.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, mobile application, and with signage during the event.

*The supporting company, in addition to the support fee, must cover all speakers' expenses including registration, accommodation and travel expenses. This also applies in case the Sponsored Session speakers have already been invited by the event organisers and have made prior travel arrangements independently.*

### PRODUCT THEATRE SESSION



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





# 21<sup>ST</sup> BIENNIAL MEETING OF THE EUROPEAN SOCIETY FOR IMMUNODEFICIENCIES

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

## PRE-MEETING VIDEO TEASER



- Sponsors will be offered a dedicated webpage including a 4 min video on the official Meeting Website.
- Opportunity for sponsors to connect with attendees before the Meeting days and create anticipation with a pre-event promotional video/webpage hosted by Meeting organisers.
- Product advertising is not permitted.
- Note: All pages are subject to review by the Meeting Programme Committee.

## Promotional Items – Visibility

### LANYARDS



Opportunity to place company logo on the lanyards. The Organising 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 programme guide, on the event website, mobile application and with signage during the event.

### NOTEPADS & PENS



Supporter will provide funding for the Notepads & Pens for the participants.

- Notepads & Pens will bear the Meeting logo and the Supporter's company logo and will be distributed in the participants' bags.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application, and with signage during the event.

### CHARGER LOUNGE



Branded Charging Lounge 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 Lounge with your company name and logo.

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





# 21<sup>ST</sup> BIENNIAL MEETING OF THE EUROPEAN SOCIETY FOR IMMUNODEFICIENCIES

MARSEILLE, FRANCE | 16-19 OCTOBER 2024



## SPEAKER'S READY ROOM



Facilities will be available at the venue for speakers and abstract presenters to check their presentations.

- Supporter's name/or company logo to appear on all signs for this room.
- Opportunity to display Supporter's logo on screensavers at each workstation.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application, and with signage during the event.

## VENUE BRANDING



- Several venue branding opportunities are available.
- Be visible and position your brand.

## WORKING STATIONS



There will be a Workstation Area where attendees will be able to connect, work or even have a quiet corner. Your company's logo will be prominently displayed.

- Signage near the area with "Sponsored by..." and a company logo.
- Opportunity to brand the area.
- Opportunity to distribute branded items.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.

## PHOTO BOOTH



The Photo Booth is an excellent tool to engage with 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 Meeting ends as these photos are shared with colleagues, friends and family.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application, and with signage during the event.







# 21<sup>ST</sup> BIENNIAL MEETING OF THE EUROPEAN SOCIETY FOR IMMUNODEFICIENCIES

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

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

## Promotional Items – Network

### WORLD MAP & SOCIAL MEDIA WALL



The World Map is a unique map providing viewers with extra info/data on participants from around the globe. The map is an interactive experience for participants to connect based on their geographical origins. The display can be placed in a central location at the venue and serves as an information and communications tool, ideal for enhancing participant networking.

The Social Media Wall is a large screen showing all social media interactions that include the Meeting hashtag.

- Support will be recognised on a separate printed sign/rollup located beside the World Map & Social Media screen, with "Supported by..." and a company logo only.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.

### 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 Meeting. 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.







# 21<sup>ST</sup> BIENNIAL MEETING OF THE EUROPEAN SOCIETY FOR IMMUNODEFICIENCIES

MARSEILLE, FRANCE | 16-19 OCTOBER 2024



## Promotional Items – Advertise

### MINI PROGRAMME



- Support will be acknowledged on the inside back cover as: “Supported by...” and a company logo only
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application, and with signage during the event.

### MEETING MAILSHOT ADVERT



Broaden your reach by placing and advert in the Meeting mailshot.

- Company advert in a designated area of the official Meeting mailshot.
- Product advertisement is not allowed.
- Subject to review by the Meeting Programme Committee.

### MOBILE APP ADVERT



- Gain additional exposure for your company, industry session or booth by advertising it in a designated section of the Mobile App.
- The Meeting Mobile App will be available for all participants who download the app.

### PUSH NOTIFICATION



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

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

### PROMOTIONAL 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 Meeting 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 Meeting. “From” field will be ESID Meeting 2024.
- **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 Meeting designed mailshot for*





# 21<sup>ST</sup> BIENNIAL MEETING OF THE EUROPEAN SOCIETY FOR IMMUNODEFICIENCIES

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*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-MEETING MAILSHOT



Connect with participants after the Meeting days by sending out a post-Meeting Exclusive Mail Blast to registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Meeting 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 ESID Meeting 2024.

*\* In the case where the supporter cannot provide a compliant HTML file, they may provide one pdf/ image, that will be embedded into the Meeting 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**

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## GET IN TOUCH WITH OUR SALES TEAM

Our dedicated Industry Liaison & Sales Associate, Ms. Teresa Casillas Seoane, will be happy to assist and help you choose a partnership package that will maximise your presence and visibility at ESID 2024.

Teresa Seoane Casillas, Industry Liaison & Sales Associate,

Email: [tseoane@kenes.com](mailto:tseoane@kenes.com)

Tel: +41 22 908 0488 Ext. 986

