



THE VOICE OF STROKE  
IN EUROPE

# 7<sup>th</sup> European Stroke Organisation Conference

1-3 SEPTEMBER 2021

VIRTUAL

## Prospectus

A large graphic of a globe composed of a network of white lines and glowing blue nodes, set against a background of a world map. The globe is surrounded by abstract blue and purple lines and dots, suggesting a virtual or digital environment. The background transitions from dark blue at the top to red at the bottom.

**VIRTUAL**

[www.eso-conference.org](http://www.eso-conference.org)

## Your Benefits as a Supporter

Find out what are the support categories

### Support Benefits

You will be given a support category status dependent upon the total amount of your support contribution. The total contribution will consist of items such as advertisements, sponsored sessions and exhibition space (excluding storage space).

Supporter (or Exhibitor booking sponsorship items) with a contribution of less than Bronze category will be acknowledged as “Supporter”/ ”Exhibitor” only.

You will benefit from outstanding advantages linked to your support category based on the following table:

BENEFITS ACCORDINGLY TO LEVEL	PRIME	PLATINUM	GOLD	SILVER
VIRTUAL LIVE NOTIFICATIONS	2	1		
CONGRESS REGISTRATION	8	6	4	2
ADDITIONAL EXHIBITION BADGES	5	3		
JOINT PROMOTIONAL MAILSHOT	✓	✓		
LIST OF PARTICIPANTS	✓	✓	✓	
ACKNOWLEDGEMENTS IN ALL CONFERENCE PUBLICATIONS	✓	✓	✓	✓

\*All Acknowledgments and Advertisements are subject to receipt by publishing date

Please note that support will be acknowledged in the Industry section of the virtual platform.

### Special Requests

Tailored packages can be arranged to suit your objectives. Please do not hesitate to contact me to discuss your needs: Ms. Noa Freilich Pollack – [nfreilich@kenes.com](mailto:nfreilich@kenes.com)

## Virtual Educational Support Opportunities

Learn more about educational grants

Medical education plays an important role in the quality of healthcare delivered across the globe. Physicians, researchers, scientists and other healthcare professionals are increasingly challenged to maintain their knowledge, skills and abilities within their respective professions. By providing an educational grant in support of the educational opportunities below, you will make a vital contribution to these efforts and support better patient outcomes.

All educational grants are managed in compliance with relevant CME accreditation criteria and industry compliance codes. In order to ensure independence of all CME accredited elements, companies providing grants may not influence the topic, speaker selection, or any other aspect of the content or presentation. No promotional, commercial, or advertising materials may be included in the following opportunities. All support will be disclosed to participants.

All grants are managed in compliance with relevant accreditation and industry compliance criteria.

### EDUCATIONAL GRANT IN SUPPORT OF EXISTING SCIENTIFIC SESSION

Educational Grant in support of an Existing Official Session accepted or invited by the Scientific Committee and supported by a grant from the industry.

- Support will be acknowledged in the Industry section of the programme in the virtual platform and on the Conference website.



## EDUCATIONAL PARTICIPATION GRANT

As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for ESOC 2021. The industry will entrust the Kenes Group and provide educational grants directly, and Kenes Group/ESO will be responsible for participants (HCPs) pre-selection.

Educational Participation Grants of any amount are appreciated and important to the success of ESOC 2021.

Recipients (HCPs) will need to fulfill the criteria specified by ESO in order to be eligible to apply for an educational participation grant.

Accepted grant recipients will be contacted by the Conference Planning Group/Kenes Group.



## 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 E poster link will be placed on signage in the internal lobby. E-poster support includes:

- The sign inviting attendees to visit the E posters site will include acknowledgment (E posters supporters by Company name/logo).
- One Live virtual notification indicating the support and a hyperlink of your choice.
- Support will be acknowledged on the Conference website.



## SUPPORT OF VIRTUAL PLATFORM

Support will include:

- Daily virtual live notification indicating the support and a hyperlink of your choice.
- A lobby/flag in the internal lobby including hyperlink/PDF/Video of your choice.
- Acknowledgment in the login page.



Please note that it is the Exhibitors'/ Supporters' responsibility to comply with the local authority's regulations, EFPIA (European Federation of Pharmaceuticals Industries & Associations) [www.efpia.org](http://www.efpia.org), Medtech Europe (represents Medical Technology industry) <http://www.medtecheurope.org/> and IFPMA (International Federation of Pharmaceutical Manufacturers & Associations) [www.ifpma.org](http://www.ifpma.org) Code of Practice on the promotion of medicines. Failure to comply with these regulations may not be used as a ground to declare the contract void. Failure to comply with the rules and regulations will not expose the Organizer to any suits, demands by the Exhibitor/Supporter or any other third party.

\*All pictures are illustrations only.

Please contact me for details, pricing, and booking form:

Ms. Noa Freilich Pollack – Industry Liaison & Sales Team Leader

Tel: +41 22 908 0488 Ext. 900

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

## Promotional & Advertising Opportunities

Choose the best type of promotion during ESOC 2021

### PARALLEL SPONSORED SYMPOSIUM DAY 1 & 2 (non-CME Industry Session)

Opportunity to organise an Official Non-CME Industry Session in a Parallel Hall, on day 3 up to 60 minutes (Programme subject to the approval by the ESO CPG)

- Permission to use the phrase “Official Symposium of the 7th European Stroke Organisation Conference“
- Sponsored Symposia Programmes will be included in a designated industry section of the Final Programme (subject to receipt by publishing deadline)
- Time Slots: allocated on a first come, first served basis and total amount of support, September 1-2, 13:15-14:45
- Industry sessions will be clearly indicated in the Conference timetable/Programme as: “Industry Session” not included in the main event CME/CPD credit offering”. They will be reachable via the Industry sessions tab in the Auditorium.
- Support will be acknowledged in the Industry Support and Exhibition section of the Programme , on the Conference website and the virtual platform.



**NOTE: The supporting company in addition to the support fee must cover all speakers' expenses including Registration fee.**

This also applies in the case where the speakers have already been invited by the Conference. In this case, the company will support the amount of nights as per Conference policy.



## PARALLEL SPONSORED SYMPOSIUM DAY 3 (non-CME Industry Session)

Opportunity to organise an Official Non-CME Industry Session in a Parallel Hall, on day 3 up to 60 minutes (Programme subject to the approval by the ESO CPG)

- Permission to use the phrase “Official Symposium of the 7th European Stroke Organisation Conference“
- Sponsored Symposia Programmes will be included in a designated industry section of the Final Programme (subject to receipt by publishing deadline)
- Time Slots: allocated on a first come, first served basis and total amount of support, September 3rd 12:30-14:00.
- Industry sessions will be clearly indicated in the Conference timetable/Programme as: “Industry Session” not included in the main event CME/CPD credit offering”. They will be reachable via the Industry sessions tab in the Auditorium.
- Support will be acknowledged in the Industry Support and Exhibition section of the Programme, on the Conference website and the virtual platform.



**NOTE:** The supporting company in addition to the support fee must cover all speakers’ expenses including Registration fee.

This also applies in the case where the speakers have already been invited by the Conference. In this case, the company will support the amount of nights as per Conference policy.

**BRANDED WAITING ROOM** (Relevant for companies with sessions firstly broadcasted in a specific date - not for sessions available on demand from day 1)

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

## REPLAY OF SESSION INCLUDING A LIVE Q&A IN VIRTUAL PLATFORM

Whether your session was live in the venue or broadcasted through the virtual platform, the supporter has the opportunity to throw another session of live discussion with the speakers throughout the three months in which the conference platform is available.

- Opportunity to replay your industry session in the interactive pre-recorded\* format during the 3 months after the Conference 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 Conference Organizer.



## VIRTUAL PRODUCT THEATRE - available on demand in the virtual platform

Engage 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 up to 30 minutes in length, available on demand as a pre-recorded video, available on demand throughout the three months in which the platform is available.

- The recording can be done by the conference.





## Advertising Opportunities

### PROMOTIONAL MAILSHOT - EXCLUSIVE

Gain additional exposure for your Symposium, 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 Conference 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 Conference. "From" field will be ESOC 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.*

#### **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 CONFERENCE PROMOTIONAL MAILSHOT - EXCLUSIVE

As the conference will be live for 3 months during which the attendees will re-visit the platform several times, the supporter has a unique opportunity to promote his booth/session recording/product theatre session/replay of session/ additional promotional information by sending a mailshot after the conference has ended.

Send out a Mail Blast to the pre-registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Conference 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 Conference. ”From” field will be ESOC 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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### VIRTUAL BAG INSERT

- The virtual bag insert will be included in all virtual bags as a default
- The participant will then be able to choose if to keep it in the bag



### NETWORKING LOUNGE SUPPORT

- The Networking Lounge is the place where attendees begin their networking journey in the virtual platform
- Support includes Branding/Advertising opportunities on the roll up and two signs in the lounge
- Support also includes one virtual live notification indicating the support of the company



## NETWORKING LOUNGE ADVERTISEMENT

- In the case the networking lounge will not be supported, a company will be able to purchase advertisement space in the networking lounge.
- The advertisement can include a pop up video or document or link to an external hyperlink
- The companies will receive information about attendees who clicked on the advertisements, GDPR compliant

## EXHIBITION AREA ADVERTISEMENT

- The virtual exhibition will include four advertisements – Two as roll ups in front of the product theatre, two in the back wall
- The advertisements can be linked to a pop up video, document or a hyperlink of your choice
- The companies will receive information about attendees who clicked on the advertisements, GDPR compliant



## LOGO IN LOBBY – note upgrade to PDF/VIDEO for an additional price

The Logo in the Internal Lobby provides amazing exposure to your presence in the conference

- The logo can be connected to an external hyperlink or a direct link to your virtual booth
- Limited availability
- Location based on total amount of support
- Upgrade to include a pop up video/Document is possible for an additional cost
- The companies will receive information about attendees who clicked on the advertisements, GDPR compliant



## PLATFORM PUSH NOTIFICATION

- The notification will appear in the platform for a limited time
- The notification will be available under the messages section throughout the three months in which the platform is available
- It is possible to add a hyperlink to the notification



## FLAGS IN THE EXTERNAL LOBBY

The external lobby is the gate to enter the virtual platform of the conference

- Opportunity to include your logo on one of the flags in the external lobby
- The flags can't be connected to an external hyperlink



## FLAGS IN THE INTERNAL LOBBY

Flags in the internal lobby are available for branding and usage.

- The supporter will be able to connect the flag to a hyperlink of his choice/ PDF / VIDEO
- GDPR approved metrics will be provided.





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### 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: Ms. Noa Freilich Pollack – [nfreilich@kenes.com](mailto:nfreilich@kenes.com)

\*All pictures are illustrations only.

## VIRTUAL EXHIBITION

The virtual exhibition will be available in the virtual platform.

In the case of a hybrid conference, the companies will be able to choose if they wish to exhibit onsite, online in the virtual exhibition or to have a presence in both exhibitions.

Companies who will choose to secure their presence in both the live and virtual exhibition will enjoy special discount on the total amount of those two options.

### Virtual Booth

2D booth\* in the virtual Exhibition Hall includes:

- Company Name and Logo
- Company Profile
- Documents, Videos and Images
- Content hyperlinks for company's website, products, news and social media accounts.
- **It is possible to add additional documents, videos and links to the package for an additional cost**



### ADDITIONAL FEATURES:

- Interactive Chat (Group and 1:1 chat, including video calls)
- Swipe my badge- the virtual equivalent of the badge scanner is included
- Ability to leave messages to the exhibitors 24/7 during the three months in which the platform is live
- Ability to see visiting attendees at the booth

### Small Booth:

For regular Companies this booth will include:

- 2 screens
- 4 documents
- 3 links
- 3 videos
- 3 Exhibitors registrations



### Medium Booth:

For regular Companies this booth will include:

- 4 screens
- 5 documents
- 4 links
- 4 videos
- 3 Exhibitor registration



### Large Booth:

For regular Companies this booth will include:

- 5 screens
- 9 documents
- 6 links
- 6 videos
- 5 Exhibitor registrations



Companies with a large booth can customize it without an additional charge, please contact the Industry Liaison and sales associate for additional details.

## **START UP COMPANIES- SPECIAL PACKAGE!**

For Start Up Companies the small booth will include:

- 2 screens
- 2 documents
- 2 links
- One video
- 2 Exhibitor registrations

## **Exhibitor Rules & Regulations**

### **ALLOCATION OF VIRTUAL EXHIBITION SPACE**

A completed Exhibition Booking Form and/or Contract must be emailed/delivered to ensure reservation of a desired Virtual booth template. Upon receipt of the Exhibition Booking Form and/or Contract, Virtual Booth will be confirmed and an invoice will be provided.

### **EXHIBITOR REGISTRATION**

All exhibitors are required to be registered in the Congress. Registrations will be given depending on your booth of choice:

- Small Booth – 2 registrations
- Medium Booth – 3 registrations
- Large Booth – 5 registrations

Within the virtual event platform, all exhibitors (booth admins) will be recognized with a letter E (Exhibitor) indicated after their names. Any additional exhibitors will be charged an exhibitor registration fee. Companies can purchase a maximum number of exhibitor registrations as follows:

- Small and Medium Virtual Booths – up to 10 exhibitor registrations
- Large and Premium Virtual Booths – up to 20 exhibitor registrations



## EXHIBITORS' TECHNICAL MANUAL

An Exhibitors' Technical Manual outlining all technical aspects of exhibiting will be available approximately 3 months prior to the Congress. It will include the following:

- Technical details about the platform
- Final exhibition details and information
- Specifications
- Services available to exhibitors and order forms

## EXHIBITOR LOGO & PROFILE

You can submit your logo and company's profile and read important exhibitor information on the Kenes Exhibitors' Portal. The Exhibition Manager will contact you with the link to the Exhibitors' Portal, including your personal login details.

## EXHIBITION TERMS & CONDITIONS

The Terms and Conditions of exhibiting are included in the Online Prospectus and can be found here ([TERMS AND CONDITIONS.pdf](#)). Please note that signing of the BOOKING FORM AND CONTRACT indicates acceptance of these Terms and Conditions. The Exhibition Booking Form will be held as a valid liable contract, by which both parties will be bound. An exclusive handling agent will be designated to the ESOC Congress.

Please contact me for details, pricing, and booking form:

**Ms. Noa Freilich Pollack – Industry Liaison & Sales Team Leader**

Tel: +41 22 908 0488 Ext. 900

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

## Payments Cancellation Terms & Conditions

Please find below all payment and cancellation terms

Applications for Sponsor and/or Exhibition must be made in writing with the booking form.

### Contracts & Confirmation

#### Sponsors

Once a Booking Form is received, a contract will be sent to you for signature with an accompanying invoice. This contract should be signed and returned with a 60% deposit payment. Upon receipt of the Booking Form the organiser will reserve the items listed in it. Completion of the Booking Form by the Sponsor shall be considered as a commitment to purchase the items.

#### Exhibitors

Once a signed Booking Form is received, a confirmation of exhibition will be e-mailed to you with an accompanying invoice.

#### Support Terms & Conditions

Terms and Conditions ([Updated terms and conditions April 2021](#)) of Sponsor will be included in the contract as well.

#### Insert and Display Materials

Please note that all materials entering the venue incur a handling charge. This includes materials for inserts and display.

In order to receive a price quote for handling and to assure arrival of your materials, please be sure to complete the “Pre-Advise” form included in the shipping instructions when you receive either the Exhibition or Symposia Technical Manuals.

#### Payment Terms & Methods

100% upon receipt of the Sponsorship agreement and first invoice

All payments must be received before the start date of the Conference. Should the Exhibitor fail to complete payments prior to the commencement of the Congress, the Organizer will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below.



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**Option 1:** Payment by check (EUR).

Please make checks payable to:

**Kenes International Organizers of Conferences Ltd - ESOC 2021**

**Option 2:** Payment by Bank Transfer (EUR).

Please make drafts payable to:

**Kenes International Organizers of Conferences Ltd - ESOC 2021**

All bank charges are the responsibility of the payer.

## **Cancellation / Modification Policy**

Cancellation or modification of support items must be made in writing to the Industry Liaison and Sales Department:

Ms. Noa Freilich Pollack – [nfreilich@kenes.com](mailto:nfreilich@kenes.com)

The organizers shall retain:

- 50% of the agreed package amount if the cancellation/modification is made between March 2nd, 2021 – May 2nd, 2021 inclusive
- 100% of the agreed package amount if the cancellation/modification is made from May 3rd, 2021 onwards

## **Vat Information**

All Sponsorship amounts are exclusive of VAT.