

ATTD-ASIA

1ST ASIAN CONFERENCE ON
INNOVATIVE THERAPIES FOR
DIABETES MANAGEMENT

18-20 NOVEMBER 2024, SINGAPORE

attdasia.kenes.com | [#ATTDASIA24](https://twitter.com/ATTDASIA24)

GLOSSARY
SPONSORSHIP ITEMS



Educational Items

EDUCATIONAL GRANT FOR A SCIENTIFIC SESSION



Educational Grant in support of an existing official Scientific Session organised by the Scientific Committee and supported by a grant from industry.

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

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 program guide, on the event website, mobile application and with signage during the event.

PARTICIPATION GRANT



As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for our Conference. The industry will entrust the Kenes Group and provide educational grants directly, and Kenes Group together with the Conference Committee will be responsible for participants (HCPs) pre-selection.

Educational Participation Grants of any amount are appreciated and important to the success of our Conference.

Recipients (HCPs) will need to fulfil the criteria specified by the Committee to be eligible to apply for an educational participation grant. Accepted grant recipients will be contacted by the Conference Secretariat.

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

Promotional Items

PARALLEL SYMPOSIUM



- Opportunity to organise an official non-CME Industry Session (Program subject to the approval by the Conference Committee).
- Includes hall rental, standard audio/visual equipment, and a display table.
- Permission to use the phrase “Official Symposium of ATTD-ASIA 2024”.
- Sponsored Symposia Programs will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Program 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 Symposium speakers have already been invited by the event organisers.

PLENARY SYMPOSIUM



- Opportunity to organise an official non-CME Industry Session (Program subject to the approval by the Conference Committee).
- Includes hall rental, standard audio/visual equipment, and a display table.
- Permission to use the phrase “Official Symposium of ATTD-ASIA 2024”.
- Sponsored Symposia Programs will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Program 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 Symposium speakers have already been invited by the event organisers.

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SPOTLIGHT PRESENTATION



- Opportunity to present your company for 20 minutes during an official non-CME Industry Session (Program subject to the approval by the Conference Committee).
- Includes hall rental, standard audio/visual equipment, and a display table.
- Sponsored Session Programs will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Program 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.

COFFEE BREAK



Coffee will be served during breaks in the exhibition area. Hospitality provided will follow all relevant industry codes.

- Opportunity to have a 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 program guide, on the event website, mobile application and with signage during the event.

BAGS



- Supporter will produce participants' bags.
- The bag will bear the Supporter's logo and the Conference logo.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application and with signage during the event.
- The bag must be approved by the organising committee in advance.

NOTEPADS & PENS



Supporter will provide the Notepads & Pens for the participants.

- Notepads & Pens will bear the Conference 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 program guide, on the event website, mobile application, and with signage during the event.

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REGISTRATION CONFIRMATION EMAIL BANNER



By partnering with us on this digital marketing opportunity, your brand will be front and centre in the inbox of every participant, maximizing your reach and impact.

- The Registration Confirmation Email Banner is an integral part of our Conference' registration process. As soon as participants complete their registration, they will receive a confirmation email, providing them with essential event details.
- This email will also feature a prominent and eye-catching banner space reserved exclusively for the sponsor.

Industry Support Disclosure

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.

REGISTRATION DESK BRANDING



As a registered participant approaches kiosks to print their event badges, a video/banner/logo of your company will be prominently displayed on the kiosk monitors and your brand will enjoy significant exposure, making a lasting impression on attendees as they collect their badges.

Industry Support Disclosure

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DIGITAL PHOTO ALBUM



Your company has the unique chance to provide participants with an unforgettable experience. Our innovative digital photo album sponsorship offers a personalised touch that will leave a lasting impression on attendees. Your logo prominently displayed on each participant's digital photo album, reinforcing your presence throughout the event.

How It Works:

- Each participant's photo will be taken at the registration desks.
- Our advanced software will recognise them in the event photos taken daily.
- Participants will receive an online branded photo album directly in their email inbox, featuring their own pictures from the day's events.

PRE-CONFERENCE VIDEO PROMOTION



Sponsors will be offered a dedicated webpage including a short video on the official Conference Website.

- Opportunity for sponsors to connect with attendees before the Conference days and create anticipation with a pre-event promotional video/webpage hosted by Conference organizers.
- Product advertising is not permitted.

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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 program guide, on the event website, mobile application and with signage during the event.

MOBILE APP



The Conference 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 congress 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.

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 follow 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 program guide, on the event website, mobile application, and with signage during the event.

HOSPITALITY / MEETING ROOMS



- 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 Conference. Supporters will have the option to order catering and AV equipment at an additional cost.
- Hospitality provided will follow all relevant industry codes and compliance guidelines.
- Opportunity to brand the hospitality suite.
- Acknowledgement on directional signage outside suite.

Advertising Items

ADVERT IN FINAL PROGRAM



Full page color advertisement (inside page/ inside back page/ spread page) 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 bags.
- The advertisement will be printed in the designated industry section of the program, according to compliance regulations.

BAG INSERT



Promotional material (up to 4-page insert, A4 flyer) will be included in the bags.

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

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 Conference 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 and online via the virtual platform.
- Date and time to be coordinated with Conference organiser.
- Specifications will be provided by the Conference organiser.
- The Conference App will be available for all participants who download the app.

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

SOCIAL MEDIA POST



- Increase your reach and connect with participants and other HCPs by using the Conference social media.
- The company will be able to send a post on the different social media platforms.
- Time and date to be confirmed with the Conference organisers.

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 Conference 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 Conference. "From" field will be ATTD-ASIA 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 Conference 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. 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.