



# TORONTO

12<sup>TH</sup> INTERNATIONAL  
SYMPOSIUM ON PNEUMOCOCCI  
& PNEUMOCOCCAL DISEASES  
Toronto, Canada



**2021**  
20-24 June

[isppd.kenes.com](http://isppd.kenes.com)

The main graphic is a large, stylized word "TORONTO" where the letters are cut out to reveal a background image. The background shows a sunset or sunrise over the Toronto skyline, with the CN Tower prominently featured. The letters "TO" are at the top, "RON" is in the middle, and "TO" is at the bottom. The bottom "TO" is reflected in water. To the right of the "ON" part of the word, there is a stylized pink maple leaf and a cluster of purple and blue pneumococci bacteria. The bottom right corner of the graphic has the year "2021" in large white letters, the dates "20-24 June" in orange, and the website "isppd.kenes.com" in white. The background of the graphic transitions from white at the top to a blue gradient at the bottom.



## ISPPD 2021 SPONSORSHIP & EXHIBITION PROSPECTUS

For bookings and further information, please contact:

Mr. Sherwin Gentle | Tel: +31 20 763 01 08 | Email: [sgentle@kenes.com](mailto:sgentle@kenes.com)

Sponsorship levels will be allocated dependent upon the total amount of your contribution.

The total contribution will consist of:

- Satellite symposium package chosen (details below) or/and
- Sum of individual items (e.g. promotional opportunities, exhibition space, etc.)

### SPONSORSHIP LEVELS

PLATINUM SPONSOR

GOLD SPONSOR

SILVER SPONSOR

- All other sponsors will be acknowledged as **SPONSOR**.
- Companies booking exhibition space only will be acknowledged as **EXHIBITORS**.

### SPONSORSHIP LEVELS & BENEFITS

BENEFIT	PLATINUM	GOLD	SILVER
1 ADVERTISEMENT IN THE FINAL PROGRAMME* (INSIDE FULL PAGE, COLOUR)	✓	✓	
FULL REGISTRATIONS	6	3	1
SPONSOR'S LOGO WILL APPEAR ON THE SYMPOSIUM WEBSITE BASED ON SUPPORT LEVEL AND WILL RECEIVE A HYPERLINK FROM THIS LOGO TO A WEBSITE OF THEIR CHOICE	✓	✓	✓
THE RIGHT TO USE THE SYMPOSIUM LOGO (SUBJECT TO APPROVAL OF SCIENTIFIC COMMITTEE)	✓	✓	✓
ACKNOWLEDGEMENT ON SPONSORS' BOARD ON-SITE AND IN THE SPONSORS' LIST IN THE PROGRAMME*	✓	✓	✓

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

#### ACKNOWLEDGEMENTS

- Sponsor's logo on Symposium website, Mobile App & Sponsors' Board on-site.
- Acknowledgement in the Sponsors' List and 100-word company profile in the Final Programme



## SATELLITE SYMPOSIUM PACKAGES

### PLATINUM SYMPOSIUM PACKAGE

#### PLENARY SATELLITE SYMPOSIUM

Opportunity to organise an Official Satellite Symposium in a Plenary Hall, up to 90 minutes. The Sponsor selects the Symposium speakers\* and topics, which will be subject to approval by the ISPPD-12 Scientific Committee.

- Includes: hall rental, standard audio/visual equipment, display table.
- Permission to use the phrase: "Official Sponsor of 12<sup>th</sup> International Symposium on Pneumococci & Pneumococcal Diseases".
- Industry sessions will be clearly indicated in the meeting timetable/Programme as: "Industry Session" not included in the main event CME/CPD credit offering.

*\*\*\* speakers will be invited by the sponsor. travel costs, accommodation and registration fees of the speakers will be covered by the sponsor in addition to the sponsorship fee. this also applies in the case where the symposium speakers have already been invited by the symposium.*

#### EXHIBITION SPACE

- 250 SQF Exhibition space (space only)

#### ADVERTISEMENT

- 1 Promotional Material, such as a bookmark or one-page flyer, in the brochure racks within the venue (Inserts to be provided by Sponsor).
- 1 Full page colour symposium advertisement in the ISPPD-12 Final Programme
- (Benefit as a Platinum Sponsor).

#### REGISTRATION

- 6 complimentary ISPPD-12 registrations (Benefit as a Platinum Sponsor).

#### ACKNOWLEDGEMENT

- Platinum Sponsors will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, Mobile App and with signage during the event.



## GOLD SPONSORSHIP PACKAGE

### PLENARY SATELLITE SYMPOSIUM

Opportunity to organise an Official Satellite Symposium in a Plenary Hall, up to 90 minutes. The Sponsor selects the Symposium speakers\* and topics, which will be subject to approval by the ISPPD-12 Scientific Committee.

- Includes: hall rental, standard audio/visual equipment, display table.
- Permission to use the phrase: "Official Sponsor of 12<sup>th</sup> International Symposium on Pneumococci & Pneumococcal Diseases".
- Industry sessions will be clearly indicated in the meeting timetable/Programme as: "Industry Session" not included in the main event CME/CPD credit offering.

*\*\*\* speakers will be invited by the sponsor. travel costs, accommodation and registration fees of the speakers will be covered by the sponsor in addition to the sponsorship fee. this also applies in the case where the symposium speakers have already been invited by the symposium.*

### EXHIBITION SPACE

- 130 SQF Exhibition space (space only or pipes & drapes).

### ADVERTISEMENT

- 1 Promotional Material, such as a bookmark or one-page flyer, in the brochure racks within the venue (Inserts to be provided by Sponsor).
- 1 Full page colour symposium advertisement in the ISPPD-12 Final Programme (Benefit as a Gold Sponsor)

### REGISTRATION

- 3 complimentary ISPPD-12 registrations (Benefit as a Gold Sponsor)

### ACKNOWLEDGEMENT

- Gold Sponsors will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, Mobile App and with signage during the event.



## SILVER SPONSORSHIP PACKAGE

### PLENARY SATELLITE SYMPOSIUM

Opportunity to organise an Official Satellite Symposium in a Plenary Hall, up to 60 minutes. The Sponsor selects the Symposium speakers\* and topics, which will be subject to approval by the ISPPD-12 Scientific Committee.

- Includes: hall rental, standard audio/visual equipment, display table.
- Permission to use the phrase: "Official Sponsor of 12<sup>th</sup> International Symposium on Pneumococci & Pneumococcal Diseases".
- Industry sessions will be clearly indicated in the meeting timetable/Programme as: "Industry Session" not included in the main event CME/CPD credit offering.

\*\*\* speakers will be invited by the sponsor. travel costs, accommodation and registration fees of the speakers will be covered by the sponsor in addition to the sponsorship fee. this also applies in the case where the symposium speakers have already been invited by the symposium.

### EXHIBITION SPACE

- 100 SQF Exhibition space (space only or pipes & drapes).

### ADVERTISEMENT

- 1 Promotional Material, such as a bookmark or one-page flyer, in the brochure racks within the venue (Inserts to be provided by Sponsor).
- 1 Full page colour symposium advertisement in the ISPPD-12 Final Programme (Benefit as a Silver Sponsor)

### Registration

- One complimentary ISPPD-12 registrations (Benefit as a Silver Sponsor)

### Acknowledgement

- Silver Sponsors will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, Mobile App and with signage during the event.



## EDUCATIONAL SUPPORT OPPORTUNITIES

### EDUCATIONAL GRANT



Educational Grant in support of an Existing Official Session accepted or invited by the ISPPD-12 Scientific Committee and supported by a grant from the industry.

Certain scientific symposia within the main Meeting programme may coincide with the broaden educational objectives of certain sponsors. Such sessions are designed by Scientific Committee, including choice of topic and speakers. Sponsors are invited to contribute towards the costs of holding one or more of these sessions.

- Hands off support, no influence over any scientific/education content
- Support will be acknowledged in a designated section of the Mobile App and event website.
- Support will be acknowledged in the Industry Support and Exhibition section of the Programme\* and on the event website as: Session Title "Supported with an Unrestricted Educational Grant from <Company Name>"

\*If applicable

### MOBILE APP



The Mobile App engages attendees with personalised planning tools and real-time event updates. The App transforms smartphones, tablets and laptops into a tool for active Symposium participation, making it easy for participants to access Symposium information they need and to connect with speakers and colleagues. The App includes the scientific programme, abstracts, speaker info, rating/voting system for sessions/speakers and a personalised scheduler and is easily downloadable from the App Store and Google Play.

Mobile App support includes:

- Sponsor acknowledgement on the splash/pop-up screen of the app: "Supported by: company name/logo" (product logo not permitted)
- Signage on site with App QR code and "Supported by: company name/logo" (product logo not permitted)
- 2 "Push notifications" are included in the sponsorship package

Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, Mobile App and with signage during the event.

## PROMOTIONAL & ADVERTISING OPPORTUNITIES

### LANYARDS (Provided-in-kind)



Opportunity to place company logo on the lanyards. The ISPPD-12 Committee will select the type and design of the lanyards. The support entitlements are as follows:

- Sponsor's logo to be printed on the lanyards
- Sponsor's logo on Symposium website

Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, Mobile App and with signage during the event.

### WELCOME RECEPTION (Sole Sponsorship)



Sponsor will have the opportunity to promote itself through a Welcome Reception on the first evening to which all ISPPD 12 attendees are invited.

- Sponsor's logo on invitations and menus
- Sponsor's logo on sign at the entrance to the Welcome Reception

Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, Mobile App and with signage during the event.

### EXECUTIVE LOUNGE



Facilities will be available at the venue for Speakers and members of the ISPPD-12 Committee to rest and enjoy refreshments at the Executive Lounge.

- Sponsor's name/or company logo will appear on signage of this room or Sponsor's logo will appear on the Executive Lounge entry card
- Opportunity to provide Sponsor's mouse pad at each workstation
- Opportunity to display Sponsor's logo on screensavers at each workstation
- Opportunity to provide branded napkins

Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, Mobile App and with signage during the event.





## WIFI LANDING PAGE



Wireless Network Provision: Participants wishing to access the internet via their own laptop/ smartphone may do so by using the Symposium Wi-Fi. Sponsor of this piece of technology will receive strong visibility during the meeting.

An initial branded splash screen will bear the sponsor logo and company name. The card will be distributed with the Symposium material.

Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, Mobile App and with signage during the event.

## COFFEE BREAKS



Coffee, tea and refreshments will be served during breaks on each day of ISPPD-12 sessions.

- Sponsor will be given the opportunity to brand the napkins or other items (at an extra cost)

Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, Mobile App and with signage during the event.

## SPUTUM CUP (SPORTING EVENTS)

The following sponsorship opportunities are available:

- Reusable Water Bottles  
US\$ 4,000 + Provided in Kind
- T-shirts  
US\$ 10,000 + Provided in Kind
- Hats  
US\$ 3,000 + Provided in Kind
- Banners  
US\$ 3,000

Additional details available upon request.





## SPEAKERS' SPONSORSHIP



Sponsorship of speakers plays a major role in the Symposium's success and provides a diverse faculty. Sponsorship covers the speakers' direct expenses – 1 (APEX) flight ticket, hotel accommodation and registration fee, which will be handled by the ISPPD-12 Organiser.

- Speakers will be notified of the name of their sponsoring company

Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, Mobile App and with signage during the event.

## NOTEPADS AND PENS (Provided-in-kind)



Sponsor will provide the participants' notepads and pens.

- The notepads and pens will bear the Sponsor's name/company logo and will be distributed with the participants' materials.

Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, Mobile App and with signage during the event.

## HOSPITALITY SUITES/MEETING ROOMS



An opportunity to hire a room at the venue that may be used as a Hospitality Suite or Meeting Room. Sponsors will be able to host and entertain its guests throughout the Symposium. Sponsors will have the option to order catering and AV equipment at an additional cost.

- Hospitality provided will comply with all relevant industry codes and compliance guidelines.
- Opportunity to brand the hospitality suite
- Acknowledgement on directional signage outside suite
- 

## MINI-PROGRAMME (Sole Sponsorship)



Support will be acknowledged in an inside back page according to compliance regulations as "sponsored by- Company name/logo".

Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, Mobile App and with signage during the event.

## PUSH NOTIFICATION



1 "Push notification" sent to all participants\*\* onsite through the mobile app - to be coordinated with ISPPD-12 Organiser.

- \*(Only available for companies that have an industry symposium or Product Theatre)
- \*\*(Only for those who have accepted to receive such information)

## PROMOTIONAL E-MAIL BLAST (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 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 Congress. "From" field will be ISPPD21.

\* 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 US\$250. Content received after the deadline may be processed for an additional fee of US\$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 organized by industry and not included in the main event CME/CPD credit offering.

## E-ADVERTISEMENT IN MOBILE APP



Sponsor will be able to provide a designed PDF to be presented in a separate tab under "Sponsored Advertisements" in the main menu of the mobile application.

- This can be used as an advertisement to your exhibition booth, Industry supported session, or any other activity planned during the event.

Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, Mobile App and with signage during the event.

## EXHIBITION

### SPACE ONLY RENTAL



[ Minimum of 100 SQF]

This includes:

- Exhibitors' badges
- 100-word company / product profile in the Program
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors

Space only / pipes & drapes rental does not include any furniture, electrical usage or stand cleaning. All these services and others will be available to order in the Exhibitors' Technical Manual.

#### ADDITIONAL BENEFITS:

Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, Mobile App and with signage during the event.

### PIPES & DRAPES RENTAL



This includes:

- Exhibitors' badges
- Pipes & drapes frame, basic lighting
- Fascia panel with standard lettering
- 100-word company / product profile in the Programme
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors

Space only / pipes & drapes rental does not include any furniture, electrical usage or stand cleaning. All these services and others will be available to order in the Exhibitors' Technical Manual

#### ADDITIONAL BENEFITS:

Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, Mobile App and with signage during the event.

**Please contact me for details and booking form**

Mr. Sherwin Gentle – Industry Liaison & Sales Associate

Tel: +31 20 763 01 08

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



## EXHIBITORS BADGES RULES & REGULATIONS

### ALLOCATION OF EXHIBITION SPACE

Space Allocation will be made on a “first come, first served” basis. A completed Exhibition Booking Form and Contract must be faxed / emailed to ensure reservation of a desired location. Upon receipt of the Exhibition Booking Form and Contract, space will be confirmed, and an invoice will be sent. Please note that three alternative booth choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with payment are received.

### EXHIBITOR REGISTRATION

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name.

Two exhibitor badges will be given for the first 100 SQF booked and one additional for each 100 SQF after. Any additional exhibitors will be charged an exhibitor registration fee.

Companies can purchase a maximum number of exhibitor registrations as follows:

- Booths of up to 650SQF – 15 exhibitor registrations
- Booths larger than 650SQF – 25 exhibitor registrations

Exhibitor registrations allow access to the exhibition area only and shall be used by company staff only. An exhibitor registration form will be included in the Exhibitor’s Manual.

### EXHIBITORS’ TECHNICAL MANUAL

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

- Technical details about the Venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms



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### SITE INSPECTIONS

Exhibitors and Sponsors are welcome to visit the venue at their convenience. Please contact the venue directly to arrange this.

### EXHIBITOR LOGO & PROFILE

You can submit your logo and company's profile, read important exhibitor information and complete orders for your stand 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](#)). 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 ISPPD-12. The exclusivity of an agent for the handling needs of Symposium refers specifically to work inside the venue. Exhibitors may use their own couriers up to the venue door and from outside of the venue door at the end of the Symposium. This organisational decision has been made for the safety and efficiency benefits to exhibitors and for the successful flow of the Symposium.

### PROMOTIONAL ACTIVITIES

All demonstrations or instructional activities must be confined to the limits of the exhibition stand. Advertising material and signs may not be distributed or displayed outside the exhibitor's stands. Sound equipment must be regulated and directed into the stand so that it does not disturb neighboring exhibits. Exhibition Management reserves the right to require the exhibitor to discontinue any activity, noise or music that is deemed objectionable.

**Further details will be included in the Exhibitors' Technical Manual.**



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## BOOKING PROCEDURES AND PAYMENT INFORMATION

### PAYMENT TERMS & METHODS

- 60% upon receipt of agreement and first invoice
- 40% by December 21, 2020

All payments must be received before the start date of the Symposium. Should the Sponsor fail to complete payments prior to the commencement of the Symposium, the Organizer will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below. Reservations made less than 6 months before the Symposium, will be subject to 100% payment upon reservations.

Payment by Bank Transfer or Check - Details will be provided on the invoice.

All bank charges are the responsibility of the payer.

### CANCELLATION / MODIFICATION POLICY

Cancellation / modification of items must be made in writing to the Industry and Liaison Sales Associate, Mr. Sherwin Gentle, [sgentle@kenes.com](mailto:sgentle@kenes.com)

The Organizers shall retain:

- 10% of the agreed package amount if the cancellation/ modification is made before October 19, 2020, inclusive.
- 50% of the agreed package amount if the cancellation/ modification is made between October 20, 2020 – February 23, 2021, inclusive
- 100% of the agreed package amount if the cancellation/ modification is made after February 24, 2021 onwards.

### VAT INFORMATION (VAT Subject to Change)

All Support prices are exclusive of VAT and are subject to VAT at the local rate which will be added to the invoice.