

Dear Industry Partner,

It is an honour and a privilege to invite you to PTCOG58, which will take place just over a year from now, in June 2019.



**SUPPORT CATEGORIES &  
BENEFITS**



**PROMOTIONAL & ADVERTISING  
OPPORTUNITIES**



**CONTACT US**



**HOTEL BOOKING**



**PAYMENTS CANCELLATION TERMS  
& CONDITIONS**



**ALL ABOUT EXHIBITION**



**DOWNLOAD PRINTABLE  
PROSPECTUS**

Please contact me for details, pricing and booking form:

**Tikva Yossef**

**Sponsorship & Exhibition Specialist**

Tel: +41 22 9080488 Ext. 913

Fax: +41 22 9069140

Email: tyossef@kenes.com

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).

You will benefit from outstanding advantages linked to your supporter category.

**Diamond (Exclusive)**

-Inside back advertisement in the programme book

-Premium booth space : 60 sqm with 8 exhibition badges

-10 access passes to both the Educational Sessions and the Scientific Meetings during PTCOG 58

-10 passes to the Thursday evening Gala

-Plenary symposium during lunch time (first option)

-First choice on congress lanyards or congress bags

-1 Bag insert

-Logo in the inside page of Mini programme according to compliance regulations

-Opportunity to allow a slide with the Diamond supporter's logo in non-educational areas of the conference according to compliance regulations

-2 exclusive mailshots

-2 push notifications in the conference's mobile application

**Platinum (Limited to 2 packages)**

-Inside page advertisement in the programme book

-42 sqm space only booth with 6 exhibition badges

-8 access passes to both the Educational and the Scientific Meetings during PTCOG 58

-8 passes to the Thursday evening Gala

-Choice of 1 promotional item: coffee break, notepads and pens or internet area branding

-1 Bag insert

-Industry symposium during lunch time (Parallel session)

-Opportunity to allow a slide with the Platinum supporter's logo in non-educational areas of the conference according to compliance regulations

-1 exclusive mailshot

-1 push notification in the conference's mobile application

**Gold**

-Inside page advertisement

-36 sqm space only booth with 4 exhibition badges

-6 access passes to both the Educational Sessions and the Scientific Meetings during PTCOG 58

-6 passes to the Thursday evening Gala

-1 bag insert

-1 push notification

**Silver**

-Half page advertisement

-24 sqm space only booth with 4 exhibition badges

-4 access passes to both the Educational Sessions and the Scientific Meetings during PTCOG 58

-4 passes to the Thursday evening Gala

**Bronze**

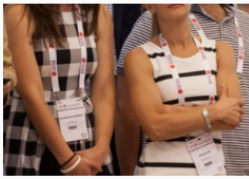
-15 sqm space only booth with 3 exhibition badges

-2 access passes to both the Educational Session and the Scientific Meeting during PTCOG 58

-2 passes to the Thursday evening Gala

## Promotional Opportunities

### ^ CONFERENCE LANYARDS



Opportunity to place company logo on the lanyards. The Organizing 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 and application, and with signage during the event.

### ^ CONFERENCE NOTEPADS & PENS



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

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

### ^ FESTIVAL CHAIRS



The branded Seating Cubes or Festival Chairs are stylish and informal. This multipurpose cardboard stool can be customized to match whatever theme you have chosen for your event. The design is subject to approval of the Secretariat and must follow all compliance regulations.

- ✔ Opportunity to customize the seating cubes.
- ✔ 50 or 100 branded seats will be produced, price is according to the amount.
- ✔ Location of seating cubes onsite to be coordinated with Secretariat.
- ✔ Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

### ^ CONFERENCE BAGS (EXCLUSIVE)



Supporter will provide funding of the Conference 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 and application, and with signage during the event.

\* The bag must be approved by the organizing committee in advance.

### ^ COFFEE BREAKS ONE BREAK/ONE DAY/TWO DAYS/ENTIRE CONFERENCE



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

### ^ REUSABLE WATER BOTTLES

Supporter will provide funding for the Reusable water bottles for the participants.

- ✔ Reusable water bottles will bear the PTCOG logo and the Supporter's company logo and will be distributed in the conference.
- ✔ Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

## Advertising Opportunities

### ^ E-ADVERTISEMENTS IN THE MOBILE APPLICATION



- ✓ The supporter 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.

### ^ PROMOTIONAL MAILSHOT - EXCLUSIVE OR JOINT



- ✓ Gain additional exposure for your Symposium, company or exhibition booth by sending out a Mail Blast to the preregistered 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 PTCOG 2019

- ✓ **Joint:** Mail blast will list all supporting companies according to the support level. Each company will have a section of approximately 150 words. Design will be provided by Organizer.

*\* 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 organized by industry and not included in the main event CME/CPD credit offering.*

### ^ APP PUSH NOTIFICATION



- ✓ One "push notification" sent to all participants\* onsite through the mobile app, to be coordinated with Meeting Organizer. Specifications will be provided by the conference organizers.
- ✓ \*Only for those participants who have opted to receive such information.

### ^ BAG INSERT



Bag insert (up to 4-page insert, A5 flyer) will be included in the Meeting bags.

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

### ^ ADVERTISEMENT PAGE IN THE FINAL PROGRAMME



**Full inside page color advertisement in designated section of the Final Program.**

- ✓ The Final Programme will contain the timetable, information about the scientific Program and other useful information. It will be distributed to all registered participants in the Conference bags.
- ✓ The advertisement will be printed in the designated industry section of the programme, according to compliance regulations.
- ✓ Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

## BOOKING PROCEDURES AND PAYMENT INFORMATION

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

### CONTRACTS & CONFIRMATION

#### SUPPORTERS

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 organizer will reserve the items listed in it. Completion of the Booking Form by the Supporter 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 of Supporter are included in this Online Prospectus and will be included in the Supporter agreement.

#### 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 ensure 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

60% upon receipt of the Sponsorship agreement and first invoice

40% by December 10th, 2018

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 Conference, the Organizer will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below.

Option 1: Payment by check (€).

Option 2: Payment by Bank Transfer (€).

Details for the above payment options will be provided upon booking.

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 Support & Exhibition Sales Department:

Tikva Yossef at: [tyossef@kenes.com](mailto:tyossef@kenes.com) or to Audrey Gabarre at: [Audrey.Gabarre@c-in.eu](mailto:Audrey.Gabarre@c-in.eu)

The organizers shall retain:

The organizers shall retain:

- ✔ 10% of the agreed package amount if the cancellation / modification is made on or before October 10, 2018 inclusive.
- ✔ 50% of the agreed package amount if the cancellation / modification is made between October 11, 2018 and February 09, 2019 inclusive.
- ✔ 100% of the agreed package amount if the cancellation / modification is made from February 10, 2019 onwards.

#### VAT INFORMATION

All prices are exclusive of VAT, and are subject to VAT which will be added to the invoice. The charge of the VAT will depend on the location of the supporting companies as follows:

VAT (Subject to Change)

Company Location	Applicable VAT Charge – Sponsorship	Applicable VAT Charge – Exhibition
United Kingdom	British VAT applies Current VAT Rate (subject to change): 20%	British VAT applies Current VAT Rate (subject to change): 20%
European Union	Reverse charges applies (Client VAT will apply)	British VAT applies Current VAT Rate (subject to change): 20%
Outside EU	Reverse charges applies (Client VAT will apply)	British VAT applies Current VAT Rate (subject to change): 20%

## Space Only Rental (min.12sqm)

(Minimum of 12 sqm)

**That 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 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**

When you exhibit your company will receive the following additional benefits:

- Company logo on Congress Website and Mobile App, as an Exhibitor prior to the Congress
- Listing and profile in the Final Program

## Shell Scheme Rental

**That includes:**

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

Shell scheme 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**

When you exhibit your company will receive the following additional benefits:

- Company logo on Conference Website as an Exhibitor prior to the Conference
- Listing and profile in designated industry section of the Final Program

# Floorplan

To view the Floorplan, please click on the button below:

[EXHIBITION FLOORPLAN](#)

Please contact me for details, pricing and booking form:

## 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 100sqm (9sqm) booked and one additional for each 100sqm 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 60sqm – 15 exhibitor registrations
- Booths larger than 60sqm – 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 Congress. It will include the following:

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

### 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.

### SITE INSPECTIONS

Exhibitors and Supporters are welcome to visit the Conference 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 **Kenex 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 ([LINK TO 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 WSAVA/CVMA 2019. The exclusivity of an agent for the handling needs of conferences 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 conference. This organisational decision has been made for the safety and efficiency benefits to exhibitors and for the successful flow of the conference.

### 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 neighbouring 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.**



# Hotel Booking

Marketing Manchester Convention Bureau is the official accommodation provider for PTCOG58.

All rooms are held on an online system, allowing you to book and secure your own accommodation using either pro-forma invoices or credit/debit card. If you require any assistance with your reservation, support is available via the Accommodation Booking Team.

To book accommodation for this event, please use the following link:

<https://book.passkey.com/go/PTCOG58>

Negotiated delegate rates will be available to book until the end of the day on 13th May 2019, so please book as soon as possible to guarantee a room. If you have any queries about the website, please contact Marketing Manchester Convention Bureau on +44 (0)161 238 4563 or via email [abs@visitmanchester.com](mailto:abs@visitmanchester.com).

For more information on Manchester as a destination please visit [www.visitmanchester.com](http://www.visitmanchester.com). You will discover all things to do in Manchester – from events and attractions to fine dining and a great night out.

Download a digital version of the [city centre map](#)

For city transport information please see [tfgm.com](http://tfgm.com)

## Contact

Should you have any queries, please contact Marketing Manchester on +44 (0)161 238 4563 or via email [abs@visitmanchester.com](mailto:abs@visitmanchester.com).

## Contact Us

**Tikva Yossef**

Industry Liaison & Sales Associate



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