

 **CHEST**<sup>®</sup>  
Congress  
2020

**ITALY**  
Bologna | 25-27 June



Join us in **ITALY**

[congress.chestnet.org](http://congress.chestnet.org)

*In partnership with the CHEST Delegation Italy*

# Support Categories & 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).

## SUPPORT LEVELS

- **DIAMOND SPONSOR**
- **PLATINUM SPONSOR**
- **GOLD SPONSOR**
- **SILVER SPONSOR**
- **BRONZE SPONSOR**

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

Supporter/Exhibitor booking items/space with a contribution of less than Bronze category will be acknowledged as “General Supporter”/“Exhibitor” only.

	<i>Congress registrations</i>	<i>Advertisement in the final program</i>	<i>Supporter’s logo with the hyperlink on the Congress website</i>	<i>Supporter’s logo in the program</i>	<i>Acknowledgement on supporters board on-site</i>
<b>DIAMOND</b>	18	Inside full page	V	V	V
<b>PLATINUM</b>	14	Inside full page	V	V	V
<b>GOLD</b>	12	Inside full page	V	V	V
<b>SILVER</b>	10		V	V	V
<b>BRONZE</b>	8		V	V	V
<b>GENERAL</b>	3		V	V	V

All other sponsors will be acknowledged as SPONSOR.

Companies booking exhibition space only, will be acknowledged as EXHIBITORS.

## SPONSORSHIP PACKAGES:

### DIAMOND PACKAGE

- 36 sqm Exhibition Space
- 90 min Symposia Session
- 18 Full registrations
- Advertisement: Inside page in final program
- Logo on lanyards
- 1 Exclusive Promotional Mailshot
- E-Advertisement in App
- Push Notification in App
- Acknowledgement as DIAMOND SPONSOR on congress website, signage onsite, App and in final program
- 7 Exhibitor badges

### PLATINUM PACKAGE

- 24 sqm Exhibition Space
- Pre-Congress 60 min Symposia Session
- 14 Full registrations
- Advertisement: Inside page in final program
- Bench and floor cling
- 1 Exclusive Promotional Mailshot
- E-Advertisement in App
- Push Notification in App
- Acknowledgement as PLATINUM SPONSOR on congress website, signage onsite, App and in final program
- 6 Exhibitor badges

### GOLD PACKAGE

- 12 sqm of Exhibition Space
- 45 min workshop
- 12 Full registrations
- Advertisement: Inside page in final program
- 1 Combined promotional mailshot
- E-Advertisement in App
- Push Notification in App
- Acknowledgement as GOLD SPONSOR on congress website, signage onsite, App and in final program
- 5 Exhibitor badges

### SILVER PACKAGE

- 9 sqm Exhibition Space
- 30 min Presentation in Product Theater
- 10 Full registrations
- 1 Combined Promotional Email
- Acknowledgement as SILVER SPONSOR on congress website, signage onsite, App and in final program
- 4 Exhibitor badges

### BRONZE PACKAGE

- 6 sqm Exhibition Space
- 20 min presentation in product theater
- 8 Full registrations
- 1 Combined Promotional Email
- Acknowledgement as BRONZE SPONSOR on congress website, signage onsite, App and in final program
- 3 Exhibitor badges

### GENERAL SUPPORTER

- Pricelist – up to 20,000
- 3 Full registrations
- Supporter's logo with the hyperlink on the congress website
- Supporter's logo in the program
- Acknowledgement on Supporter's board on-site

## Special requests

Tailored packages can be arranged to suit your objectives. Please do not hesitate to contact me to discuss your needs.

Dori Bisk (dbisk@kenes.com) or click on BOOK NOW.

# Educational Support Opportunities



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

Independent educational grants, dedicated to the educational mission of the Annual Congress, are appreciated and important to the Congress's success.

- 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.
- 

## Educational grant in support of an existing 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 Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.
-

## Educational participation grant

As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for CHEST Congress 2020. The industry will entrust the Kenes Group and provide educational grants directly, and Kenes Group will be responsible for participants (HCPs) pre-selection.

Educational Participation Grants of any amount are appreciated and important to the success of CHEST Congress 2020

Recipients (HCPs) will need to fulfill the criteria specified by CHEST Congress 2020 in order to be eligible to apply for an educational participation grant. Accepted grant recipients will be contacted by the CHEST Congress 2020 Secretariat on behalf of the Scientific Committee.

- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the

---

## E-Poster area

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 OR on the "sail"
- 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.

## Mobile Application

The Congress App engages attendees with personalized planning tools and real-time event updates. The App transforms smartphones, tablets, and laptops into tools for active meeting participation and makes it easy for participants to access meeting information to connect with speakers and colleagues. The App includes the scientific program, abstracts, speaker information, participant lists, the rating/voting system for sessions and speakers, and a personalized scheduler. The App can be downloaded from the Apple App Store and Google Play.

Congress App sponsorship 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
- Priority listing in the list of meeting exhibitors
- 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.

---

## CHEST Games

Take advantage of our arcade style GAMES (Games Augmenting Medical Education) based on relevant clinical topics available at CHEST Congress 2019. As part of the CHEST booth, GAMES will be available to experience the complexity of the real world within a simulated environment while improving your medical education. Support one of the 9 available GAMES or exclusive support of the entire gaming area.

---

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.



# Promotional and Advertising Opportunities



ITALY  
Bologna | 25-27 June

## Plenary sponsored symposium (Non-CME Industry session)

- Opportunity to organize an Official Non-CME Industry Session in a Plenary Hall, up to 90 minutes (Program subject to the approval by the Scientific Committee).
- Includes hall rental, standard audio/visual equipment, and display table.
- Permission to use the phrase “Official Symposium of the CHEST Congress”.
- Sponsored Symposia Programs will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline).
- Time Slots: allocated on a first come, first served basis
- 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 of the program guide, on the event website and application, and with signage during the event.

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

- Registration fee
- Accommodation
- Travel expenses

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

## Parallel sponsored symposium (Non-CME Industry session)

- Opportunity to organize an Official Non-CME Industry Session in a Parallel Hall, up to 90 minutes (Program subject to the approval by the CHEST Scientific Committee).
- Includes hall rental, standard audio/visual equipment, and display table.
- Permission to use the phrase “Official Symposium of the CHEST Congress”.
- Sponsored Symposia Programs will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline).
- Time Slots: allocated on a first come, first served basis
- 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 of the program guide, on the event website and application, and with signage during the event.

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

- Registration fee
- Accommodation
- Travel expenses

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

## Workshop support

Supporter has the opportunity to have their equipment used in an existing parallel Workshop session.

- Supporter must supply the equipment for the Workshop.
- Supporter should bring a technician to ensure correct use of the equipment in the Workshop.\*
- Workshop speaker(s) is (are) chosen by the Scientific Committee.
- 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.

**Sponsor will not have any input regarding the content of the workshop. The support is only for the opportunity to provide equipment. \*All expenses of the technician to be paid by the supporting company, as well as shipping and insurance.**

---

## Congress 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.

## Charging kiosk

**Fast Charge Technology for all Mobile Devices:** Featuring exclusive multiple fast charge technology, with the latest charging standards and utilize integrated circuitry to ensure your phone or tablet are never overcharged. We keep you always charged and always ready.

Compatible with everything from the Apple iPhone and Android to Amazon Kindle and Blackberry.

**Fully Customizable:** Place your company name and logo/movies on the, it's a great way to leave a lasting impression on the congress delegates.

- Opportunity to brand the Charging Kiosk with your company name and logo
- Support will be acknowledged in the Industry Support and Exhibition section of the Final Program, on the event website, and with signage during the event

**NOTE: description above if this is the KENES SUPPLIER**

---

## Speakers ready room and executive lounge

Facilities will be available at the Meeting location 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 program guide, on the event website and application, and with signage during the event.

Facilities will be available at the venue for speakers and members of the organizing committee. Hospitality provided will be in compliance with all relevant industry codes.

- Company's logo on signage at the entrance to the executive lounge.
- Opportunity to provide company's mouse pad at each workstation.
- Opportunity to display company logo on screensavers.
- 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.

### **E- advertisement in the mobile app**

A designed PDF which will be presented in a separate tab under “Sponsored Advertisements” in the main menu of the mobile app.

---

### **Push notification in app**

---

### **Promotional mailshot**

Additional exposure for your symposiums, company, or exhibition booth by sending out a promotional email to the preregistered delegates at a date and time coordinated with the Congress organizer.

---

### **Program book advertisement**

Full-page color advertisements available in the program book.  
Advertisements to be provided by the sponsor.

## Coffee station

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.

---

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

## Product theater

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 Theater sessions are 30 minutes in length and will be held in a designated area(s) in the exhibit hall, which is set up in theater style for up to 50 attendees. No other sessions of the scientific program will run in parallel but may run concurrent with other corporate sponsors.

Product Theaters provide a high value, live educational opportunity for hosts to reach engaged healthcare professionals. These sessions deliver a platform to gather and discuss issues on patient education, specific products and therapeutic areas

Located in the Exhibit hall, Product Theater provides an opportunity to:

- Highlight and demonstrate new and existing products.
- Provide up-to-date research findings.
- Give product details in-depth.
- Demonstrate products.
- Distribute branded materials.

## Networking reception

The Networking Reception will be held in the exhibition area on the first evening of the Congress. This is the perfect opportunity to welcome all the participants to this educational event, networking with colleagues, and meet experts from around the world. Support will be acknowledged with signage at the entrance to the hall and near the catering stations. Opportunity to provide branded napkins or other items for this reception.

---

## Bench and floor cling

Grab their attention as attendees relax in the Exhibit Hall.  
Each location includes messaging on back-to-back park benches; floor cling in front of each bench.



# Exhibition



**ITALY**  
Bologna | 25-27 June

## Space only rental

**(Minimum of 12 SQM)- For smaller booths, please book SHELL SCHEME**

### That includes:

- Exhibitors' badges
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors

Space only / 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 Congress Website and Mobile App, as an Exhibitor prior to the Congress

Listing and profile in the Final Program

**Please Note:** If you are planning to have a joint booth with another company, a co-exhibitor fee of **1,500 €** applies.

## Shell scheme rental

### That includes:

- Exhibitors' badges
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitor
- Shell scheme frame, basic lighting
- Fascia panel with standard lettering

**\*\*Please note:** Space only / shell scheme rental does not include any furniture (other than listed above), 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 as an Exhibitor prior to the Congress
- Listing and profile in the Final Program

**Please Note:** If you are planning to have a joint booth with another company, a co-exhibitor fee of **1,500 €** applies.

## 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 100sqf (9sqm) booked and one additional for each 100sqf 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 600sqf – 15 exhibitor registrations
- Booths larger than 600sqf – 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 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 & 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 CHEST Congress Italy 2020. 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.