Industry Symposia Manual

Dear Supporter,

We are happy to present you with the AD/PD™ 2024 Industry Symposia Manual.

AD/PD™ 2024 International Conference on Alzheimer's and Parkinson's Diseases and related neurological disorders will take place on **March 5 – 9, 2024** in **Lisbon, Portugal**.

Venue:
CCL – Centro de Congressos de Lisboa
Lisboa Congress Centre
Praça das Indústrias, 1300-307, Lisboa, Portugal
https://lisbonvenues.pt/en/

This manual covers important information and is designed to assist in preparing for your Session. We trust that you will find it helpful and suggest that you read all the information presented. It will take you very little time now and could save you a great deal of time later.

Please forward this manual to everyone who is working on this project.
Each exhibitor/supporter has received an e-mail with login details to access the Portal. The Portal enables Supporters and Exhibitors to:

- Submit company logo and profile
- Order lead retrieval (badge scanners)
- Submit individual names for badges and order extra exhibitor badges
- Submit booth drawing (for "Space Only" booths)/Fascia sign lettering (for "Shell Scheme" booths)

Link to access the Portal https://exhibitorportal.kenes.com

Notes:

- The login details has been sent to the person signing the contract. This person is responsible for passing on the login details to third party if needed.
- Access to all Portal services will be available only after submission of your

company profile and logo.

- Only deliverables as indicated in your contract, should be submitted via the Portal. Items not included in your contract will not be processed.

Kenes Contacts:

Conference Organizer
Kenes Group
Rue François-Versonnex 7
1207 Geneva, Switzerland
Tel: +41 22 908 0488
E-mail: adpd@kenes.com

Industry Coordinator
Diyana Yosifova
Tel: +41 22 908 0488 Ext: 258 | E-mail: dyosifova@kenes.com

Exhibition Manager
Sharon Gamliel
Tel: +41 22 908 0488 Ext: 562 | E-mail: sgamliel@kenes.com

Industry Liaison & Sales
Victoria Eskenazi
Tel: +41 22 908 0488 Ext: 986 | E-mail: veskenazi@kenes.com

Hotel Accommodation
Ralitza Angelova
E-mail: rangelova@kenes.com
https://hotels.kenes.com/congress/ADPD24

Audio Visual Coordinator
Mike Perchig
E-mail: nest@nest-av.com

Registration Specialist
Anna Litewka
Tel: +41 22 908 0488 Ext: 218| E-mail: reg_adpd24@kenes.com

Programme Coordinator
Joanne Katz

Tel: +41 22 908 0488 Ext: 920 | E-mail: jkatz@kenes.com

Product Marketing Coordinator
Olaya Espejo
E-mail: oespejo@kenes.com

Contractors:

Catering
Silva Carvalho Catering
Ms Ines Oliva
E-mail: ioliva@sccatering.pt
Catering is **exclusive** to *Silva Carvalho Catering*
Catering Order Form: click here to download

Onsite Logistic Agent, Material Handing & Customs Clearance Agent
Merkur Expo Logistics GmbH
Ms Irit Sofer
Mobile: +972-52-8890129
E-mail: irit.sofer@merkur-expo.com
Merkur is the **exclusive** handler inside the venue.

Hostesses & Temporary Staff Hire
Springevents
Ms Margarida Fonseca
E-mail: margarida.fonseca@springevents.pt
Hostesses & Temporary Staff Hire Request Form: click here to download

Furniture / Graphics & Signage / Plants & Floral Arrangements
LISBOA-FCE
Mr Júlio Teixeira
E-mail: julio.teixeira@ccl.fil.pt
Ms Raquel Tomás
E-mail: raquel.tomas@ccl.fil.pt
Furniture Catalogue: click here to download
Furniture Order Form: click here to download
Plants & Flowers Order Form: click here to download

Action Item *Please refer only to items which are included in your signed contract*	Deadline	Contact Person
Staff Hotel Reservation	As soon as possible	**Ralitza Angelova** rangelova@kenes.com
Payment of Invoice Balance	Must be received in full no later than one week prior to the Conference	**Pazit Hochmitz** phochmitz@kenes.com
Symposium Final Program (for approval by Scientific Committee)	As soon as possible and no later than Tuesday, January 23	**Diyana Yosifova** dyosifova@kenes.com
Advert inside the Mini Program	Friday, January 26	
Advert in the Mobile App	Friday, February 9	
Promotional E-mail Blast (Exclusive/Joint)	Friday, February 9	
Text for Push Notifications	Friday, February 9	
Badge Scanner/Lead Retrieval System ***Kenes Exclusive***	Tuesday, February 20	
Placing orders for Live Streaming, Voting / 'Ask the Speaker'/ Evaluation and other Technology Products and Services ***Kenes Exclusive***	As early as possible and no later than Thursday, February 1 *Orders received after the deadline will incur rush fees*	**Olaya Espejo** oespejo@kenes.com
Catering Services	Friday, February 9 *After this deadline surcharge will be applied, subject to items availability.*	**Silva Carvalho Catering** Ines Oliva ioliva@sccatering.pt
Hostesses & Temporary Staff Hire	Friday, February 16	**Springevents** Margarida Fonseca margarida.fonseca@springevents.pt

Furniture / Graphics & Signage / Plants & Floral Arrangements	Friday, February 9	**LISBOA-FCE** Júlio Teixeira julio.teixeira@ccl.fil.pt Raquel Tomás raquel.tomas@ccl.fil.pt
Dedicated Wi-Fi / Internet ***Exclusive***	Friday, February 9	**Diyana Yosifova** dyosifova@kenes.com
AV – scheduling Tech rehearsal, placing orders for extra AV for the Sponsored Symposia and AV for Meeting rooms	As early as possible and no later than Thursday, February 15 *Orders received after the deadline will incur rush fees*	**Mike Perchig** nest@nest-av.com
Shipping & Material Handling Services		
Door to door & Airfreight shipments	Please contact Merkur	**Merkur Expo Logistics** Irit Sofer +972-52-8890129 irit.sofer@merkur-expo.com
Shipment via **Germany** Advance Warehouse	No later than Tuesday, February 20 *We highly recommend using this option*	
Exhibition goods – Direct deliveries to Conference venue only full load trucks	Subject to time slot Please contact Merkur	

- **Industry Symposia:** https://adpd.kenes.com/industry-sessions/
- **Pre-Conference** **Symposia:** https://adpd.kenes.com/pre-conference-sessions/
- **Educational** **Supporters:** https://adpd.kenes.com/educational-supporters/

Important notes:

- Industry Supported Sessions are ***not*** included in main conference CME/CPD credits.
- In order to support you in the best possible way, **please share your plans and requirements with us**. This information is invaluable for the success of your symposium. Please coordinate directly with the Industry Coordinator Diyana Yosifova at: dyosifova@kenes.com.

- We recommend arriving early to **set up the hall** prior to the start of your Symposium. A member of the Kenes Operational team will be available onsite should you need any assistance.
- **Handouts** are allowed to be distributed at the entrance to the Symposium hall; however, it is NOT permitted to place material on the seats inside the hall. We encourage supporters to consider digital alternatives, minimizing paper waste.
- Printed tent cards placed on the head table are allowed and should be produced and provided by supporter.
- **We ask presenters to follow the time schedule precisely in order for the day's events may run smoothly. The updated scientific program can be found on the [AD/PD™ 2024 Conference Website](#).**
- **Blackout Policy:** we respectfully request that all supporters (sponsors, exhibitors, special interest groups, and other stakeholders) comply with the conference blackout policy and refrain from holding organized meetings or events in parallel to the scientific program. [Click here](#) to view the conference program

- Catering is **exclusive** to **Silva Carvalho Catering** and should be ordered in advance.
- **Lunch boxes** can be taken into the symposium halls.
- Other arrangements – upon request. If you would have any different F&B request for your symposium, please contact the Industry Coordinator first dyosifova@kenes.com, so we can check for you.
- Supporters who wish to order **Lunch boxes for their symposium or any food and beverages for their meeting/hospitality room** are welcome to do so directly with **Silva Carvalho Catering.** Kindly contact Ms Ines Oliva at ioliva@sccatering.pt.
- **Catering Order Form: [click here to download](#)**
- **Deadline: Friday, February 9**
- If you are considering having catering during the symposium, please note that additional charges will be applied for cleaning the hall immediately following the session.
- Please take into consideration that lunch and refreshments will be served in the Exhibition Hall according to the Conference timetable ([click here](#) for the most updated timetable).
- If you are planning to offer catering together with the symposium, it is

recommended to indicate this in all publications (as long as it is in line with the supporter's internal compliance policy).

We strongly recommend scheduling a technical rehearsal in the hall itself and testing the Presentations during that rehearsal. Please make arrangements directly with the Conference Audio Visual Coordinator, Mike Perchig at: nest@nest-av.com. A technical rehearsal is offered free of charge; however additional charges may apply, depending on hall availability, rehearsal requirements and overtime of the technicians.As indicated in the sponsorship agreement, the supporting company, in addition to the support fee, must cover all speakers' expenses, including registration fees, accommodation and travel expenses. This also applies in the case where the Sponsored Symposium speakers have already been invited by the AD/PD™ 2024 Conference.Sponsored symposia will be recorded onsite and become available to be viewed 'on-demand' via the Unlok Online Platform *after* the Conference.

It takes us up to 72 hours to process the recording and send it to the supporter for review and approval before uploading to the virtual platform. Once approved, it takes us up to 24 hours to upload the recording to the virtual platform.

Product Theater sessions are onsite only – they are **not** recorded and **not** live-streamed.

If you wish to have the session also live streamed, for further information and costs, please contact Olaya Espejo at e-mail: oespejo@kenes.com

Symposia Halls – Technical Details				
Hall Name	**Location**	**Area (sqm)**	**Hall Capacity**	**Hall Layout**
Auditorium I	Level 1	1700 sqm	1500 pax	Theater Fixed seats, tiered seating rows
Auditorium II	Level 1	390 sqm	350 pax	Theater
Auditorium VI+VII	Level 0	700 sqm	690 pax	Theater
Speaker Lectern in Auditorium I				

• Vertical 49″ Plasma screen in front of the lectern, facing the audience, projecting a PPT with the name of the speaker. • Lectern will be branded digitally at no extra cost. • Please contact the Audio-Visual Coordinator, Mr. Mike Perchig (email: nest@nest-av.com), in order to design the images according to the required resolution. • The "virtual" banner can include the title of the Symposium and the name and logo of the Sponsor • Self-branding is not permitted	 For demonstration only (the photo was taken in a different venue)

Head Table in Auditorium I for morning sessions

• The head table will be branded with the general conference branding.
• If you are interested to have your own company branding note that this is optional and should be arranged in advance and covered by the sponsoring company.
• Due to the time constraints between the sessions and the specifics of the branding, changing the default conference branding is **<u>not</u>** recommended. However, if you prefer to have your own company branding for the head table, please contact the Industry Coordinator Diyana Yosifova dyosifova@kenes.com to discuss the options. The official supplier for producing the branding of the head table is **LISBOA-FCE**.
• Self-branding of the head table is not permitted

The default stage setting in Auditorium I for the morning sessions includes 1 speaker lectern and a head table. For alternative stage setting and/or different set-up, please contact Diyana Yosifova at: dyosifova@kenes.com (depending on the requirements, additional fees may incur).

Head Table in Auditorium I for afternoon sessions

• 6 x armchairs • 3 x coffee table modules * The head table will remain on stage but will not be used, unless specifically requested by the sponsor. • Signage exclusivity for LISBOA-FCE (see details below) • Self-branding of the head table is not permitted. • Sufficient seating for **up to 6 persons**	 For demonstration only (the photo was taken in a different venue)
The default stage setting in Auditorium I for the afternoon sessions includes 1 speaker lectern, 6 armchairs and 2 or 3 coffee tables. The head table will remain on stage but will not be used, unless specifically requested by the sponsor. View **Example** here. For **alternative/additional** arrangements please contact Diyana Yosifova at dyosifova@kenes.com (depending on the requirements, additional fees may incur)	

Please click on the links below for venue map:

- Level 0
- Level 1

Virtual tour of the whole venue is available here.

Auditorium I: more details, pictures and virtual tour available here.

More details, pictures and virtual tour of the other auditoria available below:

- **Auditorium II**: click here
- **Auditorium VI+VII**: click here

AV for Auditorium I

- Large front projection screen, image of H4.5 X W12 meters approx. (see photo below)*.

- 2 x High-powered Data projectors to create the panoramic background image and to project the PowerPoint & Video images as picture-in-picture "windows" on the screen.
- Data/Video control system, including a seamless Data/Video switcher and all necessary cabling (opening picture-in-picture "windows" and adding titles of the speakers on the central screen, etc.).
- Video camera, to capture the face of the speaker at the lectern for live close-circuit projection during presentations.
- 46" Confidence monitor in front of the head table, showing the same PowerPoint & Video images as projected in the large picture-in-picture "window" on the central screen.
- 27" Countdown Timer Monitor in front of the lectern.
- Laptop computer for PowerPoint presentations, including English version of Windows and Office, USB port, sound card – located at the lectern and networked to the Speakers' Ready Room.
- Designed lectern with a Portrait 49″ Plasma screen installed in each front, facing the audience, projecting a PPT with the name of the speaker (see photo below)*.
- Laser pointer (as back-up, we recommend using the cursor of the laptop computer as a pointer).
- P.A. (sound) system, which covers the hall and the stage, including 9 wired microphones (3 head table, 2 lectern, 4 Questions & Answers) with stands (floor/table), 1 wireless headset microphone and connection to sound from computers (mini PL plug) at the lectern.
- Audio monitors for the lectern and the head table.
- Lighting system, illuminating the lectern and the head table.
- Colorful Lighting on stage
- 5 x AV technicians to operate the above-mentioned systems (incl. a camera operator)

For demonstration only (the photo of the lectern was taken in a different venue)

The Sponsor's "virtual" banners on the Panoramic screen and in front of the lectern will be projected.
Please contact the Audio-Visual Coordinator, Mr. Mike Perchig (e-mail: nest@nest-av.com), in order to design the images according to the required

resolution.

The "virtual" banners can include the title of the Symposium and the name and logo of the Sponsor.

AV for Auditorium II

- Front projection screen, image of H2.9 X W5.1 meters approx.
- Data projector, at least 10000 ansi-lumens
- Seamless Data/Video switcher at the AV Control desk and all necessary cabling.
- 40" Confidence monitor in front of the head table, showing the same PowerPoint & Video images as projected in the large picture-in-picture "window" on the central screen.
- 27" Countdown Timer Monitor in front of the lectern.
- Laptop computer for PowerPoint presentations, including English version of Windows and Office, USB port, sound card – located at the lectern and networked to the Speakers' Ready Room.
- Laser pointer (as back-up, we recommend using the cursor of the laptop computer as a pointer).
- P.A. (sound) system, which covers the hall and the stage, including 6 wired microphones (3 head table, 1 lectern, 2 Questions & Answers) with stands (floor/table), 1 wireless headset microphone and connection to sound from computers (mini PL plug) at the lectern.
- Audio monitors for the lectern and the head table.
- Lighting system, illuminating the lectern and the head table.
- 2 x AV technicians to operate the above-mentioned systems.

AV for Auditorium VI+VII

- 2 x front projection screen, image of H3.4 X W6 meters approx. each.
- 2 x Data projector, at least 10000 ansi-lumens each.
- Seamless Data/Video switcher at the AV Control desk and all necessary cabling.
- 46" Confidence monitor in front of the head table, showing the same PowerPoint & Video images as projected in the large picture-in-picture "window" on the central screen.
- 27" Countdown Timer Monitor in front of the lectern.
- Laptop computer for PowerPoint presentations, including English version

of Windows and Office, USB port, sound card – located at the lectern and networked to the Speakers' Ready Room.

- Laser pointer (as back-up, we recommend using the cursor of the laptop computer as a pointer).
- P.A. (sound) system, which covers the hall and the stage, including 8 wired microphones (3 head table, 1 lectern, 4 Questions & Answers) with stands (floor/table), 1 wireless headset microphone and connection to sound from computers (mini PL plug) at the lectern.
- Audio monitors for the lectern and the head table.
- Lighting system, illuminating the lectern and the head table.
- 2 x AV technicians to operate the above-mentioned systems.

AV for Product Theater Sessions (in Exhibition Hall)

- 2 x 75" Plasma screens
- Laptop for Presentations at the lectern
- Wireless PowerPoint advancer
- Sound system with an Audio mixer
- Wired microphone and an Audio PC connection at the lectern
- Wireless hand-held microphone
- Wireless headset microphone
- 1 x AV Technician to support during the session, available from 20 minutes before the session begins. We recommend coming at that time for a tech check and testing the Presentation on the screens.

Presentations Upload Onsite

If you are using a PowerPoint presentation (or any other PC-based application), please note that you have to deliver it on a USB Memory stick to one of the technicians in the Speakers' Ready Room as soon as you arrive at the Venue in the morning – and at least 2 hours before the start of the session.

Please note that conference computers are supplied with Office 2019 (at least) and the native ratio of the projection on the screens in the halls is 16:9.

If you include video clips in your PowerPoint presentation, be sure to test it with the technician in the Speakers' Ready Room at least 2 hours before the start of the session or as soon as you arrive at the venue in the morning. Please make sure to check it with the technician in the session hall where your lecture is

taking place, during a coffee or lunch break prior to your session, at least 30 minutes before the start of the session – even after checking it in the Speakers' Ready Room.

Important Note for Macintosh Users

To use MAC presentations on the PC compatible conference computer, please note that you need to prepare it according to the instructions below, before taking it to the speaker room:

- Convert it to PowerPoint or PDF.
- Use a common font, such as Arial, Times New Roman, Verdana etc. (Special characters might be changed to a default font on a PowerPoint-based PC).
- Insert the images as JPG files (and not TIF, PNG or PICT – these images will not be visible on a PowerPoint based PC).

Technical Rehearsal

As previously mentioned, we strongly recommend scheduling a technical rehearsal in the hall itself and testing the Presentations during that rehearsal. Please make arrangements directly with the Conference Audio Visual Coordinator, Mike Perchig at: nest@nest-av.com. A technical rehearsal is offered free of charge; however additional charges may apply, depending on hall availability, rehearsal requirements and overtime of the technicians.If you have already finalized the speakers who will give a talk in your symposium**, please share with us their details as soon as possible.** Kindly submit **the speakers' names by Tuesday, January 9, 2024**. Please specify country and email address for each speaker.

Please submit the final symposium program using [the attached Agenda format](#) via email to the Industry Coordinator Diyana Yosifova at: dyosifova@kenes.com as early as possible and no later than **Tuesday, January 23, 2024.**

Please note that the content, faculty, and program of the symposium is subject to the review and approval by the Organizers as done for the previous AD/PD™ Conferences.

AD/PD™ *one speaker lecture* **policy with regards Industry speakers:** A speaker may now present one talk in a Scientific CME accredited session and one talk in an Industry session; however, he/she is limited to speak in one industry session only. In other words, the same speaker is not allowed to speak in two different industry sponsored sessions, so it is important to check that your speakers have not already accepted to talk in any other industry session when inviting them for your session.

Please ensure your speakers are aware of above policy before accepting to talk in your symposium.

The proposed program should include:

- Session Title (up to 110 characters including spaces)
- Session Description (up to 200 words. Hyperlinks can be included)
- Speaker Presentations Titles
- Timing – duration of each speaker presentation and full timing of the agenda
- Speaker/Moderator Full Name
- Speaker/ Moderator Country
- Speaker/ Moderator E-mail
- Speaker/ Moderator Affiliation (optional)
- Speaker/ Moderator Bio and Photo (please see specs below)

Please see below specs for Speaker Bio and Photo.

- Speaker **Bio** – up to 200 words.
- Speaker **Photo** – 180×240 px, JPG Format

In case of any changes to your symposium title or program after the initial submission, please update the Industry Coordinator Diyana Yosifova at: dyosifova@kenes.com.Due to accreditation criteria for this conference, which is CME certified, the following rules must apply:

Guidelines to follow when creating your promotional items and content:

- **AD/PD™ logo** should NOT be used in any promotional materials created by the supporter.
- Materials created by companies should NOT utilize the main event marketing look and feel.

- When promoting your symposium, please always indicate on any of your promotional materials: **This session is not included in the main event CME/CPD credits**
- When promoting your symposium, you are allowed to use the phrase: **Official symposium of the International Conference on Alzheimer's and Parkinson's Diseases 2024**
- When creating adverts for **mobile app, program book and mailshots** it is allowed to promote product, symposia or company promotion. When promoting symposia please always indicate the following text inside: **This session is not included in main event CME/CPD credits**
- When creating adverts for External and Internal lobby flags in the virtual platform it is allowed to promote symposia or company promotion. When promoting symposia please always indicate the following text inside: **This session is not included in main event CME/CPD credits**

Kindly refer only to the relevant items in accordance with your sponsorship agreement.

Advertisement in the Mobile App – Carousel Image

Supporters who are entitled to an advertisement in the mobile app, are kindly requested to submit the file via email to the Industry Coordinator Diyana Yosifova at dyosifova@kenes.com **by Friday, February 9.**
File format: PNG or JPG (up to 800kb)
Size: 780px x 1688px

Please note that the ad is a static image, and is not clickable. We recommend avoiding using small text, so the advert can be readable when displayed on a mobile screen.

Promotional Email Blast – Exclusive

For supporters entitled to an exclusive e-mail blast as per their signed contract, kindly submit the files by **Friday, February 9** via email to the Industry Coordinator Diyana Yosifova at dyosifova@kenes.com.

Please send the **HTML version** of your mailshot **and other relevant files together in zip folder** and send us everything with the **subject line.**

Please [click here](#) to download the e-mail blast design requirements. These

guidelines should be forwarded to your web-designer/Programmer.

Ready-to-use HTML templates are available upon request (no extra charge). Please contact the Industry manager if you are interested in these.

Important notes:

- In case the webmail is promoting a sponsored symposium, please include the following disclaimer: ***This session is not included in main event CME/CPD credits.***
- It is not allowed to use the AD/PD™ logo. The conference banner will be added to the webmail's header by Kenes.
- The "From" field will be "AD/PD™ 2024 Supporters"
- The exact launch date will be determined by Kenes in due course. The E-mail Blast will be sent out to the pre-registered delegates who have agreed to receive promotional material from supporters.
- Content received after the deadline may be processed for an additional fee of EUR 500.

Promotional E-mail Blast – Joint

Supporters who are entitled to Joint E-mail Blast as per sponsorship level, are kindly requested to submit the files until **Friday, February 9** and to follow the guidelines below:

Please prepare 2 files according to the following specifications and send these 2 files to Industry Coordinator Diyana Yosifova at: dyosifova@kenes.com:

One Banner/Image
Format: JPEG
Dimension: 300X250
Width: 300 pixels / Height: 250 pixels

One A5 PDF (this file will be linked to the banner/image)
Format: PDF / A5 size

Important notes:

- In case the webmail is promoting a sponsored symposium, please include the following disclaimer: ***This session is not included in main event***

CME/CPD credits.

- It is not allowed to use the AD/PD™ logo. The conference banner will be added to the webmail's header by Kenes.
- The "From" field will be "*AD/PD™ 2024 Supporters*"
- The exact launch date will be determined by *Kenes* in due course. The e-mail blast will be sent out to the preregistered delegates who have agreed to receive promotional material.

Push Notification

For supporters entitled to push notification as per their signed contract, kindly submit the text by **Friday, February 9** by e-mail to Diyana Yosifova at: dyosifova@kenes.com according to below guidelines:

- **Message title** – **Maximum 40 characters** including spaces
- **Message body** – **Maximum 140 characters** including spaces

Important notes:

- **Please specify your preferred date and time** (Lisbon local time) when submitting the text. We will do our best to accommodate this request. The final schedule of the push will be determined closer to the conference, considering the overall push notifications schedule of the conference.
- Push notifications will be sent out during **official breaks only** in order not to disturb the participants who are inside session halls when sessions are taking place.
  The updated program timetable including list of breaks can be found on the conference website under "Scientific Program" page ([click here](#)).
- Content is subject to the approval of AD/PD™.
- Please make sure to indicate **company name** either on the title or in the message body.
- Push Notifications via the mobile app are sent only to participants who download the app and accept to receive notifications.
- Push notifications look different across various browsers, device types, and operating systems.

Advert Inside the Mini Program

Supporters entitled to an advert inside the mini program as per their signed

contract, are kindly asked to submit the file no later than **Friday, January 26** by e-mail to Diyana Yosifova at: dyosifova@kenes.com according to [these specifications](#):

- PDF format, Press quality, CMYK only, Fonts and images embedded.
- Please be sure to leave an extra 3mm of your artwork around the edge (bleed) to allow more leeway when the printer trims the pages.

Bag Insert

Bag inserts are to be printed and delivered by the supporter. Should you be entitled to a bag insert as per your contract, please follow the below procedure:

- Please submit the final artwork (prior to printing) for approval **no later than Tuesday, January 30** via email to the Industry Coordinator Diyana Yosifova at dyosifova@kenes.com.
- The bag insert should not exceed a double side of standard A4 dimensions.
- When promoting Sponsored Symposium, please include the following text: *This session is not included in main event CME/CPD credit.*
- A quantity of **3200** inserts is requested. We recommend checking the latest registration numbers with the Industry Coordinator, before printing.
- Bag inserts must arrive at the advanced warehouse **no later than February 20** to be included in the Conference bags.

Important Notes Regarding Shipping of Bag Inserts:

- *Merkur* is the official logistic agent for the AD/PD™ 2024 Conference. To assure the safe and timely arrival of your inserts, we strongly recommend sending the Inserts via **_Merkur_ warehouse** (fees will incur). Further details can be found in the in the [Shipping Instructions](#).
- Inserts that do not arrive to the warehouse **by February 20,** will not be included in the Conference bags.
- Packages should be labeled (Label Bag Inserts) with the supporting company name, name of the responsible person (who will be onsite), and the name and date of the event. Please also make sure to state 'Bag Inserts' on all packages. This Label for Bag Inserts can be found in the [Shipping Instructions](#).

- Supporters may deliver the Inserts directly to the venue door. Please note that all materials entering the venue incur a handling charge (including bag inserts and display items). No other company is permitted to deliver, operate, and handle goods inside the venue.
- **Inserts that do not arrive to the venue by 09:00am on Monday, March 4, 2024 will not be included in the conference bags.**
- Any deliveries made directly to the venue without going through the official logistics agent, will be at the supporter's own risk. If they do not arrive on time or are mislaid, the Conference organizers and official logistics agent will not take any responsibility.

Symposium supporters have the option to create signage promoting their symposium according to the below guidelines. The symposium signage should be produced by the supporter. Please make sure to follow the guidelines specified at the beginning of this section.

Session Hall Signage

Self-Standing Sign at the Entrance
One stand-alone sign to be placed at the entrance of the session hall 30 minutes prior to the sessions published start time. Please make sure to indicate the following disclosure on the sign: *This session is not included in main event CME/CPD credits.*

Stage Banners
1 x free standing vertical sign to be placed on/next to the stage. Maximum dimensions: 150cm wide x 250cm high.

Digital Lectern
In Auditorium I there will be a designed "digital" lectern (for dimensions, please refer to Section 5: Symposia Session Halls).
The "virtual" banner can include the title of the Symposium and the name and logo of the Sponsor.

Panoramic screen
In addition to the above, in Auditorium I it will be possible to digitally brand the Panoramic screen (for dimensions, please refer to Section: Audio-Visual (AV) Equipment)

Signage in the Exhibition Area

Self-Standing Sign

The Supporter is entitled to place one sign (85cm wide x 200cm high) advertising the **Symposium on the day of the session only.** The sign may be placed in the *exhibition area* during exhibition opening hours. Please liaise onsite with the Industry Coordinator and Exhibition Manager regarding exact time and location.

Notice:

Due to CME/CPD accreditation criteria, you may not place signage advertising your symposium in any other locations unless coordinated with Kenes staff onsite.

Symposium Badges

Each symposium organizer is entitled up to 10 Symposium badges which allow access to their Industry Session only. These badges will not display individual names.

Symposium badges will be prepared *upon request only* and can be collected at the Registration desk 2 hours prior to start of your Industry session. Symposium Badges needs to be returned to the Registration desk after the session has ended.

Wi-Fi

Complimentary Wi-Fi will be provided by the conference during official conference days at most areas. This public Wi-Fi connection is limited for basic web browsing or checking e-mails.

Should you require Wi-Fi or an internet line during your symposium or for your meeting room, please let us know in advance and we will send you a quote.

Wired internet and Wi-Fi connection may be ordered through Kenes until **Friday, February 9**.

Please contact the Industry Coordinator Diyana Yosifova at: dyosifova@kenes.com

Meeting Rooms / Hospitality Rooms

Supporters interested in renting a meeting room during AD/PD™ 2024 Conference should contact Industry Liaison & Sales, Ms. Victoria Eskenazi: veskenazi@kenes.com

Parking (for car or small van – hand-carry items only)

The CCL has an underground parking garage and an uncovered car park with 1100 spaces. [Click here](#) for further information.

Waste Disposal

Please note that it is the supporter's responsibility to leave the symposium session hall in a clean and tidy manner once the symposium has finished. Any items such as leaflets, banners, roll-ups must be removed from the hall at the end of the session. Any discarded waste, including promotional material, left behind will be removed by the conference organizers at the expense of the supporter concerned.

Catering

Catering is **exclusive** to **Silva Carvalho Catering** and should be ordered in advance. Supporters who wish to order food and beverages for their symposium, meeting/hospitality room or exhibition booth, are welcome to do so directly with **Silva Carvalho Catering.**
Ms Ines Oliva
E-mail: ioliva@sccatering.pt
Catering is **exclusive** to *Silva Carvalho Catering*
Catering Order Form: click here to download

For your information, refreshments, and lunches (included in the registration fee) will be served in the exhibition area as per times scheduled in the scientific program.

Hostesses & Temporary Staff Hire

Supporters who wish to order hostess services for their symposium, are welcome to do so directly with **Springevents:**
Ms Margarida Fonseca
E-mail: margarida.fonseca@springevents.pt
Hostesses & Temporary Staff Hire Request Form: click here to download

"K-Lead" Application – Barcode Scanner Application (no device included)

WHAT IS K-LEAD APP?

Lead Retrieval systems are a helpful tool for receiving participants' contact information when they visit your booth or attend your symposium. The information obtained by lead retrieval system enables Exhibitors and supporters to enhance their database by securing valuable leads for further marketing and communication.

HOW DOES IT WORK?

Exhibitors can download the **"K-Lead" app onto their own smart phone or tablet** and transform their device into an instant, easy lead retrieval system and capture participants' full contact information with a quick scan of their badge.

The advantages of the "K-Lead" application:

- Effortless process using registration badge barcode.
- Allows to immediately view the leads information.
- Ability to insert exhibitor's comments for each lead.
- Ability to quickly scan delegates as they enter the session hall by using the "Quick Scan" function.
- The application is available for download from Apple store or Google play: "K-Lead App".

COST

Cost per license: **EUR 600** (excluding 4% credit card charges fees, excluding VAT if applicable)

NB! Please note that device is not included. The Application should be installed on your company/personal device (tablet/smart phone). Operational information will be sent in due course.

Deadline: Tuesday, February 20

Onsite rate of EUR 750 will be applied for order received after above deadline.

IMPORTANT TO KNOW

Device is not included. The Application should be installed on your company/personal device (tablet/smart phone).

- In accordance with the **general data protection regulation** (GDPR), Kenes Group has updated its privacy policy. You can view our updated privacy notice here.

- Kenes will not share delegate's personal data with third parties without their consent.
- Please note that similarly to sharing a business card, presenting a delegate badge for scanning at exhibition booths or industry symposia constitutes an expression of consent to share their personal details with the company that is scanning their badge so that it may contact them in the future.
- Barcodes on delegate's badges contain contact information as supplied by the delegate or the agency responsible for the registration process of the delegate. We regret that in some cases, such as when group registration is completed by a company, we may not be in possession of the full contact details.
- In addition, please note that neither Kenes Group nor the Organising Committee is responsible for the content of the information.

If further assistance is required to place your order, or you have not received your login details please contact the Industry Coordinator, Diyana Yosifova at: dyosifova@kenes.com**Maximize your Participant Experience – Use our innovative technologies for your Symposium**

Kenes is proud to deliver a wide variety of quality onsite technology products and services.
We offer:

- **Live Streaming** and many more products designed for capturing and recording symposium content.
- **Voting, Evaluations,** and more products designed for increasing participant's interaction during symposium sessions.
- **Translation services for any language** are available in two options. The conventional approach involves local interpreters and the use of headphone receivers. Alternatively, we offer a cutting-edge AI-powered solution. With this innovative method, participants can access live translations and captions seamlessly by scanning a QR code on their mobile phones.

We also provide tailor made customized solutions – [contact us](#) to make it happen!
For more onsite products opportunities and price quotes – [Click Here](#)

Please submit your order by **Tuesday, February 1**. Orders received after the deadline will incur rush fees.

 Kindly note that *Merkur Expo Logistics GmbH* is the sole official on-site agent nominated by *Kenes Group* to handle all in/out shipments arriving to this conference.

Contact details:
Merkur Expo Logistics GmbH
Irit Sofer
E-mail: irit.sofer@merkur-expo.com
Mobile: +972-52-8890129

Range of services:

- Transport, national or international
- Temporary or permanent customs clearances
- Coordination of deliveries, delivery time slot management
- Unloading, delivery to the hall/exhibition-stand, fork-lifting
- Storage of empty boxes and crates during the event
- Accessible storage for brochures and give-away items during the event

The shipping instructions at the end of this manual are provided to assist with your preparation for the correct and timely dispatch of materials to the conference. Please follow the instructions closely.
The shipping instructions include:

- Shipping Instructions
- Tariff
- Material Handling Form
- Shipping Labels

In order to follow up on your shipment and to confirm arrival on time, we kindly ask you to provide the official shipping agent with the following information prior to shipping:

1. Number of pieces (pallets, boxes, cartons, etc.)
2. Way of transport (road freight, courrier services, airfreight, ocean)
3. Airway bill number

Supporters may choose to use their own services to deliver their goods to the venue door. However, no other company is permitted to deliver, operate, and handle goods inside the venue.

Merkur has the responsibility of receiving and handling all materials for a fee as published on the "Tariff" section at the end of this manual. Handling rates are based on the incoming weight of shipments. ***Merkur* must have payment before forwarding freight.**

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.

<u>**Shipments sent directly to the venue prior to the set-up period Sunday, March 3, will be refused by the venue.**</u>

Insurance of Goods

All cargo should be insured from point of origin.

To view the **full AD/PD™ 2024 Conference Shipping Instructions**, including Tariffs, Material Handling please select the relevant links:

Shipping Instructions

Please Note: All advanced shipments and deliveries to the Merkur warehouse, including by courier, must be coordinated with Merkur.

Important: Shipping Labels must be attached to all boxes.

For any questions/clarifications, please contact Ms. Irit Sofer from *Merkur* at:
E-mail: irit.sofer@merkur-expo.com
Mobile: +972-52-8890129There is an increasing number of fraudulent websites that are attempting to impersonate AD/PD™. **All official communications about the AD/PD™ Conference are managed by Kenes Group**. Please exercise caution if contacted by other organizations claiming to represent

AD/PD™. For any questions about sponsorship please contact Victoria Eskenazi, Industry Liaison & Sales Associate, at veskenazi@kenes.com

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