

46th World Small Animal Veterinary Association Congress

< VIRTUAL >

WSAVA GLOBAL COMMUNITY CONGRESS

13-15 NOVEMBER 2021

PROSPECTUS

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Support Categories & Benefits

You will be given a support category dependent upon the total amount of your contribution. The total contribution will consist of the package chosen (details below) or sum of individual items (promotional opportunities, exhibition space (excluding storage space).

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

SPONSORSHIP LEVELS (Package details below)

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

SPONSORSHIP BENEFITS

SPONSORSHIP PACKAGES:

DIAMOND PACKAGE

- 1 Deluxe virtual booth
- 2 Advertisement: Inside of e-book
- 1 Advert in Lobby
- 1 Pre-Conference Symposium
- 1 Pre-congress participant list
- 4 Virtual bag inserts (provided by the company)
- 16 Registrations
- 2 Push Notification

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- 6 Walk in slide
- 6 Scientific Stream-full day
- 1 Final list of participants
- 1 Blimp Branding- Exclusive
- 1 Flag
- 1 Video in Lobby
- 1 Advert in exhibition hall
- 1 Logo in networking lounge
- 1 Promotional Mailshot- Exclusive
- 1 Post congress mailshot- Exclusive
- Entitlement to use your logo with the following phrase: "Diamond Sponsor of the 46th WSAVA / 12th FECAVA Congress" on your promotional material from the time the contract is signed until the conclusion of the Congress
- Acknowledgement as DIAMOND SPONSOR on congress website, on virtual platform and in e-book

PLATINUM PACKAGE

- 1 Deluxe virtual booth
- 1 Advertisement: Inside of e-book
- 1 Advert in Lobby
- 1 Pre-Conference Symposium
- 1 Pre-congress participant list
- 2 Virtual bag inserts (provided by the company)
- 14 Registrations
- 1 Push Notification
- 4 Walk in slide
- 4 Scientific Stream-full day
- 1 Final list of participants
- 1 Blimp Branding- Exclusive
- 1 Flag

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- 1 Video in Lobby
- 1 Advert in exhibition hall
- 1 Logo in networking lounge
- Entitlement to use your logo with the following phrase: "Platinum Sponsor of the 46th WSAVA / 12th FECAVA Congress" on your promotional material from the time the contract is signed until the conclusion of the Congress
- Acknowledgement as PLATINUM SPONSOR on congress website, on virtual platform and in e-book

GOLD PACKAGE

- 1 Deluxe virtual booth
- 1 Advertisement: Inside page of e-book
- 2 Walk In Video
- 2 Virtual bag inserts (provided by the company)
- 1 Joint E-mail blast (E-mail blast will be sent prior to the Congress and will include up to 5 companies.
Design to be supplied by the company (html) and to be provided by given deadline)
- 12 Registrations
- 2 Scientific Stream-full day
- 1 Push Notification
- 1 Final list of participants
- 1 Pre-congress participant list
- 1 Advert in Exhibition hall
- 1 Logo in Lobby
- 1 Flag
- 1 Logo in Network lounge
- 1 Post congress Mailshot
- Entitlement to use your logo with the following phrase: "Gold Sponsor of the 46th WSAVA / 12th FECAVA Congress" on your promotional material from the time the contract is signed until the conclusion of the Congress

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- Acknowledgement as **GOLD SPONSOR** on congress website, on virtual platform and in e-book

SILVER PACKAGE

- 1 Deluxe virtual booth
- 1 Push notification
- 1 Scientific Stream-full day
- 8 Registrations
- 1 Exclusive E-mail blast (E-mail blast will be sent prior to the Congress and will include up to 5 companies. Design to be supplied by the company (html) and to be provided by given deadline)
- 2 Virtual bag inserts (provided by company)
- 1 Flag
- 1 Pre-Conference Workshop
- 1 E-Program- 1 page
- 1 Walk in slide
- 1 Logo in Lobby
- 1 Advert in exhibition hall
- 1 Waiting room branding video
- Entitlement to use your logo with the following phrase: "Silver Sponsor of the 46th WSAVA / 12th FECAVA Congress" on your promotional material from the time the contract is signed until the conclusion of the Congress
- Acknowledgement as **SILVER SPONSOR** on congress website, on virtual platform and in e-book

BRONZE PACKAGE

- 1 Standard virtual booth

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- 6 Registrations
- 1 Promotional Mailshot
- 1 Final list of participants
- 1 Pre-congress participant list
- 1 Scientific Stream-half day
- 1 Virtual bag insert (provided by company)
- 100 word profile in final program
- Entitlement to use your logo with the following phrase: "Bronze Sponsor of the 46th WSAVA / 12th FECAVA Congress" on your promotional material from the time the contract is signed until the conclusion of the Congress
- Acknowledgement as BRONZE SPONSOR on congress website, on virtual platform and in e-book

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

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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.

SCIENTIFIC STREAM – FULL DAY [Additional benefit for 2021!]

A Scientific Stream is a series of sessions that take place under one topic.

The WSAVA/FECAVA Congress offers companies to link their name to one (or multiple) streams during the world congress.



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- Company logo on congress timetable (on top of the relevant stream)
Roll up with acknowledgement of company logo on display outside the hall. Scientific content of the sponsored stream will be promoted in mailshots sent to participants (one topic per company) ***NEW***

SCIENTIFIC STREAM – HALF DAY [Additional benefit for 2021!]

A Scientific Stream is a series of sessions that take place under one topic.

The WSAVA/FECAVA Congress offers companies to link their name to one (or multiple) streams during the world congress.

- Company logo on congress timetable (on top of the relevant stream)
- Roll up with acknowledgement of company logo on display outside the hall.
- Scientific content of the sponsored stream will be promoted in mailshots sent to participants (one topic per company) ***NEW***

WEBINAR

Share a new product, compelling case study, or innovative message with the industry and enhance the knowledge of the participants.

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MOBILE APPLICATION

The Meeting 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.

Meeting 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.

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Promotional & Advertising Opportunities

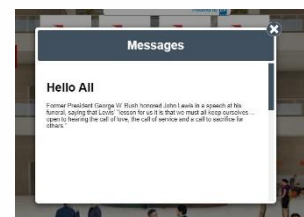
INSERT IN VIRTUAL BRIEFCASE

- Promotional material of the supporting company will be included in the virtual bag.
- Attendees will be able to view and download it.



PUSH NOTIFICATIONS THROUGH VIRTUAL PLATFORM

- One “push notification” sent to all online participants through the virtual platform, to be coordinated with Meeting Organizer.
- Specifications will be provided by the congress organizers.



PROMOTIONAL MAILSHOT – POST CONGRESS

Gain additional exposure for your repeat industry session by sending out a post-Congress Exclusive Mail Blast to registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Congress Organizer.

- 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. “From” field will be WSAVA/FASAVA 2021.

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** 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.

PROMOTIONAL MAILSHOT- JOINT/ 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 Congress 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 Congress. "From" field will be WSAVA/FASAVA 2021.
- Joint: Mail blast will be shared with other supporting companies. Supporting company should provide the content for the mail blast following Kenes design requirements. Design of mail blast will be done by Kenes/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.*

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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.

SPONSORSHIP OF A VIRTUAL DAY

Opportunity to sponsor a virtual day in the Congress platform.

- Logo of the supporting company will be placed throughout the platform and push notifications will be sent to all attendees with the message “This virtual day is being supported by...” and Company name.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.



VIRTUAL MEETING ROOM

- Opportunity to hire a virtual room that may be used to host and entertain guests throughout the Congress.
- Technical support will/can be provided.



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E-PROGRAM- 1 PAGE

- Full inside page color advertisement in the designated section of the E-Program.
- The E-Program will contain the timetable, information about the scientific program, and other useful information. It will be available to all registered participants in the virtual platform.



WAITING ROOM BRANDING IMAGE

Branding the virtual waiting room before your session starts is a great opportunity to connect with attendees and create anticipation.

- Opportunity to brand the virtual waiting room with company's logo.
- Opportunity to share an image while attendees are waiting for your session to start.



WAITING ROOM BRANDING VIDEO

Branding the virtual waiting room before your session starts is a great opportunity to connect with attendees and create anticipation.

- Opportunity to brand the virtual waiting room with company's logo.
- Opportunity to share a video while attendees are waiting for your session to start.



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WALK-IN SLIDE

- Supporting company will have the opportunity to brand the flags (based on availability) in the lobby of the virtual Congress.
- This is one of the main transit areas for virtual participants to navigate between the many features of the platform, such as exhibitions, symposiums, the virtual networking lounge, and the scientific program. This will give your company big exposure for participants throughout the event. This may be the Supporting Company's logo, image or GIF. When clicked, options include:
 - an external link
 - a link to the Supporting Company's virtual booth or symposium
 - a pop-up document/text/advertisement that may be downloaded to the participant's virtual briefcase, or
 - a video streamer pop-up can be shown in the screen.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.



WALK-IN VIDEO

- Supporting company will have the opportunity to brand the flags (based on availability) in the lobby of the virtual Congress.
- This is one of the main transit areas for virtual participants to navigate between the many features of the platform, such as exhibitions, symposiums, the virtual networking lounge, and the scientific program. This will give your company big exposure for participants throughout the event.
- This may be the Supporting Company's video. When clicked, options include:
 - an external link
 - a link to the Supporting Company's virtual booth or symposium



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- a pop-up document/text/advertisement that may be downloaded to the participant's virtual briefcase, or a video streamer pop-up can be shown on the screen.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, and mobile application.

Branding

FLAGS

- Supporting company will have the opportunity to brand the flags on the welcome page of the virtual Congress.
- This page is the first page participants will see before each login to the platform, giving your company big exposure even before entering the virtual venue.



BLIMP BRANDING (EXCLUSIVE)

- The supporting company will have the opportunity to brand the blimp on the welcome page of the virtual Congress.
- This page is the first page participants will see before each login to the platform, giving your company big exposure even before entering the virtual venue.

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LOGO IN LOBBY

- Supporting company will have their logo placed in one of the screens in the virtual lobby.
- A great exposure, as participants can click on the logo and be directed to the company's booth or a web page.



UPGRADE: LOGO POP-UP IN VIDEO/ADVERTISEMENT

As an alternative to providing a link, the Supporter may upgrade their lobby logo so that it opens up into an PDF advert or video.

VIDEO IN LOBBY

- Supporting company will have the opportunity to add a video in one of the screens in the lobby of the virtual Congress.
- By clicking on this video ad, a video streamer pop-up will show in the screen.



ADVERTISEMENT IN LOBBY

- Supporting company will have the opportunity to add an advert in one of the screens in the lobby of the virtual Congress.
- By clicking on the screen, a pop-up will show your advert.



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Networking

LOGO IN NETWORKING LOUNGE

There will be a Networking Lounge where attendees can interact and connect with each other, by group, 1×1 or video call.

- Support will be recognized with the company logo in the entrance of the Networking Lounge.



WORLD MAP

The World Map is a unique atlas providing viewers with extra info/data on conference participants from around the globe. The map is an interactive experience for participants to connect based on their geographical origins, ideal for enhancing participant networking in the virtual environment.

- Support will be recognized with World map signage within virtual Lobby including “Supported by...” and a company logo only.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.



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NETWORKING EVENT

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 of the virtual lobby.
- 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.



Please note that it is the Exhibitors' and/or Supporters' responsibility to comply with the local authority's regulations, including EFPIA, the European Federation of Pharmaceuticals Industries & Associations (www.efpia.org), Eucomed, representing the medical technology industry in Europe (<https://archive.eucomed.org/>), and IFPMA, the International Federation of Pharmaceutical Manufacturers & Associations Code of Practice on the promotion of medicines (www.ifpma.org). 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.

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SPECIAL REQUESTS

Tailored packages can be arranged to suit your objectives. Please do not hesitate to contact the Support and Exhibition Sales Department to discuss your needs.

ACKNOWLEDGEMENTS

Support will be recognized in the Industry Support and Exhibition section of the programme, on the event website, mobile application and with signage during the event.

NOTES:

*All pictures are illustrations only.

CONTACT US NOW

for pricing, bookings and customized packages.

Dori Bisk – dbisk@kenes.com

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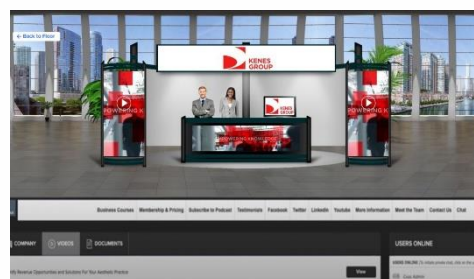


Exhibition

Virtual Booth

2D booth* in the virtual Exhibition Hall includes:

- Company Name and Logo
- Company Profile
- Documents, Videos and Images
- Content hyperlinks for company's website, products, news and social media accounts.



ADDITIONAL FEATURES:

- Interactive Chat (Group and 1:1 chat, including video calls)
- Contact Us
- Ability to see visiting attendees at the booth.
- Additional document in booth
- Additional hyperlink in booth
- Additional video in the booth
- Logo in the exhibition hall
- Advert in the exhibition hall
- Video in the exhibition hall

*Booth template design will depend on the package/ category/ support amount.

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Exhibitor Rules & Regulations

ALLOCATION OF VIRTUAL EXHIBITION SPACE

A completed Exhibition Booking Form and Contract must be faxed/emailed to ensure reservation of a desired booth template. Upon receipt of the Exhibition Booking Form and Contract, the virtual booth will be confirmed and an invoice will be sent.

EXHIBITOR REGISTRATION

All exhibitors are required to be registered in the Congress. Registrations will be given depending on your booth of choice:

- Standard Booth
- Premium Booth
- Deluxe Booth

Any additional registrations will be charged a registration fee.

Within the virtual event platform, all exhibitors (booth admins) will be recognized with a letter E (Exhibitor) indicated after their names. Any additional exhibitors will be charged an exhibitor registration fee. Companies can purchase a maximum number of exhibitor registrations as follows:

- Small and Medium Virtual Booths – up to 10 exhibitor registrations
- Large and Premium Virtual Booths – up to 20 exhibitor registrations

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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 platform
- Final exhibition details and information
- Specifications
- Services available to exhibitors and order forms

EXHIBITOR LOGO & PROFILE

You can submit your logo and company's profile and read important exhibitor information 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.pdf](#)). Please note that the 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/FASAVA 2021 Congress.

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Payments Cancellation Terms & Conditions

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

CONTRACTS & CONFIRMATION

SPONSORS

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 organiser will reserve the items listed in it. Completion of the Booking Form by the Sponsor shall be considered as a commitment to purchase the items.

EXHIBITORS

Once a signed Booking Form is received, a confirmation of the exhibition will be e-mailed to you with an accompanying invoice.

SUPPORT TERMS & CONDITIONS

Terms and Conditions ([TERMS AND CONDITIONS.pdf](#)) of the Sponsor will be included in the contract as well.

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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.

PAYMENT TERMS & METHODS

- 60% upon receipt of the Sponsorship agreement and first invoice
- 40% by May 13th, 2021

All payments must be received before the start date of the Congress. Should the Exhibitor fail to complete payments prior to the commencement of the Congress, the Organizer will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below.

Payment by Check or Bank Transfer (USD).

Please make checks payable to:

Kenes International Organizers of Conferences Ltd – WSAVA 2021

*All bank charges are the responsibility of the payer.

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CANCELLATION / MODIFICATION POLICY

Cancellation or modification of support items must be made in writing to the Industry Liaison and Sales Department:

Dori Bisk – dbisk@kenes.com

The organizers shall retain:

- 10% of the agreed package amount if the cancellation/modification is made on or before March 13th, 2021 inclusive.
- 50% of the agreed package amount if the cancellation/modification is made between March 14th, 2021 and July 11th, 2021 inclusive.
- 100% of the agreed package amount if the cancellation/modification is made from July 12th, 2021 onwards.

VAT INFORMATION

NO VAT

All Sponsorship amounts are inclusive of VAT.

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