



Gateway  
to the Future



# LUPUS 2025

16<sup>th</sup> International Congress  
on Systemic Lupus  
Erythematosus

21-24 May, Toronto



[lupus2025.kenes.com](http://lupus2025.kenes.com)



## Industry Benefits of Participating as a Sponsor and/ or Exhibitor

- Promotes cutting-edge scientific research
- Beacon of discovery and innovation in the field of Lupus research on an international level
- Provides an ideal networking forum
- Offers a unique opportunity to exchange ideas with renowned professionals from across the world
- Offers unique exposure to worldwide markets

### Discover your support level today!

Your level of support is determined by the cumulative value of your contribution towards the Congress.

This contribution will consist of items such as advertisements, sponsored sessions and exhibition space (excluding storage space).

### Giving you the recognition!

Every Supporter and Exhibitor will receive recognition in the dedicated Industry Support and Exhibition segment of the program, on the Congress website and with onsite signage during the event.

## Sponsorship Levels & Benefits

Maximize your company’s visibility by tailoring a package that suits your unique needs. The total sum of your contribution will define your support level!

The packages will give you additional benefits, as per the table below:

	PLATINUM	GOLD	SILVER	BRONZE
Congress Registrations	10	6	4	2
Mailshot	Exclusive	Joint	Joint	-
Acknowledgement on the Congress website, mobile app and onsite	✓	✓	✓	✓

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### Exhibition

> Floorplan – Available Soon

Space Only Booth

Shell Scheme Booth

### Educational Opportunities

Medical Educational Grant

- *Support towards the content of the Congress.*

Educational Grant for a Scientific Session

- *Support of an existing official Scientific Session.*

Educational Grant for the Mobile App

- *Supporter acknowledgement on the splash/pop-up screen of the App: “Supported by: company name” (product logo not permitted).*
- *2 “push notifications” included in the sponsorship package.*

Educational Participation Grant

- *Educational Participation Grants of any amount are appreciated and important to the success of our Congress.*

Educational Grant for Scientific Animation

- *Educational Grant towards a 1-min video animation based on an abstract.*

Poster Area

- *Signage at the entrance to the Poster Area with “Supported by...” and company name only.*

E-Program Book

- *Supporter acknowledgement on the cover of the e-Book: “Supported by: company name” (product logo not permitted).*

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### Promotional & Advertising Opportunities

#### Industry Lunch Symposium

- Includes hall rental, standard audio/visual equipment, and display table.
- Program will be included in a designated industry section of the Meeting Program.
- Industry sessions will be clearly indicated in the meeting timetable/Program as: “Industry Session” not included in the main event CME/CPD credit offering”.

The supporting company, in addition to the support fee, must cover all speakers’ expenses including registration, accommodation and travel expenses. This also applies in case the speakers have already been invited by the event organisers and have made prior travel arrangements independently.

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#### Industry Breakfast/ Dinner Symposium

- Includes hall rental, standard audio/visual equipment, and display table.
- Program will be included in a designated industry section of the Meeting Program.
- Industry sessions will be clearly indicated in the meeting timetable/Program as: “Industry Session” not included in the main event CME/CPD credit offering”.

The supporting company, in addition to the support fee, must cover all speakers’ expenses including registration, accommodation and travel expenses. This also applies in case the speakers have already been invited by the event organisers and have made prior travel arrangements independently.

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#### Innovation Stage (15 min)

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

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#### Promotion of Industry Session on the Congress Website

Companies can rent a space on the Congress website for period of 24 months and use it as a hosting partner to broaden the audience of their Supported Symposium.

- The webcast will be displayed in an Industry dedicated page on the website.
- Webcast will be clearly indicated as: “Webcast of an industry symposium session”.
- The company will need to provide a written agreement with the speakers, which allows the webcast to be placed there.
- Webcast needs to be provided by the supporting company.

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#### Pre-Congress Video Teaser

- Sponsors will be offered a dedicated webpage including a 4 min video on the official Congress Website.
- Opportunity for sponsors to connect with attendees before the Congress days and create anticipation with a pre-event promotional video/webpage hosted by Congress organizers.

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#### Lanyards Pick-up Station (Exclusive)

Company logo in the Lanyards pick-up station.

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#### Coffee Break (per break)

- Opportunity to have a 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.

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### Promotional & Advertising Opportunities

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#### Welcome Reception (Exclusive)

- *Supporter's logo on sign at the entrance to the Welcome Reception.*
- *Opportunity to provide items bearing company logo for use at the event.*

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#### Branding Opportunities in the Venue

- *Get additional exposure with the available branding opportunities around the venue.*

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#### Selfie Corner (Exclusive)

- *Supporter's company logo would be placed on the Selfie Corner in the Exhibition Hall.*

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#### Charging Kiosk

- *Opportunity to brand the Charging Kiosk with your company name and logo.*

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#### Water Stations

- *Supporter's logo on the Water Stations in the Exhibition Hall.*

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#### Internet Area

- *Opportunity to place signage in the internet area.*
- *Opportunity to provide additional branded items in the internet area.*

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#### Speaker's Ready Room

- *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.*

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#### Badge Printing Station

- *Video/ banner/ logo of your company will be prominently displayed on the kiosk monitors and your brand will enjoy significant exposure, making a lasting impression on attendees as they collect their badges.*

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#### Social Media Promotion

- *Send a post on the different Congress social media platforms.*

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#### Meeting Room

- *Possibility to hire a room at the venue.*

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#### Advert in the e-program book

- *Full page color advertisement in a designated section of the E-Program Book.*

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#### Push Notification

- *One "push notification" sent to all participants\* onsite through the mobile app during the sessions' breaks.*

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#### Advert in the Mobile App

- *Gain additional exposure for your company, industry session or booth by advertising it in a designated section of the Mobile App.*
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### Promotional & Advertising Opportunities

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#### Congress Mailshot Advert

- Company advert in a designated area of the official Congress mailshot.
- Product advertisement is not allowed.

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#### Advert in the Congress Website

- Full color PDF advert in an industry designated area of the official Congress website.
- Advert can serve as link to supporter's website.

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#### Registration Letter Email Banner (Exclusive)

- Banner-advertisement in the footer of the registration Confirmation Letter.
- Banner advertisement can be linked to supporter's website.

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#### Promotional Mailshot – Exclusive

- Mailshot to pre-registered participants will be exclusive for the supporting company.

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#### Promotional Mailshot – Joint

- Mailshot to pre-registered participants will be shared with other supporting companies.

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#### Post-Congress Mailshot

- Connect with participants after the Congress days by sending out a post-Congress Exclusive Mailshot.
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### Find what is best for your company

Request your sponsorship package or participation by contacting our team. We will guide you through the available options, tailor-made to ignite your specific business objectives and budget.

Marta Enes – Industry Sales & Liaison

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

#### Payment Terms & Methods

- 60% upon receipt of the Sponsorship agreement and first invoice
- 40% by November 21st, 2024.

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.

Option 1: Payment by Bank Transfer (\$).

Option 2: Payment by credit card (\$).

#### Cancellation/ Modification Policy

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

The organizers shall retain:

- 10% of the agreed package amount if the cancellation/ modification is made before Sep 23rd, 2024, inclusive.
- 50% of the agreed package amount if the cancellation/ modification is made between Sep 24th, 2024 – Jan 21st, 2025 inclusive.
- 100% of the agreed package amount if the cancellation/ modification is made from Jan 21st, 2025 onwards.

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