



**4TH WORLD CONGRESS
ON INTERVENTIONAL
THERAPIES FOR TYPE
2 DIABETES**

HILTON MIDTOWN, NEW YORK CITY
APRIL 8-10, 2019

ONLINE PROSPECTUS

SUPPORT
CATEGORIES &
BENEFITS

PARTICIPATION
STATISTICS



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PROMOTIONAL &
ADVERTISING
OPPORTUNITIES

ALL ABOUT
EXHIBITION

HOTEL BOOKING



PAYMENTS,
CANCELLATION,
TERMS &
CONDITIONS

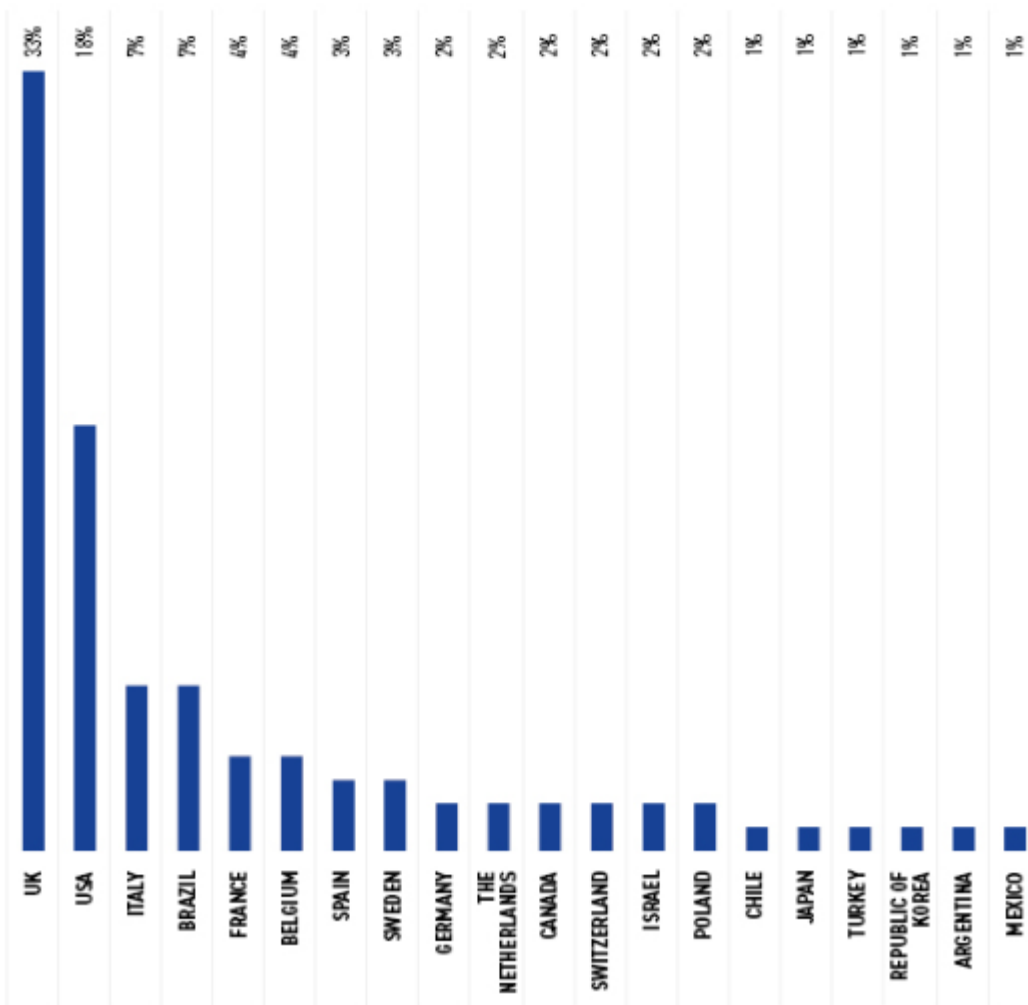
DOWNLOAD
PRINTABLE
PROSPECTUS

FROM GUIDELINES
TO IMPLEMENTATION

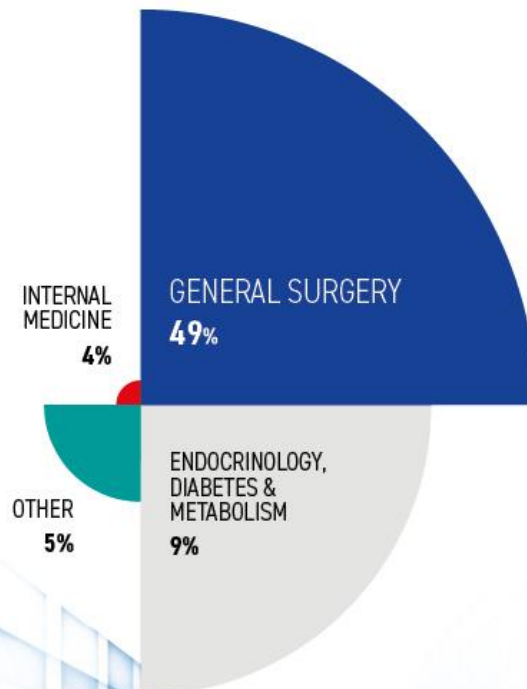
www.wcisd.com

PARTICIPATION STATISTICS - 2015, LONDON, UK

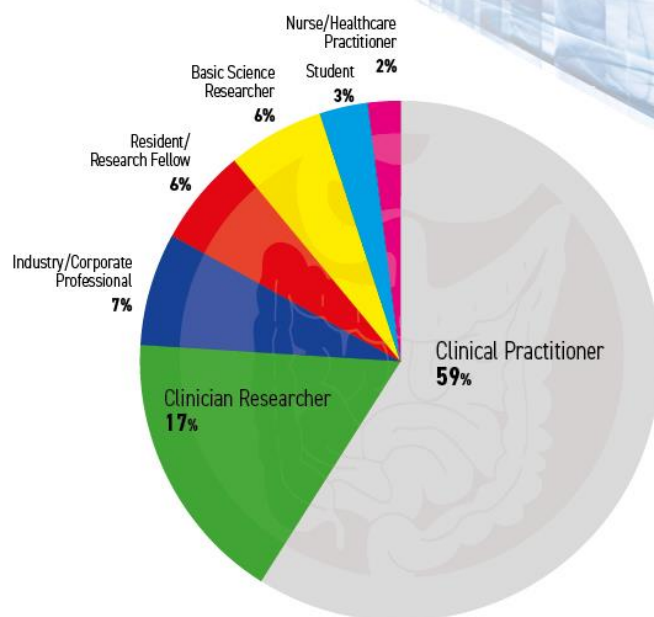
TOP 20 COUNTRIES



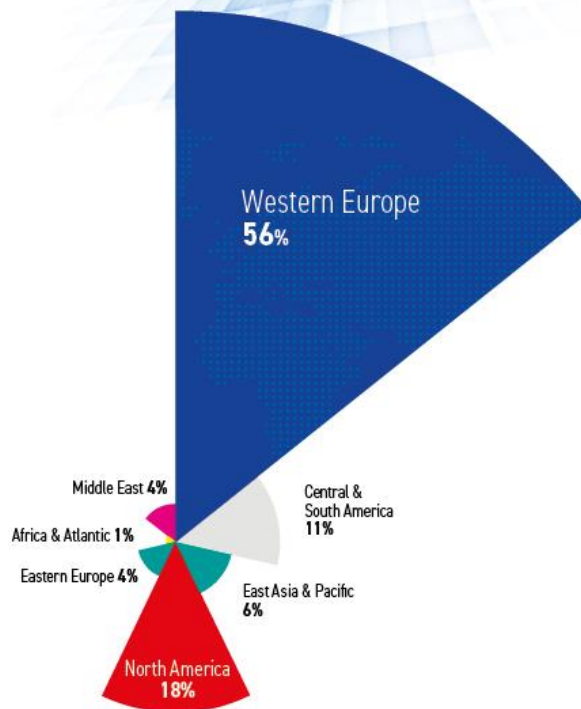
PROFESSIONAL INTEREST



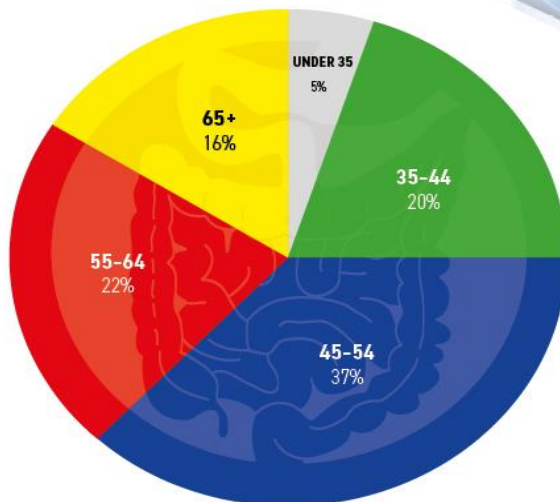
PROFESSIONAL ROLE



WORLD REGION



PARTICIPANTS BY AGE



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).

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

SUPPORT BENEFITS

Benefits will be allocated to supporters based on the following table:

BENEFIT	PLATINUM- Limited to 2 companies	GOLD- Limited to 2 companies	SILVER	BRONZE
Prime slot- Industry session	Yes	Yes		
Registrations	8	6	4	2
Priority listing in onsite exhibition signage	Yes	Yes		
Prime location booth (400 sqft and up)	Yes	Yes		
Daily passes for industry sessions without an additional charge	5	3	2	1
An option to purchase additional exhibition space for a reduced cost- 25% discount	Yes	Yes	Yes	

*Note that participants list is also available in the mobile application of the conference. The list includes participants who agreed to share their details according to GDPR.

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 congress, are appreciated and important to the Congress's success.

- Support will be acknowledged in the CME/CPD Accreditation page of the program, on the event website and application and with signage during the event.
- Supporter will be acknowledged as an educational supporter

E-POSTERS AREA



Kenes 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:

NEW!!! EDUCATIONAL PARTICIPATION GRANT



As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for **WCITD 2019**. 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 **WCITD 2019**.

Recipients (HCPs) will need to fulfil the criteria specified by **WCITD 2019** in order to be eligible to apply for an educational participation grant. Accepted grant recipients will be contacted by the **WCITD 2019** Secretariat.

- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

MOBILE APPLICATION



The Congress App engages attendees with personalized planning tools and real-time event updates. The App transforms smartphones, tablets and laptops into a tool for active meeting participation, making it easy for participants to access congress information they need and to connect with speakers and colleagues. The App includes the scientific programme, abstracts, speaker info, participant lists, rating/voting system for sessions/speakers and a personalized scheduler and is easily downloadable from the 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)
 - Signage on site with App QR code and "Supported by: company name/logo" (product logo not permitted)
 - Priority listing in the list of congress exhibitors
 - Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, and on signage during the event

NEW!!! BLENDED LEARNING



Funding support to the development of a blended learning programme. In order to improve physician competencies and ultimately improve patient care, we are offering blended learning opportunities. This interactive and well-received learning method combines face-to-face learning with online learning. Trainings and educational activities can be blended in many ways. Blended learning courses have proven to be a popular choice for learners as it allows learners to take advantage of much of the flexibility and convenience of an online course while retaining the benefits of the face-to-face experience.

A blended learning programme includes:

- Online pre/post-test and/or online pre-/post e-learning course/ case-study linked to a Symposium/Educational Session* at the Congress for a face-to-face session.
- Support will be disclosed in the Industry Support section of the Congress website and Programme Guide.
- Support will be acknowledged within the online learning activity

**Needs to be requested separately as is not included in the cost above.*

ABSTRACTS ON USB



The USB Thumb Drive will contain all of the scientific abstracts.

- The USB Thumb Drive will be distributed to all participants in the registration bag
- USB cover will be provided by the event organiser with the event branding
- Support will be recognized in the CME/CPD Accreditation page of the program, on the event website, application and with signage during the event.

INDUSTRY SYMPOSIA STATUS

Date	Time	Comments	
Industry symposium #1	Monday, April 8th	18:30-20:00	Parallel
Industry symposium #2	Monday, April 8th	18:30-20:00	Parallel
Industry symposium #3	Tuesday, April 9th	07:00-08:00	Plenary
Industry symposium #4	Tuesday, April 9th	13:30-14:30	Plenary, Lunch will be served in exhibition from 13:30, Catering is available for an additional cost
Industry symposium #5	Wednesday, April 10th	07:00-08:00	Plenary
Industry symposium #6	Wednesday, April 10th	14:45-15:45	Plenary/Parallel
Industry symposium #7	Wednesday, April 10th	14:45-15:45	Parallel

PROMOTIONAL & ADVERTISING OPPORTUNITIES

PLENARY/PARALLEL SPONSORED SYMPOSIUM



Opportunity to organise an Official Educational *Non-CME Industry Session*.

- The topic and speaker selection is to be submitted to the organizing committee for approval at least 3 months prior to the activity.
- All food and beverage is arranged and paid for directly to the facility by supporting company.
- Educational *Non-CME Industry Session* will be clearly indicated in meeting materials as: "*Non-CME Industry Session* supported by: Company ABC".
- Promotional/marketing materials created by the company must include: "*Non-CME Industry Session* supported by: Company ABC"
- Time slots and preferred halls will be allocated on a first come, first served basis
- The congress will provide the following disclaimer information to all participating companies. The disclaimer must be printed on all promotional materials for industry sessions supported by any group other than the supporter.

"The 4th international congress on interventional therapies for type 2 diabetes has provided space for this non-CME industry session. The program was independently produced, not subject to review by the congress, and is not part of the scientific/educational program offered by the congress."

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.

CONFERENCE NOTEPADS & PENS



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

- Notepads & Pens will bear the congress logo and the Supporter's company logo and will be distributed in the participants' Congress bags.
- Supporter's logo with hyperlink on Conference website
- Acknowledgement on Supporters' Board on-site
- Acknowledgement in the Supporters' List in the Final Program

*There's also a possibility for providing the note pads and pens in-kind.

CONFERENCE BAGS



Supporter will provide funding of the Congress bags.

- The bag will bear the Supporter's logo and the Congress logo
- Supporter's logo with hyperlink on Congress website
- Acknowledgement on Supporters' Board on-site
- Acknowledgement in the Supporters' List in the Final Program

CONFERENCE LANYARDS



Opportunity to place company logo on the lanyards. The Organizing Committee will select the type and design of the lanyards. The support entitlements are as follows:

- Supporter's logo to be printed on the lanyards
- Supporter's logo on Congress website
- Support will be acknowledged in the Industry Support and Exhibition section of the Final Programme book
- Acknowledgement on Supporters' board on-site

HOSPITALITY SUITES / MEETING ROOMS



An opportunity to hire a room at the Congress venue that may be used as a Hospitality Suite or Meeting Room. Supporter will be able to host and entertain its guests throughout the Congress. Supporters will have the option to order catering and AV equipment at an additional cost.

Hospitality provided will be in compliance with all relevant industry codes and compliance guidelines.

- Opportunity to brand the hospitality suite
- Acknowledgement on directional signage outside suite

BRANDED SEATING CUBES - NEW



The branded Seating Cubes or Festival Chairs are sturdy, trendy, cool, classic, cheerful, creative, stylish and informal. This multipurpose cardboard stool can be customized to match whatever theme you have chosen for your event - Design subject to approval of Secretariat and following all compliance regulations.

- Opportunity to customize the seating cubes
- 50/100 branded seats will be produced
- Location of seating cubes onsite to be coordinated with Secretariat
- It is possible to provide the seating cubes in Kind

EXECUTIVE LOUNGE



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.

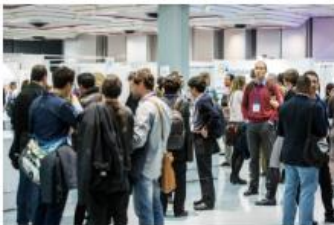
COFFEE BREAKS- PER BREAK/PER DAY/ALL CONFERENCE



Coffee will be served during breaks in the exhibition area. Hospitality provided will be in compliance with all relevant industry codes.

- Opportunity to have a one day/ One break/entire conference 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 programme, on the event website, and with signage during the event

WELCOME RECEPTION / NETWORKING EVENT



Supporter will have the opportunity to promote itself through one of the events. Hospitality and any activities provided will be in compliance with all relevant industry codes.

- Supporter's logo on sign at the entrance to the event
- 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 programme, on the event website, and with signage during the event

PHOTO BOOTH



The Photo Booth is an excellent tool to engage with congress attendees. It allows them to have fun and share their experience. Attendees are given the opportunity to take a photo of themselves and colleagues, using fun props provided by Kenes, and have the photo sent to them via email, text message or directly uploaded to their social media accounts.

- **The booth attracts many attendees** and a sponsor would gain exposure by having their branding on the outside of the booth, including their logo on every photo taken.
- The exposure will last long after the congress ends as these photos are shared with colleagues, friends and family.
- 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.

Additional branding options in Hilton midtown (congress venue) will be advised shortly.

WORLD MAP



The World Map is a unique touchscreen map of a 2D 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. The touchscreen display can be placed in a central location at the conference venue and serves as an information and communications tool, ideal for enhancing participant networking.

- Support will be recognized on a separate printed sign/rollup located beside the World Map screen, with "Supported by..." and a company logo only
- Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, and on signage during the event

CHARGING KIOSK



Branded Charging Kiosk for multiple devices, including smart phones and tablets. It's a great way to leave a lasting impression on the congress delegates.

- Supporter's logo with hyperlink on Congress website
- Acknowledgement in the Supporters' List in designated section of the Final Program
- Acknowledgement on Supporters' Board on-site
- Opportunity to brand the Charging Kiosk with your company name and logo

ADVERTISING SUPPORT OPPORTUNITIES

FINAL PROGRAMME: INSIDE PAGE /INSIDE BACK COVER/BACK COVER/**NEW!!! DOUBLE SPREAD**



Full inside page/ inside back page/Back cover/Inside double spread color advertisement in designated section of the Final Programme.

The Final Programme will contain the timetable, information about the scientific Program and other useful information. It will be distributed to all registered participants in the Conference bags.

PROMOTIONAL MATERIAL



Inclusion of one-page promotional material in the participants' Conference bags. Material should be provided by the Supporter and approved by the Secretariat. Supporters' product information will be available for all Conference participants. The distribution arrangement will be advised.

NEW!!! E ADVERTISEMENTS IN THE MOBILE APPLICATION



- The supporter will be able to provide a designed PDF file which will be presented as a carousel image upon opening the mobile app.
- This can be used as an advertisement to your exhibition booth, Industry supported session or any other activity planned during the event.
- **Huge exposure- the attendees sees this image EVERY TIME they open the app**

PROMOTIONAL MAILSHOT - EXCLUSIVE OR JOINT



Gain additional exposure for your Symposium, company or exhibition booth by sending out a Mail Blast to the preregistered delegates who have agreed to disclose their details 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 **WCITD 2019**
- **Joint:** Mail blast will list all supporting companies according to the support level. Each company will have a section of approximately 150 words. Design will be provided by Organizer. Minimum three companies apply for this option

** 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.*

Support will be acknowledged in the Industry Support and Exhibition section of the final programme, on the event website, and with signage during the event.

MINI PROGRAMME **NEW FEATURES!!!**



- **New:** The supporter can choose either to provide an advertisement included in the mini program, exclusive advertisement thus a double spread advert in the mini programme or take an exclusive sponsorship of the mini programme.
- **Exclusive support:** Support will be acknowledged on the back cover as: "Supported by..." and a company logo only. The supporter will also be able to provide up to two advertisements printed in the mini programme.
- Support will be recognized in the Industry Support and Exhibition section of the programme, on the event website, and on signage during the event



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. (Contact information is provided in the General Information section on page 7).

ACKNOWLEDGEMENTS

Please note that all Supporters will be acknowledged in the Program, on the onsite Supporters' Acknowledgement Board and on the Conference website.

REGULATIONS

Please note that it is the Exhibitors' and/or Supporters' responsibility to comply with the local authority's regulations, including, without limitation, IFPMA, the International Federation of Pharmaceutical Manufacturers & Associations Code of Practice on the promotion of medicines (www.ifpma.org), as well as FDA restrictions on the promotion of investigational and preapproved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses. Any product not FDA-approved for a particular use or not commercially available in the U.S. may be exhibited only if accompanied by easily visible signs indicating the status of the product.

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.

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.

***All pictures are illustrations only.**

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SPACE ONLY RENTAL

(Minimum of 200SQFT)

That includes:

- Exhibitors' badges
- 100 word company / product profile in the Program
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors

Space only / shell scheme rental does not include any furniture, electrical usage or stand cleaning. All these services and others will be available to order in the Exhibitors' Technical Manual.

ADDITIONAL BENEFITS

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

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



PIPE AND DRAPES RENTAL

That includes:

- Exhibitors' badges
- 100 word company / product profile in the Program
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors
- In addition, each booth will include the following:
 - standart pipes and drapes system
 - 8 inch back wall, 3 inch side walls
 - Exhibitor's name banner
 - (2) arm lights
 - Carpet

Space only / Pipe and drapes does not include any furniture, electrical usage or stand cleaning. All these services and others will be available to order in the Exhibitors' Technical Manual.

ADDITIONAL BENEFITS

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

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



EXHIBITOR INFORMATION & 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 100 sqft booked and one additional for each 100 sqft 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 645 sqft – 15 exhibitor registrations
- Booths larger than 645 sqft – 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 Exhibitors Manual.

EXHIBITORS TECHNICAL MANUAL

An Exhibitors Technical Manual outlining all technical aspects of exhibiting will be available approximately 3 month prior to the Conference. 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 ensure arrival of your materials, please be sure to complete the "Pre-Advise" form included in the shipping instructions when you receive either the Exhibition or Symposia Technical Manuals.

SITE INSPECTIONS

Exhibitors and Supporters are welcome to visit the Conference venue at their convenience. Please contact the venue directly to arrange this.



EXHIBITOR LOGO & PROFILE

You can submit your logo and company's profile, read important exhibitor information and complete orders for your stand on the **Kenex Exhibitors' Portal**. The Exhibition Manager will contact you with the link to the Exhibitors' Portal, including your personal login details.

EXHIBITION TERMS & CONDITIONS

The Terms and Conditions of exhibiting are included in the Online Prospectus. 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 congress. The exclusivity of an agent for the handling needs of congresses 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 organizational 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 neighboring 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.

BOOKING PROCEDURES AND PAYMENT INFORMATION

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

CONTRACTS & CONFIRMATION

SUPPORTERS

Once a Booking Form is received, a contract will be sent to you for signature with an accompanying invoice. This contract should be signed and returned with a 60% deposit payment. Upon receipt of the Booking Form the organizer will reserve the items listed in it. Completion of the Booking Form by the Supporter shall be considered as a commitment to purchase the items.

EXHIBITORS

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

SUPPORT TERMS & CONDITIONS

Terms and Conditions of Supporter are included in this Online Prospectus and will be included in the Supporter agreement.

INSERT AND DISPLAY MATERIALS

Please note that all materials entering the venue incur a handling charge. This includes materials for inserts and display. In order to receive a price quote for handling and to ensure arrival of your materials, please be sure to complete the "Pre-Advise" form included in the shipping instructions when you receive either the Exhibition or Symposia Technical Manuals.



PAYMENT TERMS & METHODS

60% upon receipt of the Sponsorship agreement and first invoice
40% by October 8th, 2018

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

Option 1: Payment by check (\$).

Please make checks payable to:

Kenes International Organizers of Conferences Ltd - WCITD 2019- New York

Option 2: Payment by Bank Transfer (\$).

Please make drafts payable to:

Kenes International Organizers of Conferences Ltd - - WCITD 2019- New York

Bank Account

Credit Suisse Bank Geneva, 1211 Geneva 70, Switzerland.

Account number and details

TBA in invoice

All bank charges are the responsibility of the payer.

CANCELLATION / MODIFICATION POLICY

Cancellation or modification of support items must be made in writing to the Support & Exhibition Sales Department:
Noa Freilich Pollack at: nfreilich@kenes.com.

The organizers shall retain:

- 10% of the agreed package amount if the cancellation / modification is made on or before August 8th , 2018 inclusive.
- 50% of the agreed package amount if the cancellation / modification is made between August 9th 2018 and December 8th, 2018, inclusive.
- 100% of the agreed package amount if the cancellation / modification is made from December 9th, 2018 onwards.