



**ESPID 2024**  
TEL AVIV & ONLINE  
20 - 24 MAY

#ESPID2024

[espidmeeting.org](https://espidmeeting.org)

**Industry Manual  
Hybrid Version**



June 2023

Dear Supporter,

We are happy to present you with the **ESPID 2024 Industry Symposia Manual**. ESPID 2024 will take place in **Tel Aviv, Israel & Online** on **20 – 24 May 2024**.

This manual covers important information and is designed to assist in preparing for your Industry 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.**

### **Exhibitors and Supporters Portal**

Each supporter will receive an e-mail with login details to access the Portal. The Portal enables supporters to:

- Submit a company logo and profile
- Submit deliverables as per contract
- Order lead retrievals/scanners

The login details will be 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.

Lastly, Kenes Group is offering participants and supporters special rates for various hotels in Lisbon. For information, pictures, location and rates, email us at [rangelova@kenes.com](mailto:rangelova@kenes.com)

Please do not hesitate to contact us for further information or assistance.

We look forward to welcoming you in Lisbon and wish you a successful and fruitful meeting!



## Section 1: Symposium Related Contact Information

### Kenes Contacts:

#### Meeting Organiser

##### **Kenes Group**

Rue François-Versonnex 7  
1207 Geneva, Switzerland  
Tel: +41 22 908 0488  
Fax: +41 22 906 9140

#### Hotel Sales Manager

##### **Ralitza Angelova**

Tel: +41 22 908 0488 Ext: 279 | E-mail: [rangelova@kenes.com](mailto:rangelova@kenes.com)

#### Industry Coordinators

##### **Diyana Yosifova**

Tel: +41 22 908 0488 Ext: 258 | E-mail: [dyosifova@kenes.com](mailto:dyosifova@kenes.com)

##### **Aleksandra Sinapova**

Tel: +41 22 908 0488 Ext: 217 | E-mail: [asinapova@kenes.com](mailto:asinapova@kenes.com)

#### Audio Visual Coordinator

##### **Mike Perchig**

E-mail: [nest@nest-av.com](mailto:nest@nest-av.com)

#### Industry Liaison & Sales

##### **Nikol Karabelova**

Tel: +41 22 908 0488 Ext: 293 | E-mail: [nkarabelova@kenes.com](mailto:nkarabelova@kenes.com)

#### Registration

E-mail: [reg\\_espid24@kenes.com](mailto:reg_espid24@kenes.com)

#### Product Marketing Coordinator

##### **Jimena Meymar**

E-mail: [jmeymar@kenes.com](mailto:jmeymar@kenes.com)



**Contractors:**

**Catering**

Catering company details will be shared on a later stage

**Onsite Logistic Agent, Material Handling & Customs Clearance Agent**

**Merkur Expo Logistics GmbH**

Mrs Irit Sofer

Mobile: +972-52-8890129

E-mail: [irit.sofer@merkur-expo.com](mailto:irit.sofer@merkur-expo.com)

*Merkur* is the **exclusive** handler inside the venue.

**Hostesses & Temporary Staff Hire**

Hostesses company details will be shared on a later stage



**Section 2: Deadlines Table**

Action Item (Please refer to your signed contract)	Deadline	Contact Person	
Staff Hotel Reservation	As soon as possible	Ralitza Angelova <a href="mailto:rangelova@kenes.com">rangelova@kenes.com</a>	
Payment of Invoice Balance	Must be received in full one week prior to the Meeting	Pazit Hochmitz <a href="mailto:phochmitz@kenes.com">phochmitz@kenes.com</a>	
Symposium Final Programme (for approval by Scientific Committee)	<b>As soon as possible and no later than 6 weeks prior to the meeting</b>	Please send by email in the requested specifications to Industry Coordinators: <a href="mailto:dyosifova@kenes.com">dyosifova@kenes.com</a> and <a href="mailto:asinapova@kenes.com">asinapova@kenes.com</a>	
Promotional E-mail Blast (Exclusive and Joint)	<b>4 weeks prior to the meeting</b>		
Text for Push Notifications for Virtual Platform	<b>4 weeks prior to the meeting</b>		
Mobile app adverts	<b>4 weeks prior to the meeting</b>		
Badge Scanner/ Lead Retrieval System	<b>4 weeks prior to the meeting</b>	Online via Exhibitor's Portal	
Placing orders for Voting/ 'Ask the Speaker' and other Technology Products and Services	<b>As early as possible, preferably no later than 6 weeks prior to the meeting</b>	Jimena Meymar <a href="mailto:jmeymar@kenes.com">jmeymar@kenes.com</a>	
Hostesses & Temporary Staff Hire	Please directly contact the company	TBA	
Catering Services	Please directly contact the catering company	TBA	
AV – scheduling Tech rehearsal, placing orders for extra AV for the Sponsored Symposia and AV for Meeting rooms <b>ONSITE</b>	Please directly contact the AV coordinator	Mike Perchig <a href="mailto:nest@nest-av.com">nest@nest-av.com</a>	
<b>Shipping &amp; Material Handling Services</b>			
Door to door	Please contact Merkur Expo Logistics	Irit Sofer <a href="mailto:Irit.sofer@Merkur-expo.com">Irit.sofer@Merkur-expo.com</a>	
Airfreight shipments			
Shipment via Advance Warehouse			TBA
Direct to the Venue			TBA



## Symposium Promotion Onsite and Virtual

Due to CME/CPD accreditation criteria for this Meeting, the following rules apply:

- **Meeting banner** 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 credit”**
- When promoting your symposium, you are allowed to use the phrase: **“Official Symposium of the ESPID 2023 Meeting”**
- In addition, it is not permitted to use the **ESPID 2023 logo** on any of the symposia materials.

## Session Agenda for Onsite and Virtual

Please submit the final symposium program using [the attached Agenda format](#) via email to [dyosifova@kenes.com](mailto:dyosifova@kenes.com) as early as possible and no later than 6 weeks prior to the meeting. The proposed program should include:

- Session Title (up to 110 characters including spaces)
- Session Description (up to 200 words, you can also include hyperlinks inside of it)
- 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
- 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** – 180x240 px, JPG Format

In case of changes to your symposium title or Program *after submission*, please contact the Industry Coordinators: **Diyana Yosifova** at [dyosifova@kenes.com](mailto:dyosifova@kenes.com) and **Aleksandra Sinapova** at [asinapova@kenes.com](mailto:asinapova@kenes.com)

If you wish to live stream your session from the Hall to the platform, please contact our Product Marketing Team at [jmeymar@kenes.com](mailto:jmeymar@kenes.com).





## Section 5: PROMOTIONAL ITEMS

This section includes guidelines which will assist you to prepare promotional items related to your industry sessions, however, **kindly refer only to the relevant items in accordance with your sponsorship agreement.**

### Guidelines to follow when creating your promotional items and content:

- When creating adverts for **mobile app, program book and mailshots** is allowed to promote product, symposia, or company promotion. Only when promoting symposia please add the following text inside: ***This session is not included in main event CME/CPD credit***
- When creating adverts for External and Internal lobby flags in the virtual platform is allowed to promote symposia or company promotion. Only when promoting symposia please add the following text inside: ***This session is not included in main event CME/CPD credit***

#### 1. Virtual Platform Push Notification

For supporters entitled to a push notification as per their signed contract, kindly submit the text **4 weeks prior to the meeting** to [djsoifova@kenes.com](mailto:djosifova@kenes.com) and [asinapova@kenes.com](mailto:asinapova@kenes.com) according to below guidelines:

- Message Title – Maximum **75 characters** including spaces
- Message body – Maximum **140 characters** including spaces
- Preferred date and exact local time, please coordinate with your industry coordinator
- \*Note the final schedule will be determined closer to the meeting, considering other pushnotifications.
- **Push notifications will be sent out during breaks in order not to disturb the participants who are inside the halls.**

#### 2. Mobile App Advert

For Supporters sponsoring the App please send via email to [djsoifova@kenes.com](mailto:djosifova@kenes.com) and [asinapova@kenes.com](mailto:asinapova@kenes.com)

**Deadline: 4 weeks prior to the meeting.**

File format: PNG or JPG (up to 800kb)

Size: **780px x 1688px**

We recommend avoiding using small text, so the advert could be readable when displayed on a mobile screen.





### 3. Virtual Platform – Internal lobby logos/flags, external lobby flags

Specs will be provided upon request and customized based on the allocation.

**Deadline: 6 weeks prior to the meeting**

📌 **Tip: Keep your file catchy, clear and concise! Try to avoid letters, use large logo...**

- Due to compliance, it is not allowed to include a **Product logo** in the external lobby flags or internal lobby banners and logos.
- This can be done in the Exhibition area if you have a flag or banner there.
- In internal lobby and external lobby just brand logo is allowed: The company Brand name (i.e.: Pfizer, Novartis, Teva)
- Product logo (actual product/medicine name itself) may appear in the Exhibition area (Industrial area) if you have advertisement space there.

### 4. Pre-Meeting Promotional Email Blast – Exclusive

Sponsors entitled to an Industry Mailshot as per their signed contract, please [click here](#) for the design requirements. Please make sure to forward these guidelines to your web-designer/programmer. Please upload the HTML version of your mailshot and other relevant files together in zip folder and send us everything with the **subject line** to **Diyana Yosifova** at [dyosifova@kenes.com](mailto:dyosifova@kenes.com) and **Aleksandra Sinapova** at [asinapova@kenes.com](mailto:asinapova@kenes.com) no later than **4 weeks prior to the meeting**.

#### 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 ESPID logo. The meeting banner will be added to the webmail's header by Kenes.
- The "From" field will be "ESPID 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.

### 5. Post-Meeting Email Blast – Exclusive

The exclusive e-mail blast will be sent out to pre-registered participants who have agreed to receive promotional material from supporters.

Please advise us the exact launch date of the Post-Meeting E-mail Blast **4 weeks prior to the meeting**.

[Click here](#) to download the design requirements. These guidelines should be forwarded to your web-designer/programmer.

The above notes (relevant for the pre-meeting e-blasts) apply for the post-meeting e-blasts as well.

Please send the required file(s), together with the subject line, to the Industry Coordinators **Diyana Yosifova** at [dyosifova@kenes.com](mailto:dyosifova@kenes.com) and **Aleksandra Sinapova** at [asinapova@kenes.com](mailto:asinapova@kenes.com) along with the **subject line**.





## 6. Joint E-mail Blast

For the joint e-mail blast, please prepare two files according to the following specifications:

- **1 Banner/Image Format: JPEG; Width: 300 pixels Height: 250 pixels**
- **1 PDF** (to be linked to the banner/image mentioned above) or any hyperlink of your choice

Please send these two files to the Industry Coordinators: **Diyana Yosifova** at [dyosifova@kenes.com](mailto:dyosifova@kenes.com) and **Aleksandra Sinapova** at [asinapova@kenes.com](mailto:asinapova@kenes.com) no later than **4 weeks prior to the meeting**.

The exact launch date of the joint e-mail blast will be advised closer to the meeting. It will be sent out to the pre-registered participants who have agreed to receive promotional material from supporters.



## Section 6: Miscellaneous Information

### Wi-Fi

Free Wi-Fi will be available at the meeting venue. Please be aware that public Wi-Fi capacity is limited. Therefore, it is restricted to email and web browsing activity. Should you require Wi-Fi or an internet line during your symposium, please let us know in advance and we will send you a quote.

### Contact person:

**Diyana Yosifova** at [dyosifova@kenes.com](mailto:dyosifova@kenes.com) and **Aleksandra Sinapova** at [asinapova@kenes.com](mailto:asinapova@kenes.com)

### Meeting Rooms / Hospitality Rooms

Supporters interested in renting a meeting room during **ESPID 2024 Meeting** should contact Industry Liaison & Sales, **Mrs. Nikol Karabelova** at: [nkarabelova@kenes.com](mailto:nkarabelova@kenes.com)

### Waste Disposal

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

### Onsite Badges

Each supporter is entitled to 10 Symposium badges which allow access to the supporter's symposium only (Individual names will not appear on the badges). Symposium badges can be collected 2 hours prior to the session from the Registration Desk and should be returned to the desk after the session ends.

### Catering

TBA

### Hostesses & Temporary Staff Hire

TBA



## Section 7: Badge Scanner/Lead Retrieval System

Lead Retrieval Wireless Barcode Readers can be a helpful tool for receiving contact information about participants who attend your symposium. Barcode readers may be rented in advance via the Exhibitors' Portal no later than **4 weeks prior to the meeting**.

### K-Lead App

- Quickly capture lead information by scanning the barcode on attendees' badge
- Cost per license: **€ 600** + 4% credit card charges
- Fast Track option with no editing capabilities.
- **No device is included**

### Please Note:

- Considering the new data protection regulation recently enacted in Europe, Kenes Group has updated its privacy policy. You can view our updated privacy notice [here](#).  
Kenes will not share delegates' personal data with third parties without their consent.  
Please note that similar 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 the company may contact them in the future.
- The barcodes on the delegates' 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, 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 Organizing Committee is responsible for the content of the information.

In order to reserve your K-Lead, please log into the Kenes Exhibitors' Portal  
<https://exhibitorportal.kenes.com>

If further assistance is required to place your order, or you have not received your login details please contact the Exhibition & Industry Coordinators, **Diyana Yosifova** and **Aleksandra Sinapova** at [dyosifova@kenes.com](mailto:dyosifova@kenes.com) and [asinapova@kenes.com](mailto:asinapova@kenes.com)



**Section 8: Innovative Products for Industry Symposia Onsite**

**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 in any language:** We can provide the traditional solution with local interpreters and hiring headphone receivers. Alternatively, we offer *app translation* with remote interpreters. In this case the participants stream the translation through an app on their smartphones.

We also provide tailor made customized solutions – [contact us](#) to make it happen!

For more onsite products opportunities and price quotes – [click here!](#)

***PLEASE NOTE: All product solutions are offered exclusively by Kenes Group.***

*Please contact us to discuss your needs and our relevant solutions.*

Please submit your order no later than 6 weeks prior to the meeting. Orders received after the deadline will incur rush fees.





## Section 9: Shipping Instructions

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 Meeting.

Contact details:

### ***Merkur Expo Logistics GmbH***

Mrs. Irit Sofer

Mobile: +972-52-8890129

Email: [irit.sofer@merkur-expo.com](mailto:irit.sofer@merkur-expo.com)

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, forklifting
- Storage of empty boxes and crates during the event
- Accessible storage for brochures and give-away items during the event
- On-site assistance and supervision

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 meeting. Please follow the instructions closely.

The shipping instructions includes:

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

In order to follow up 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:

- Number of pieces (pallets, boxes, cartons, etc.)
- Way of transport (road freight, courier services, airfreight, ocean)
- 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 Expo Logistics* must receive the 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-advice” form included in the shipping instructions.





### Insurance of Goods

All cargo should be insured from point of origin.

To view the **full ESPID 2024 Shipping Instructions**, including Tariffs, Material Handling please select the relevant links:

- **Shipping Instructions (coming out soon)**

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

For any questions/clarifications, please contact:

Merkur Expo Logistics

Contact: Mrs Irit Sofer

Mobile: +972-52-8890129

E-mail: [irit.sofer@merkur-expo.com](mailto:irit.sofer@merkur-expo.com)