

# DELIVERABLES -Specifications & Deadlines

The information presented here is subject to change.

Final guidelines and deadlines will be as published in the Industry Symposia Manual you will receive approximately 3 months prior to the event.

Dear Supporter,

This page contains specifications and guidelines for various deliverables and is designed to assist you in preparing for the event.

The deadlines indicated are estimated. The exact deadlines will be published in the manuals in due course.

Due to accreditation criteria, which is CME certified, the following rules must apply:

- Materials created by companies should NOT utilize the main event marketing look and feel.
- As the event is CME/CPD accredited, due to the accreditation criteria, when promoting a sponsored session, please indicate on your promotional materials the following disclaimer: **"This session is not included in the main event CME/CPD credits"**
- Companies must not use meeting banner in any promotional materials they create without prior consent.
- Companies must not use society logo in any promotional materials they create without prior consent.

- [Prospectus](#)
- [Information for Sponsors & Exhibitors](#)

- [Exhibitor's Portal](#)

## PRESENCE

**Deadline:** As early as possible and no later than 2 months prior.

Please submit the final symposium program using [the Agenda format](#) via email to the Industry Coordinators: **Aleksandra Sinapova** at [asinapova@kenes.com](mailto:asinapova@kenes.com) and Stephanie Stoyanova at [sstoyanova@kenes.com](mailto:sstoyanova@kenes.com) 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 changes to your symposium title or Program *after submission*, please contact the Industry Coordinators:

**Aleksandra Sinapova** at [asinapova@kenes.com](mailto:asinapova@kenes.com) and **Stephanie Stoyanova** at [stoyanova@kenes.com](mailto:stoyanova@kenes.com) Please consider processing time of 7 working days from the submission of materials until the webpage is ready.

### **Item description:**

- Pre-event webpage (URL) with video promotion.
- The Pre-event page has the Official Meeting banner

design (header and footer).

- URL does not appear in any of the tabs/website navigation menu of the meeting's website.
- Link can be used in supporter's promotion.
- Link can be used in supporter's exclusive e-mail blast (be sure to consider processing time mentioned above).
- The supporter can use the video promotion to create awareness of the supported session.

The supporter should provide the following:

- URL event page: <https://attd.kenes.com/> [please add here the preferred wording]
- Page title
- Company logo in high resolution
- 4min video. Video Format: MP4(H.264), 720P, Audio Format: AAC LC, BITRATE: 64 KBPS
- Text of approximately 300 words

Please note:

- The webpage is subject to approval.
- The webpage may not mention a commercial product or brand name or a specific drug.

## ADVERTISEMENT

**Deadline:** 6 weeks prior

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

**Size:** 780 x 1688 px **We recommend avoiding using small text, so the advert can be readable when displayed on a mobile screen.** **Deadline:** 6 Weeks prior. [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 the Industry Coordinators: **Aleksandra Sinapova** at [asinapova@kenes.com](mailto:asinapova@kenes.com) and **Stephanie Stoyanova** at

[sstoyanovava@kenes.com](mailto:sstoyanovava@kenes.com). **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 society logo. The meeting banner will be added to the webmail's header by Kenes.
- The "From" field will be "ATTD 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.

**Deadline:** 6 Weeks prior. **Guidelines:** Please prepare 2 files according to the following specifications:

**Banner/Image**

- Format: JPEG
- Dimension: 300X250
- Width: 300 pixels
- Height: 250 pixels

**A5 PDF (this file will be linked to the banner/image)**

- Format: PDF
- A5 size

Please send these two files to the Industry Coordinators:  
**Aleksandra Sinapova** at [asinapova@kenes.com](mailto:asinapova@kenes.com) and **Stephanie Stoyanova** at [sstoyanova@kenes.com](mailto:sstoyanova@kenes.com) **Important notes:**

- When clicking on the Banner/Image, the PDF/A5 file will be displayed. For the Banner/Image, we recommend avoiding using small text.
- □ In case webmail is promoting a sponsored session, please include the following disclaimer:

***This session is not included in main event CME/CPD credit***

- It is not allowed to use society logo. The official meeting banner will be added to the webmail's header by Kenes.
- The "From" field will be "ATTD 2024 Supporters".
- The exact launch date will be determined by Kenes closer to the event. The E-mail Blast will be sent out to the preregistered delegates who have agreed to receive promotional material from supporters.

**Deadline: 4 Weeks prior Specs:**

- **Message Title – Maximum 40 characters** including spaces
- **Message Body – Maximum 140 characters** including spaces

**Important:**

- Please make sure to indicate **company name** either on the title or in the message body.
- **Please specify your preferred date and time** (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 event, considering the overall push notifications schedule of the event.

- 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 event website under "Scientific Programme" page.
- Kindly note:  
\*\*Push notifications look different across various browsers, device types, and operating systems.