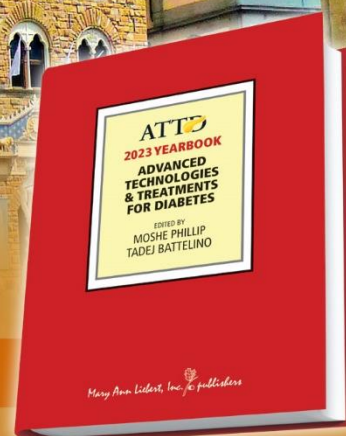


THE 17TH INTERNATIONAL CONFERENCE ON
**ADVANCED
TECHNOLOGIES &
TREATMENTS
FOR DIABETES**

6-9 MARCH 2024, FLORENCE, ITALY

**GLOSSARY
SPONSORSHIP
ITEMS**

FLORENCE



For bookings and further information, please contact:

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Educational Items

ATTD 2023 YEARBOOK



- Supporter's logo on the back page of the cover of the Yearbook.
- Company Banner with hyperlink on Yearbook webpage.
- Full page colour advertisement in the Final Program, promoting the Yearbook and acknowledging that the Yearbook is supported by the Company.
- A Bag Insert in the Conference Bags, promoting the Yearbook and acknowledging that the Yearbook is supported by the Company.
- Company logo on the Conference mailshots announcing the Yearbook will be sent to a mailing list of 30,000 experts from all over the world.
- Acknowledgement on-site as Yearbook supporter.
- Support will be recognised in the Industry Support and Exhibition section of the program, on the event website, virtual platform, mobile application and with signage during the event.

EDUCATIONAL GRANT FOR A SCIENTIFIC SESSION



Educational Grant in support of an existing official Scientific Session organised by the Scientific Committee and supported by a grant from industry.

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

**EDUCATIONAL GRANT
FOR SCIENTIFIC
ANIMATION**



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

- Conversion of research into an animated 1-min video/ infographic.
- The abstracts will be selected by the Scientific Committee.
- The animations will be published on the Conference' social media, website and will be displayed onsite.
- Support will be acknowledged in the video, Industry Support and Exhibition section of the program guide, on the event website, virtual platform, mobile application and with signage during the event.

E-POSTER 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:

- Signage at the entrance to the e-Poster area with "Supported byE" and a company logo only.
- Signage "Supported byE" and a company logo only on each individual e-poster station.
- Signage in the virtual platform with "Supported byE" and a company logo only.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, virtual platform, mobile application and with signage during the event.

**PARTICIPATION
GRANT**



As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for our Conference. The industry will entrust the Kenes Group and provide educational grants directly, and Kenes Group together with the Conference Committee will be responsible for participants (HCPs) pre-selection.

Educational Participation Grants of any amount are appreciated and important to the success of our Conference.

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

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

Promotional Items - Presence

PARALLEL SYMPOSIUM



- Opportunity to organise an official non-CME Industry Session (Program subject to the approval by the Conference Committee).
- Physically, it includes hall rental, standard audio/visual equipment, and display table.
- Possibility to have your session available in the Conference' virtual platform – with live Q&A and IT support included.
- Permission to use the phrase "Official Symposium of E Conference".
- Sponsored Symposia Programs will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Program as: "Industry Session" not included in the main event CME/CPD credit offering".
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, virtual platform, mobile application, and with signage during the event.

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 Sponsored Symposium speakers have already been invited by the event organisers.

PLENARY SYMPOSIUM



- Opportunity to organise an official non-CME Industry Session (Program subject to the approval by the Conference Committee).
- Physically, it includes hall rental, standard audio/visual equipment, and display table.
- Possibility to have your session available in the Conference' virtual platform – with live Q&A and IT support included.
- Permission to use the phrase "Official Symposium of E Conference".
- Sponsored Symposia Programs will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Program as: "Industry Session" not included in the main event CME/CPD credit offering".
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, virtual platform, mobile application and with signage during the event.

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 Sponsored Symposium speakers have already been invited by the event organisers.

**PLENARY MORNING
SYMPOSIUM**



Available session formats: IN-PERSON / ONLINE (PRE-RECORDED) / LIVE STREAMED.

- Company parallel sponsored symposium / workshop up to 50 minutes, Program subject to the approval of the Conference Scientific Committee
- In person, it includes hall rental, standard audio/visual equipment, and display table. Possibility to record your onsite presentation and place it on the ATTD online platform. Livestreaming can be purchased.
- Possibility to have your session available in the Conference online platform – with live Q&A and IT support included
- Permission to use the phrase: "Official symposium/workshop of the 17th International Conference on Advanced Technologies and Treatments for Diabetes"
- Sponsored symposium/workshop programs will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline)
- Support will be recognized in the Industry Support and Exhibition section of the program, on the event website, in the app, and signage during the event
- Time Slots: allocated on a "first-come, first-served" basis
- Pre-Conference timeslots available as well

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 Sponsored Symposium speakers have already been invited by the event organisers.

ATTD AWARD



We recognise the value and significance of ongoing diabetes innovation.

Therefore, ATTD will present an outstanding individual with the Award. Supporter of the award will receive outstanding benefits.

- €10,000 prize to Awardee
- Announcement on ATTD closing ceremony
- Page on the official ATTD website
- Dedicated page in Unlok, ATTD's online education platform
- Mailshot promotion to the database
- Advertisement in the program book
- Push notification in the app

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

**ATTD
RUN**



Support the ATTD Run to help us overcome inertia. Strong conservatism, clinical inertia and the treat-to-fail paradigm are key reasons for outcomes not improving and are barriers to effective management of TD2:

- Inertia for HCP is the recurring failure to establish appropriate targets and escalate treatment to achieve treatment goals. It is also the behaviour to not set clear goals or insufficient focus on goal attainment or spend inadequate time/personnel teaching injectable therapy.

Let's run together to start ourselves on the path to overcome inertia.

- Supporter's logo on t-shirts that are distributed to all runners
- Supporter's logo in all run publications
- 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

Promotional Items – Visibility

CHARGING KIOSK



Branded Charging Kiosk for multiple devices, including smartphones and tablets. It's a great way to leave a lasting impression on the participants.

- Opportunity to brand the Charging Kiosk with your company name and logo.
- Support will be recognised in the Industry Support and Exhibition section of the program, on the event website, virtual platform, mobile application and with signage during the event.

COFFEE BREAK



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 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 program guide, on the event website, virtual platform, mobile application and with signage during the event.

BAGS



Supporter will provide funding of the participants' bags.

- The bag will bear the Supporter's logo and the Conference logo.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, virtual platform, mobile application and with signage during the event.

The bag must be approved by the organising committee in advance.

NOTEPADS & PENS



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

- Notepads & Pens will bear the Conference logo and the Supporter's company logo and will be distributed in the participants' bags.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, virtual platform, mobile application, and with signage during the event.

**FIERA FIRENZE
BRANDING**



Opportunity to place your company logo on multiple locations across the venue, showcasing your company's support of ATTD 2024.

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

GELATO STATION



- Exclusive opportunity to brand the ice cream station.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application and with signage during the event.

HOSPITALITY /
MEETING ROOMS



Physical Hospitality Suite or Meeting Room:

- An opportunity to hire a room at the venue that may be used as a Hospitality Suite or Meeting Room. Supporter will be able to host and entertain its guests throughout the Conference. 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.

Virtual Hospitality Suite or Meeting Room:

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

LANYARDS



Opportunity to place company logo on the lanyards. The Organising 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.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, virtual platform, mobile application and with signage during the event.

LOUNGE AREA -
EXHIBITION



A Lounge area with tables and electricity will be available at the exhibition area for all participants.

- Large company branding on signage at the lounge
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application and with signage during the event.

MEETING SPACE
EXTERNAL WALL
BRANDING



- Opportunity to brand the external walls of the shell scheme meeting rooms
- Production cost is included
- Design to be provided by the Supporter
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application and with signage during the event.

PHOTO BOOTH



The Photo Booth is an excellent tool to engage with 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 Conference ends as these photos are shared with colleagues, friends, and family.
- By sponsoring the Photo Booth, the company will be the official supporter of the Photo Contest taking place virtually.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, virtual platform, mobile application, and with signage during the event.

SELFIE CORNER



The selfie corner is an excellent opportunity to engage with 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.

This corner attracts many attendees, and a sponsor would gain exposure by having their logo on every photo taken. The exposure will last long after the Conference ends as these photos are shared with colleagues, friends, and family.

- Supporter's company logo would be placed on the Selfie Corner.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, virtual platform, mobile application, and with signage during the event.

PRE-CONFERENCE
VIDEO
PROMOTION



Sponsors will be offered a dedicated webpage including a 4 min video on the official Conference Website.

- Opportunity for sponsors to connect with attendees before the Conference days and create anticipation with a pre-event promotional video/webpage hosted by Conference organizers.
- Product advertising is not permitted.

SEATING CUBES



The Seating Cubes are stylish and informal. This multipurpose cardboard stool can be customized to match whatever theme you have chosen for your event. The design is subject to approval of the Secretariat and must follow all compliance regulations.

- Opportunity to customize the seating cubes.
- 50 or 100 branded seats will be produced, price is according to the amount.
- Location of seating cubes onsite to be coordinated with Secretariat.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application and with signage during the event.

WELCOME RECEPTION



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 to the Welcome Reception.
- 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, virtual platform, mobile application, and with signage during the event.

WI-FI LANDING PAGE



Wireless Network Provision: Delegates wishing to access the internet via their own laptop/ smartphone may do so by using the Conference' Wi-Fi. Supporter will receive strong visibility during the Conference.

- An initial branded splash screen will bear the supporter logo and company name.
- The card will be distributed with the Conference material.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, virtual platform, mobile application, and with signage during the event.

Promotional Items – Advertise

ADVERT IN FINAL PROGRAM



Full page colour advertisement (inside page/ inside back page/ spread page) in designated section of the Final Program.

- The Final Program will contain the timetable, information about the scientific program and other useful information. It will be distributed to all registered participants in the bags.
- The advertisement will be printed in the designated industry section of the program, according to compliance regulations.

BAG INSERT



Promotional material (up to 4-page insert, A4 flyer) will be included in the bags.

- Material should be provided by the Supporter and approved by the Secretariat.
- Supporters' product information will be available for all participants.
- The distribution arrangement will be advised.

MOBILE APP ADVERT



- Gain additional exposure for your company, industry session or booth by advertising it in a designated section of the Mobile App.
- The Conference Mobile App will be available for all participants who download the app.

POST-CONFERENCE
MAILSHOT



Connect with participants after the Conference days by sending out a post-Conference Exclusive Mail Blast to registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Conference Organiser.

- 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 Conference Acronym + Year.

**In the case where the supporter cannot provide a compliant HTML file, they may provide one pdf/ image, that will be embedded into the Conference designed mailshot for an additional charge of \$250. 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 organised by industry and not included in the main event CME/CPD credit offering.

PROMOTIONAL
MAILSHOT



Gain additional exposure for your industry session, 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 Conference Organiser.

- 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 Conference. "From" field will be Conference Acronym + Year.
- Please note: Mailshots sent prior to the beginning of the virtual Conference cannot be linked to activities within the virtual platform as this one is not live/ available yet, i.e Industry sessions and booths.

**In the case where the supporter cannot provide a compliant HTML file, they may provide one pdf/ image, that will be embedded into the Conference designed mailshot for an additional charge of \$250. 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 organised by industry and not included in the main event CME/CPD credit offering.

PUSH NOTIFICATION



- One “push notification” sent to all participants* onsite through the mobile app and online via the virtual platform.
- Date and time to be coordinated with Conference organiser.
- Specifications will be provided by the Conference organiser.
- The Conference App will be available for all participants who download the app.

**Only for those participants who have opted to receive such information.*

SOCIAL MEDIA POST



- Increase your reach and connect with participants and other HCPs by using the Conference social media.
- The company will be able to send a post on the different social media platforms.
- Time and date to be confirmed with the Conference organisers.